



Convention Center & Hotel Feasibility Study

Thornton, Colorado

The City of Thornton retained HSP to conduct a hotel/conference/convention center study, the purpose of which was to evaluate the potential demand for a new meeting facility and/or meeting hotel along Interstate 25 at one of six interchanges. The study considered the potential level of demand for a new development at any of the locations that met the site criteria. The analysis took into consideration the variety of different hotel/conference/convention center types currently existing or being planned in the Denver metropolitan area as well as the balance of the Front Range.

Thornton is a thriving community with a rapidly growing population and excellent accessibility. The study revealed that Thornton did have excellent access points and future growth potential that could support a meeting and hotel facility.

Phase I of the report was completed in March of 2008 and recommended a convention center with 86,000 square feet of meeting space and a full-service headquarters hotel with 350 rooms and 20,000 square feet of meeting space. Phase II was completed in 2009 and included a conceptual design, further site analysis and a complete financing plan, which included the development of a mixed-use destination district surrounding the project as a financing mechanism. The cost of the project was too great, however, to be supported by newly-generated tax revenues and as such, was put on hold by the City.

Client: City of Thornton

Time Period: 2008 - 2009