



Conference Center Needs Analysis & Feasibility Study

Sidney, Nebraska

Hunden Strategic Partners conducted a conference center development study and needs analysis for a very unique situation in Sidney, Nebraska. The community is the headquarters of Cabela's, a major retailer catering to hunters, fishers and other who enjoy outdoor activities. Their retail footprint continues to grow as a publicly traded company.

The study was unique in that it was a needs analysis and feasibility study for both the needs and opportunities of the community, yet also of Cabela's. Given its outsized role in the community and need for a conference center, Cabela's would be a primary anchor tenant of the building and would occupy several types of spaces 100 percent of the time, while other types of spaces would only be used occasionally. Determining the proper physical design program for the building was key to accommodate both tenant use and opportunity for outside users.

Cabela's currently holds many events in Denver because it cannot host them locally. Now with the advent of this building, it hopes to move more events to Sidney. The community and Cabela's have worked on a financial and governance arrangement, with HSP's guidance and advisory, to best develop the project.

Client: City of Sidney

Time Period: 2015