



Project Data

Key Scope Items:

- Convention Center Expansion & Hotel Studies (2004 & 2006)
- Governance & Funding Strategies
- Impact Analyses

Development Budget: \$42,000,000 (Convention Center), \$40,000,000 (Hotel)

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2004, 2006

Downtown Convention Center Expansion & Hotel Feasibility

Bloomington, Indiana

Mr. Hunden has been engaged twice to help Bloomington, home to Indiana University and a thriving downtown, achieve its tourism and convention goals. In 2004, Mr. Hunden managed and completed work for the Bloomington Monroe CVB, the City of Bloomington, and the Bloomington Downtown Commission related to the development of a downtown full-service hotel development and convention center expansion strategy.

The work included a full feasibility of the hotel and convention center expansion, as well as recommendations for the physical program, site recommendations, organizational and governance recommendations and a financing analysis. Mr. Hunden worked in concert with Conventional Wisdom on the conceptual master plan shown above.

Hunden Strategic Partners was then retained in 2006 to conduct a new study for a downtown hotel strategy, focusing on a full-service conference/convention hotel on a specific site. HSP made recommendations for brand, quality, size, amenities and estimated financing needs. The report is a full feasibility study and strategy document, including an economic and demographic analysis, hotel market analysis, competitive set analysis, recommendations, penetration and performance projection, detailed income and expense projection, financing analysis and return on investment projection. The client was an entity comprised of a developer, the City, the CVB and the Downtown Commission.