



## Conference Center and Hotel Strategy and Feasibility

*Loveland, Colorado*

HSP was engaged by a private development company to conduct a conference center and hotel feasibility study. The master-planned community, Grand Station at Centerra, is a 60-acre master-planned community in Loveland, Colorado. The master plan includes:

- 480,000 square feet of Retail, Restaurant & Entertainment
- 145,000 square feet of Class A Office Space
- 156 Residential Units
- 180-room Four Diamond Hotel and Conference Center
- 220 Business Travel Hotel Rooms in two properties

As part of this development, the addition of a conference center component attached to the proposed Valencia hotel is being considered. The purpose of the conference center would be to optimize the ability of Grand Station to host upscale groups. HSP completed a full feasibility study for the project and posed a variety of scenarios for the conference center, including a scenario where the hotel and conference center were combined into a single operation and one with the two facilities operating as stand-alone entities.

---

**Client:** Private Developer

**Time Period:** 2007