



## Performing Arts Center Market & Financial Feasibility Study Analysis

*Conway, South Carolina*

Hunden Partners is currently conducting a market demand, financial feasibility and economic impact study for a new performing arts center in Conway, South Carolina. Hunden is in the process of completing an economic, demographic and tourism analysis, a market analysis specific to performing arts centers, reviewing relevant case studies, and analyzing potential site options in order to provide implications and detailed recommendations for the new performing arts center. Hunden's recommendations will include:

- Programming and optimal space types
  - Family-friendly and community-oriented events
- Downtown support amenities
  - Additional retail and restaurant to enhance pre- and post-show experience
- Unique funding streams
  - Philanthropic dollars and private investment

Additionally, Hunden will determine any feasibility gap the project may encounter and perform an economic, fiscal and employment impact analysis to find the direct, indirect, and induced impacts, including the tax revenues that are generated by projected visitors to the performing arts center based on recommendations.

---

**Client:** Conway Chamber of Commerce

**Time Period:** 2024 - Present