



### **Project Data**

#### **Key Scope Items:**

- Operational Review and Assessment
- Management and Governance Review and Assessment
- Management and Enterprise Recommendations

**HSP Professionals Involved in Project:** Rob Hunden, Rob Smitherman

**Time of Service:** 2009

## **Kitsap Fairground and Event Center Governance Study**

*Kitsap County, Washington*

Located along the western shore of Puget Sound, Kitsap County is due west of Seattle. The County through its Department of Park & Recreation manages and operates the various public assembly facilities at the 129 acre Kitsap Fairgrounds and Event Center (KFEC) that includes athletic fields, an outdoor arena and various meeting and event venues. In recent years, the County prepared a concept plan for and conducted usage study of the KFEC. Hunden Strategic Partners (HSP) was engaged in an assessment of those efforts as well as a continuation of those efforts to evaluate the future of the KFEC.

HSP's efforts specifically sought to review performance, understand opportunity gaps, track accounting metrics, establish short and long-term goals for the KFEC, define a scope of operations, perform a comprehensive review of the operating results of the KFEC; and examine the management and operations of the KFEC.

The results of the study provided the County and Department with recommendations on number of operational and management issues related to the future of the KFEC and its growth as a local and regional destination. HSP suggested the benefits of operating the KFEC as a "stand alone" enterprise; engaging third party management of some kind for the KFEC and generating greater revenue at the KFEC through new events and improved marketing/management.