

GRAND JUNCTION CITY COUNCIL
MONDAY, FEBRUARY 1, 2016

WORKSHOP, 2:30 P.M.
(NOTE SPECIAL TIME)

CITY HALL AUDITORIUM
250 N. 5TH STREET

To become the most livable community west of the Rockies by 2025

- 1. Event Center Feasibility Study:** Rob Hunden from Hunden Strategic Partners (HSP) will present the feasibility analysis of the proposed sports arena /event center including an analysis of the programmability, demand, and limitations of Two Rivers Convention Center (TRCC). [Attachment](#)
- 2. Other Business**
- 3. Board Reports**

CITY COUNCIL STAFF REPORT

WORKSHOP SESSION

Topic: Event Center Feasibility Update and Presentation

Staff (Name & Title): Jay Valentine, Internal Services Manager

Summary:

Rob Hunden from Hunden Strategic Partners (HSP) will present the feasibility analysis of the proposed sports arena /event center including an analysis of the programmability, demand, and limitations of Two Rivers Convention Center (TRCC).

Background, Analysis and Options:

After the initial kick-off meeting, the HSP team met with City of Grand Junction and Downtown Development Authority (DDA) officials to confirm the goals of the study and other contextual issues related to the project. They then interviewed stakeholders from a variety of local, private and public organizations and toured key existing meeting and event facilities that included:

- Two Rivers Convention Center
- Mesa County Fairgrounds
- Ralph Stocker Memorial Stadium
- Sam Suplizio Field
- Avalon Theatre
- Proposed amphitheater site
- Downtown hotels
- Mesa College
- Glacier Ice Arena
- Canyon View Park

HSP has evaluated the community's position as an economic center of activity as well as a destination for visitors. They will present the key demand generator trends and comment on the overall growth prospects for the market. The analysis will provide a realistic assessment of the area's strengths, weaknesses, opportunities, and threats (SWOT). HSP will give their assessment on the ability of the community to support event, sports, and/or entertainment uses at the proposed facility.

In this presentation, HSP will also give an analysis of the facilities competing for entertainment events and arena-style sports in the local and regional marketplace. This will include an analysis of industry trends impacting the development of event and arena facilities. The presentation will include recommendations for the event center facility, not just in performance (demand/financial), but in terms of certain physical characteristics of the proposed events center as well as the current state of TRCC.

As requested by Council, a review of various projects developed in the last several years with characteristics similar to those of Grand Junction, including market size, demographics and other factors will also be discussed.

Lastly, HSP will discuss demand and financial projections, as well as economic, financial, and employment impact analysis.

Financial Impact/Budget:

Financial impacts of the proposed sports arena will be discussed in the presentation.

Previously presented or discussed:

Hunden Strategic Partners was selected through an RFP process and approved by City Council on September 16, 2015.

A project kick-off meeting was held with HSP, City Council, DDA, and community members on September 30th.

Attachments:

None.