



Elkhart Aquatics Facility & Downtown Hotel Feasibility

Elkhart, Indiana

Hunden Strategic Partners (HSP) was retained by the Elkhart County CVB to identify current and future demand for a new hotel development in downtown Elkhart. The report conducted in 2017 included an updated hotel market analysis, including detail on new supply, and a profile of the proposed 170,000-square foot Elkhart Health, Fitness, Aquatic, and Community Center. HSP provided demand and financial projections for development scenarios in downtown Elkhart.

HSP studied the proposed new aquatic center development in Elkhart and its relationship/potential impact on a new downtown hotel. The aquatic center was projected to generate a significant uptick in room nights, especially on the weekends, when hotels were at lower occupancy in the winter and spring months. HSP's study considered how the aquatic center would help create an anchor for downtown activity, and the increase in events would create the opportunity for thousands of new room nights. Ultimately, HSP's findings revealed that there was an opportunity for a branded or boutique hotel between 90 and 120 rooms in the immediate downtown area in Elkhart. This recommendation was supported strongly by the aquatics center development.

The proposed downtown hotel would be the closest lodging option to the Elkhart Health, Fitness, Aquatics, and Community Center. The facility was designed to accommodate major USA Swimming and NCAA regional and national events. It was proposed to cost approximately \$65 million. The layout included a 66 x 25-meter competition pool with a diving well. The second story of the complex was proposed to house an observation deck to seat up to 1,200 spectators. HSP completed economic impact projections for the proposed complex and provided implications. The complex, by stabilization, is projected to generate up to 16,000 room nights per year.

Client: Elkhart County CVB

Time Period: 2017