



# Viking Hall Civic Center Redevelopment Market, Financial Feasibility & Economic Impact Study

*Bristol, Tennessee*

Hunden Strategic Partners is working with architects at Perkins and Will to complete a market analysis and financial feasibility study for a multi-purpose event center to be integrated into the existing Viking Hall Civic Center in Bristol. The study will determine the feasibility of this concept, outline the architectural compatibility, and provide the City with market-supported recommendations, cost estimates, financial projections, and economic impact projections.

For many years, Bristol utilized the Viking Hall Civic Center as a multi-purpose event center and shared space and usage with Bristol TN City Schools. The VHCC hosted concerts, craft shows, sporting events, and a variety of school functions. Today, the 5,650-tiered seating arena, which has an elevated stage and hardwood floors, no longer hosts concert activities or operations of any kind.

The purpose of the study is to aid the City in determining the financial feasibility of resuming events of this type at VHCC, while continuing to share operations with the school system. The study will consider the opportunity for renovations and improvements to the current facility in order to create a market-supported multi-use center to serve Bristol, Sullivan County, and the Tri-Cities area. Should integrating a new center into the existing VHCC prove to not be a viable option to accomplish these goals, the Team will make recommendations on alternative scenarios.

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**Client:** City of Bristol

**Time Period:** 2021 - Present