



MetraPark Expo Center Expansion Study

Billings, Montana

Hunden Strategic Partners worked with officials at MetraPark to provide advisory services related to the potential expansion of the MetraPark Expo Center in Billings. The 189-acre MetraPark campus is comprised of the following facilities:

- **First Interstate Arena** - 12,000-seat arena,
- **Montana Pavilion** - multi-purpose 28,800-square foot exhibit building,
- **Expo Center** - largest multi-purpose exhibit building at MetraPark, 77,400 square feet,
- **Collection of smaller facilities** - including horse barns, park, large pond, and paved parking,
- **4-H Building Renovation** –historic building located on the MetraPark fairgrounds

Hunden provided the client with a final deliverable that included a situational analysis of current offerings and a high-level perspective on the need to do a deep-dive study on the market and financial feasibility of the campus expansion.

Client: MetraPark

Time Period: 2020