



Project Data

Key Scope Items:

- Feasibility Study
- Financial Projections
- Physical Recommendations

HSP Professionals Involved in Project: Rob Hunden, Matt Summy

Time of Service: 2000 - 2001

Trenton Exhibition Hall Feasibility Study

Trenton, New Jersey

HSP Professionals worked for the Mercer County, NJ Improvement Authority to perform a market and financial analysis for a planned exhibition hall in Trenton. The Authority had contemplated redeveloping the historic Roebling Industrial Building in order to help increase visitation to downtown Trenton.

The city of Trenton, which had no convention center, was seeking to transform the facility into one that could host trade shows, consumer shows and many other types of events. Trenton was once an industrial hub, but the city had suffered in the post-industrial age. Beginning in the 1990s, Trenton underwent a positive transition. This was due in part to new facilities such as Waterfront Park and the Sovereign Bank Arena. More recently, the Marriott at Lafayette Yard Conference Center Hotel opened as the first hotel in the city limits in decades. The planned exhibition hall site is across the street from the arena and is part of a larger initiative to develop downtown Trenton into a mixed-use district, incorporating residential, retail and office developments.

The analysis included an economic and demographic overview, summarized the meetings industry, analyzed a set of comparable and competitive facilities, provided facility recommendations, and projected the financial performance and future demand for the facility. An exhibition hall with approximately 75,000 square feet of exhibit space and 8,000 square feet of meeting space was recommended.