



Project Data

Key Scope Items:

- Performing Arts Center Feasibility Study
- Retail Analysis
- Conference and Banquet Center Study

Development Budget: \$12,000,000

HSP Professionals Involved in Project: Rob Hunden, Rob Smitherman

Time of Service: 2009 – 2010

Trenton, Missouri Performing Arts & Community Events Center Feasibility

Trenton, Missouri

Hunden Strategic Partners (HSP) was engaged to complete a feasibility study for the development of a multi-purpose performing arts center called the Missouri DREAM Center, located in downtown Trenton, Missouri. The project is a part of the Missouri DREAM initiative, which was created by the State of Missouri to provide technical support in order to help redevelop downtowns in selected cities throughout the state. HSP's role was to determine how the proposed facility will operate financially based on a combination of the proposed facility's characteristics and a determination of what the market will support.

The facility will be multi-purpose and will be able to act as the primary activity center for events occurring in Trenton. The theater component is proposed to have 550 permanent seats with the ability to expand up to 1,000. Six 1,000-square foot retail bays will be available for lease. The banquet space of 4,000 square feet will be able to house between 250 and 500 people, depending on the event type and configuration of the room. A 4,000 square foot restaurant will create activity around the center as well as provide an option for catering for functions using the banquet space. Underneath the theater is 12,000 square feet of classroom/meeting room space. This space will also serve as a local storm shelter.

The study included analysis of other performing arts centers in small communities as well as a competitive analysis to understand how the DREAM center would perform if built. This was followed by a complete demand and financial analysis.