



Convention Center Expansion & Impact Study

Spearfish, South Dakota

The City of Spearfish, South Dakota, engaged Hunden Strategic Partners (HSP) to determine the feasibility of expanding the existing Spearfish Convention Center. HSP engaged DLR Group, a public assembly facility design firm, to provide drawings and a budget for the recommended facility. Spearfish is a popular center of tourism due to its proximity to the Black Hills, Devil’s Tower, Mount Rushmore and Deadwood.

The Convention Center is owned and was funded by the City. The facility is managed by the Holiday Inn Spearfish. A full market and financial feasibility study was completed, including a meeting planner survey and economic, fiscal and employment impact. Based on expanding tourism, increasing population and the boom in exploration and extraction of natural resources in the region, the economy is growing rapidly for meetings and events.

HSP recommended essentially doubling the ballroom to approximately 20,000 square feet and adding a number of quality breakout meeting rooms. In addition, HSP recommended a major renovation of the attached Holiday Inn as its quality was hurting the attractiveness of the convention center and the market for meetings.

Client: City of Spearfish

Time Period: 2012