

Performing Arts Center/Conference Center Feasibility Study Blue Ash, Ohio

Mr. Yewell conducted a feasibility study for what was originally planned as a 1,200-seat performing arts center in Blue Ash, Ohio, a suburb of Cincinnati. Based on previous work conducted by Mr. Yewell in the Dayton marketplace, latent demand had been identified for a high-tech corporate conference center in the Cincinnati/Dayton corridor. Comprehensive market and financial analyses were performed demonstrating an ability of the conference center to financially leverage the performing arts center, and a building program was recommended integrating the two.

Strategy 5 conducted a follow-up study in Summer 2006 to assess the relative benefits of locating the facility on a 120-acre former airport property which will also be home to a public park, a WWII memorial and exhibit, an outdoor amphitheater, a mall with reflecting pool, and pads for restaurants or retail. The study concluded that the airport site was most advantageous for the facility and the City of Blue Ash, and the City is proceeding with acquisition.



**Conceptual rendering of the \$22 million Blue Ash facility.
Rendering prepared by Steed, Hammond, Paul Associates**