



Downtown Hotel Market & Feasibility Study

Rockford, Illinois

In 2013, HSP performed a feasibility analysis on the proposed redevelopment of the historic Amerock/Ziosk Building in downtown Rockford into a new full-service hotel.

The building was intended to serve as a gateway to the south corridor of downtown and to complement the existing historic and cultural facilities in the area, including the BMO Harris Band Center, Coronado Theater and Davis Park. The CVB wished to understand the market and financial feasibility as well as the economic impact for a 150-room hotel to include approximately 12,000-17,000 square feet of meeting space.

HSP performed a meetings and hotel market analysis, conducted interviews and surveys from potential users and local community stakeholders, proposed recommendations, and projected demand and financial performance data.

The old historic textile factory went through the development process to become an Embassy Suites and a catalyst for the redevelopment of the riverfront property. The Embassy Suites, equipped with a destination rooftop bar and restaurant, officially celebrated its soft opening in summer of 2020.

Client: Rockford CVB

Time Period: 2013