



Expo, Arena & Conference Center Expansion Financial Feasibility Study

Chatham County, North Carolina

Hunden Strategic Partners, alongside architects at Convergence Design, completed a Chatham County Agricultural and Conference Center (CCACC) expansion market and financial feasibility study for Chatham County. The County engaged Hunden to determine the optimal Phase II master plan expansion of the CCACC. The intention of the study was to determine the SWOT of the current facility's operations and presence in the marketplace, research market demand, analyze relevant comparable developments similar to CCACC, and produce recommendations for the future expansion and development of the CCACC to maximize value.

Successful multipurpose facilities have dynamic spaces to host a wide variety of entertainment, events and conferences. Flexibility is key for arenas in a mid-sized market to host sporting events, large concerts, small concerts, meetings, rodeos, etc. Hunden made recommendations to the County based on the results market trend analytics, local and regional market demand research, current facility programming, and available additional space at the CCACC. The final phase of the study included the creation of demand and financial projection models for the recommended development scenarios, as well as an economic, fiscal and employment impact analysis.

Client: Chatham County

Time Period: 2021