

Conference Center & Hotel Feasibility Davis County, Utah

The \$35 million Davis County Conference Center and Hotel opened in December 2004, and has exceeded projections in its first four years of operation. Ernest Bleinberger was the Project Manager and prepared the market analysis and financial feasibility analysis that led to the concept that was ultimately built. The Strategy 5 principal also coordinated the successful developer solicitation and developer/operator negotiation processes.

The development concept was based on extensive demand analysis that identified real-time potential user groups, and focused on relationships with Hill Air Force Base, the allied defense and aerospace industries, Davis County's institutions of higher learning, and the local hospital and healthcare industries. This component was publicly funded by Davis County and succeeded with strong political support.

A separate hotel market and financial feasibility analysis was also completed by Mr. Bleinberger in tandem with the conference center assessment. A privately financed Hilton Garden Inn was constructed as a functionally integrated element of the complex, and has also performed in accordance with the projections of the feasibility study.

The high-tech Center boasts iconic towers that change color with new weather and temperature patterns, a tiered auditorium, state-of-the-art telecommunications, and a shared kitchen facility that turns out high quality food and beverages that have helped secure the facility's reputation as a first-class venue for meetings and other group activities.

