



# Mesa Convention Center, Amphitheatre & Delta Hotel Optimization Analysis

*Mesa, Arizona*

Hunden Strategic Partners (Hunden) completed a market analysis and financial feasibility study, including economic impact analysis, for the future optimization – or even repurposing – of the Mesa Convention Center (MCC or Project), the Mesa Amphitheatre, and the surrounding hospitality assets in Mesa, Arizona.

With more than 500,000 residents, Mesa is the second-largest city in the Phoenix metro area. The area has seen a significant amount of new and planned development in recent years, including the new Arizona State University campus – Mesa City Center – set to open in 2022. The new campus, a joint project between the City of Mesa and ASU, will house academic programs related to digital and sensory technology, experiential design, gaming, media arts, and film production. This new development in downtown Mesa will affect the shape of the MCC's redevelopment and the trajectory of the convention district as a whole. Today, the MCC is lacking modern technology capabilities, proper space for a variety of meeting types, and connectivity to the surrounding assets. The goal of the study was to elevate the convention center area to a high-tech walkable district for residents, students, and visitors to enjoy.

The study resulted in detailed recommendations for four major elements of the campus. The recommendations included overall interconnectivity between the hotel and MCC buildings, specific building updates the MCC to include flexible event space, technology upgrades to enhance facility/event performance tracking and visitor experience, and amenity improvements to the Mesa Amphitheatre.

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**Client:** Private Client

**Time Period:** 2021 - 2022