

# **SWIGER CONSULTING, INC.**

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## **MOUNT HOLLY, NJ, CONFERENCE/COMMUNITY CENTER MARKET, FEASIBILITY, AND IMPACT STUDY**

Swiger Consulting prepared a market and financial feasibility study for a proposed conference and community center in Mount Holly, NJ. Kitchen and Associates, an architectural and design firm, prepared a design, code analysis, and estimated construction budget. The building was designed to meet a range of community needs and includes a large multi-purpose room, meeting and conference rooms, as well as an art studio, and an indoor-outdoor stage for concerts and plays. The structure features a high glass entrance hall and cupola over the main hall as shown below.



Swiger Consulting identified potential uses for the space, which helped define the building layout and features. The firm then prepared a market study for the facility, identified the competitors in the market area, projected the number of visitors and events, and, based upon the construction estimates and staffing characteristics of similar facilities, developed an operational model, which served as the basis for a financial analysis. The financial analysis was positive and an economic impact analysis indicated that the operation would create retail sector jobs in the downtown and generate \$416,000 per year in increased spending.

The Township is exploring the potential sources of grant funding identified in the report.