



## Ogden Eccles Conference Center Expansion Analysis

*Weber County, Utah*

The Hunden Strategic Partners Team, including Convergence Design, was engaged by the Weber County Culture, Parks and Recreation Department to determine the market and financial feasibility and economic impact of the potential expansion of the Ogden Eccles Conference Center (OECC), which included a potential new headquarter hotel project. At the time of the study, the OECC lacked the type, size, and flexibility of spaces to accommodate most event types that demanded space. Specifically, the facility lacked an exhibit hall, critical for hosting consumer shows, indoor sporting events/tournaments, tradeshow, and conventions.

Through a market assessment, demand analysis, interviews, and data collection, Hunden identified a gap in quality facility supply in the region for mid-sized meeting and event facilities to accommodate events larger than 900 people. There was latent demand for conferences, conventions, trade, and consumer shows, as well as larger banquets. However, not much opportunity in sports and entertainment, primarily due to other competitive facilities that are able to accommodate the growth in the markets. Hunden also determined, for the OECC successfully expand and generate group hotel demand and participate in the expanded market activity, it required a headquarter convention hotel to provide the necessary room blocks.

Ultimately, the Hunden Team narrowed seven scenarios down to two: Scenario A – An expansion of the south of the Peery's Egyptian Theater, requiring acquisition and demolition of the Market Star and Key Bank buildings. This scenario offered minimum impactful amount of recommended exhibit space. Scenario B – Expand the OECC. This plan required acquisition of land and demolition of structures. It also offered larger exhibit hall space and potential phases of development.

**Client:** Weber County Culture, Parks and Recreation Department **Time Period:** 2020 - 2021