



Hotel and Convention/Event Center Feasibility Study

Show Low, Arizona

HSP worked with the City of Show Low to conduct a market and financial feasibility study for a new convention/event center. HSP, alongside event center architects from Convergence Design, analyzed the marketability and uses of convention and event facilities, evaluated proposed sites, validated operating and development cost estimates and provided funding and governance options for the City of Show Low.

The goal of the study was to provide the City of Show Low with an event center strategic plan to accommodate convention/event center business that will induce economic activity to the community. HSP examined the needs of Show Low's community and the greater market area, identified the current and future unmet market for meeting and event space, and made recommendations for the best type of facility, amenities, program and other components of the proposed project.

HSP recommended a two-phased development for the City of Show Low. Phase 1 included a 22,000-square-foot multi-purpose event flex space, including three basketball courts, six volleyball courts and 1,900 retractable chair-back seats, as well as a flexible 8,000-square-foot ballroom space. Phase 2 included six to eight breakout rooms, upgraded finishes and additional equipment installation. HSP also recommended a 120-room select service branded hotel development to be built adjacent or connected to the other recommended facilities

Client: City of Show Low

Time Period: 2017