



Destination Asset Mix Market & Feasibility Study

Bothell, Washington

HSP worked with the City of Bothell to complete a feasibility study for the development of a new destination amenity with a public use component. HSP determined the current, unmet and future opportunities of the community, as well as local, regional and national market conditions impacting destination developments, in order to provide the Client with a strong and supported plan for future steps.

For each asset type, HSP assessed what exists in the Bothell regional market and what the market appeared to be missing. The report also included a general trends analysis for each industry to help the Client understand if certain industries were trending up, down, or were overbuilt, etc. The report included a comparison of what existed and what was missing to a “model” region, where the destination would run “on all cylinders.”

New destination developments that reflect trends in hotel, dining, entertainment, attractions, and other markets, if developed, could have a modest to large economic impact on Bothell. The key is building the right projects in the right places, with the most successful components. Proximity, critical mass and other factors were fully considered.

Client: City of Bothell

Time Period: 2019