

DUKE ENERGY CENTER FOR THE PERFORMING ARTS, RALEIGH



Client: City of Raleigh
Project Type Economic Impact
Years of Service 2016

The City of Raleigh engaged HVS Convention, Sports & Entertainment to conduct an Impact Study of the Duke Energy Center for the Performing Arts (DECPA). The study assessed the impact that DECPA has on the City of Raleigh and the larger metro area, including its role in fostering the arts and the economic impact on the community. The DECPA has six resident companies in the facility. HVS surveyed patrons and artists to determine the role the DECPA plays in the community and to discern specific spending patterns. HVS determined the economic, fiscal, and employment impacts of the DECPA on the City of Raleigh and Wake County.

LONG CENTER FOR THE PERFORMING ARTS, AUSTIN



Client: Long Center for the Performing Arts
Project Type Financial Operating Model Study
Years of Service 2005, 2009

The Long Center for the Performing Arts (LCPA) hired HVS to conduct an independent review of the financial operating model they developed and suggest any modifications. The HVS analysis included a market demand study, a comparable venue study, and a detailed review of the demand and operating estimates in the LCPA model. HVS provided adjustments to assumptions regarding staffing and salary expenses, concessions sales, utilities, and other items, which led to a revised set of operating estimates used to help secure municipal project approvals and project financing. The LCPA opened in March 2008.

MILLER HIGH LIFE THEATER, MILWAUKEE



Client: Wisconsin Center District
Project Type Market and Financial Analyst, Operational Assessment
Years of Service 2004

Wisconsin Center District hired HVS to analyze the conversion of a historic multi-purpose auditorium facility into a performance venue. The auditorium was underutilized because its original functions had been replaced by adjacent arena and convention center facilities. HVS recommended conversion of the auditorium into a 4,500-seat performing arts theater that has become a highly successful venue hosting concerts and Broadway shows. The Miller High Life Theater also supports the convention center operation by providing assembly space, luxurious lobby spaces, and ballrooms. The exterior enhancements are consistent with historic preservation goals while the theater maintains an integrated connection with the neighboring convention center and arena.

MORRIS PERFORMING ARTS CENTER, SOUTH BEND, INDIANA



Client: City of South Bend
Project Type Operational Assessment
Years of Service 2017

The City of South Bend, Indiana engaged HVS Convention, Sports & Entertainment to conduct a venue management analysis of the Century Center Convention Center (Century Center) and the Morris Performing Arts Center (Morris PAC) in downtown South Bend. The City was interested in identifying management options for the two venues and understanding the performance implications of combining operations under public management or a private third-party operator. The Century Center is managed by a third-party operator and the Morris PAC is operated by the City. HVS analyzed three operating scenarios for the Century Center and Morris PAC: 1) status quo, with no changes in management structure, 2) combined operation with third-party private management, and 3) combined operation with management by the City of South Bend.

FARGO PERFORMING ARTS CENTER, NORTH DAKOTA



Client: City of Fargo
Project Type Feasibility, Economic Impacts, Financing Scenarios
Years of Service 2015 - 2016

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

PROPOSED OUTDOOR ENTERTAINMENT VENUES, MAMMOTH LAKES



Client: Town of Mammoth Lakes, California
Project Type Market and Financial Analyst
Years of Service 2013

The Town of Mammoth Lakes, California engaged HVS Convention, Sports & Entertainment to conduct a market study of the development of outdoor entertainment and cultural event facilities in Mammoth Lakes. The purpose of the study was to assess the events market, analyze potential sites for the proposed facilities, and project future demand. Mammoth Lakes wanted to foster economic development through the expansion of the events industry. HVS provided the feasibility study, including facility program recommendations, and demand and financial operating projections, as well as an analysis of 13 possible sites.