



## Event Center and Hotel Needs Analysis

### *Missoula, Montana*

Located on the Clark Fork of the Columbia River in West Central Montana, Missoula is the home of the University of Montana. It is a prime tourist destination for fishing, hiking, camping, cycling and rafting due to its location in the northern Rocky Mountains on the Clark Fork, near the Blackfoot and Bitterroot Rivers and proximate to both Glacier and Yellowstone National Parks.

The Missoula Area Economic Development Corporation (MAEDC) and Missoula Area Chamber of Commerce (MACC) spearheaded an effort to assess the feasibility and economic impact of an all-events center.

HSP performed a two-phased feasibility and impact analysis, including:

- Market Demand Assessment
- Facility Needs Assessment
- Operations & Management Review
- Financial Analysis
- Economic Impact Analysis
- Hotel Needs Analysis
- Site Analysis

HSP completed all phases of the assignment in early 2010 and the community is seeking a funding solution.

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**Client:** Missoula Area Economic Development

**Time Period:** 2009