



Flexible Event Facility Analysis

Chester County, Pennsylvania

HSP was engaged by Chester County to evaluate the market demand, financial feasibility and impact of a potential conference and/or flex event facility. HSP is currently completing a two-phased study for the facility. While Chester County and the Convention and Visitors Bureau identified a need for additional meeting space in Chester County, the Client is also interested in studying a flexible space/sports element for the facility.

Phase I of HSP's study included market analyses of the convention and meetings market, the hotel market and the local sports market. HSP's study plan also included identification of similar projects and profiles of said projects to give the County an idea of how other flex facilities have performed in the past and are performing currently. Phase I concluded with recommendations, projections and an economic, fiscal and employment impact analysis.

Phase II will study the proposed site more closely and make recommendations regarding potential funding and management structure and update the financial projections and impact based on those recommendations and findings.

Client: Chester County and the CVB

Time Period: 2019 - 2020