

AMARILLO CIVIC CENTER COMPLEX, TEXAS



Client: City of Amarillo, Texas
Project Type Feasibility, Economic Impacts, Financing, Operational Assessment
Years of Service 2001–2018

The City of Amarillo engaged HVS to conduct a feasibility analysis of the Amarillo Civic Center Complex (“ACCC”). HVS investigated expanding the existing ACCC on its current site in downtown Amarillo. The HVS analysis was prepared in conjunction with a concurrent master planning effort. The HVS study served as a guide for subsequent physical planning aimed at providing the desired program elements on the proposed site. HVS provided demand and financial projections, an operational assessment, an approach to financing the expansion, and an economic and fiscal impact analysis. HVS has updated the analysis several times as needed.

FARGO CIVIC CENTER, NORTH DAKOTA



Client: City of Fargo, North Dakota
Project Type Feasibility, Economic Impacts, Financing Options
Years of Service 2015

The City of Fargo, North Dakota engaged HVS Convention, Sports & Entertainment to study the feasibility of repurposing the Fargo Civic Center into a performance venue. HVS examined if the community can support a new multi-purpose performing arts facility of approximately 2,000 to 2,500 seats. The market and financial feasibility study identified the type of space required to meet the current and potential demand in Fargo and analyzed the project income and expenses, economic impacts, and financing models for the project.

MAYO CIVIC CENTER, ROCHESTER, MINNESOTA



Client: Rochester MN Convention & Visitor Bureau
Project Type Revenue Enhancement Analysis
Years of Service 2017

The Rochester MN Convention & Visitor Bureau (“RCVB”) asked HVS to develop a revenue management plan for convention and event sales at the Mayo Civic Center (“MCC”). The goal of the RCVB was to determine the net revenue contributions that prospective individual events would make to the MCC. The objective of the assignment was to build a model that would allow the RCVB to assess the impact of proposed events on financial operations. This model was designed as a tool for RCVB sales staff to achieve established annual revenue targets. This financial model incorporated the expansion of the MCC and considered the lodging tax impacts of individual events since some of those revenues are turned back to cover MCC operating deficits. It is also used to maximize the economic impact to the City of Rochester.

SANTA FE CONVENTION & CIVIC CENTER, NEW MEXICO



Client: City of Santa Fe, New Mexico
Project Type Feasibility, Financing Options
Years of Service 2004

The City of Santa Fe sought to facilitate the redevelopment of the Sweeney Civic Center for over ten years. Throughout this process HVS worked with a community task force and presented the plan to the community and governing body in a series of public meetings. HVS responsibilities included reviewing previous feasibility studies, updating target market research, updating previous studies of comparable and competing facilities, providing information on current and potential community and municipal uses, and analyzing financing options. The City moved forward with the development of the new civic center, which opened in 2008.

FARMINGTON CIVIC CENTER, NEW MEXICO



Client: City of Farmington, New Mexico
Project Type Feasibility, Financing Options
Years of Service 2014

The City of Farmington engaged HVS to provide an assessment of an expansion of the Farmington Civic Center (Civic Center). The Civic Center is located downtown and hosts theater, local social and banquet events, meetings and conferences, and other civic events. HVS assessed current and potential demand for the Civic Center and provided recommendations on facility improvements that would improve its utilization and increase its positive impact on Farmington. HVS also reviewed the site and surrounding parcels of land and reviewed financing options to fund facility improvements.

MID AMERICA CENTER, COUNCIL BLUFFS, IOWA



Client: City of Council Bluffs
Project Type Operational Review, Economic Impact, Operator Selection
Years of Service 2005, 2007, 2013

The City of Council Bluffs retained HVS to evaluate the performance of the Mid-America Center. The facility includes a 9,000-seat arena, 25,000 square feet of exhibit space, and 24,000 square feet of additional meeting and banquet space. HVS compared the Mid-America Center to other comparable facilities elsewhere in the nation. The HVS analysis included recommendations for improved marketing, operations, and booking policies, as well as estimates of demand potential for both the arena and convention center under two scenarios: the status quo (assuming no changes in operations, marketing, or booking policies) and assuming the implementation of HVS recommendations. The report concluded with financial operating projections and economic impact estimates for both scenarios. HVS was then hired to assist the City in selection of an operator for the Mid-America Center.