



Flexible Conference/Event Center Market & Financial Feasibility Study

Crawford County, Kansas

HSP worked with design professionals at Convergence Design to identify the market demand and financial feasibility of a new conference center development for the Crawford County Convention and Visitors Bureau. HSP performed the study to ultimately assist the CVB in facilitating the design and development of a new conference center facility. The goal was to expand the types and sizes of events that the County is able to host and to encourage economic activity through the increased visitation.

HSP analyzed marketability, viability and optimal uses of the proposed project. The team also evaluated proposed site options, including adjacent to the Kansas Crossing Casino and at the north end of the County limits. Additionally, HSP included an assessment of proper sizing and amenities for the vital headquarter hotel component. In this type of development scenario, the event facility will not have optimal performance without a properly sized and formatted hotel.

The study revealed that there was a gap in the market for this kind of facility, which pointed to the opportunity for a successful small conference and event center development. HSP recommended a flexible facility with a minimum ballroom size ranging from 15,000 to 25,000 square feet, divisible into multiple sections. The market findings showed that Crawford County had an opportunity to create a successful, profitably-operated conference center, with the caveat that the emphasis must be placed on creating flexible space in a walkable environment to provide for meeting planner needs.

Client: Visit Crawford County

Time Period:

2020