



Project Data

Key Scope Items:

- Convention & Hotel Masterplan Recommendation
- Coordination with Land Planners
- University Market Analysis

Development Budget: \$60,000,0000 (Convention Center & Hotel)

HSP Professionals Involved in Project: Rob Hunden, Matt Summy

Time of Service: 2000 – 2001

District Development; Convention Center & Hotel Studies

Coralville, Iowa

Mr. Hunden and Mr. Summy conducted a feasibility study for a hotel and conference center in Coralville, Iowa, which is adjacent to Iowa City and the University of Iowa. The University served as one of the primary potential beneficiaries of the facility as well as one of the largest demand-generators. The report included:

- Destination Analysis
- Hotel Market Analysis
- Convention Market Study
- Market Penetration Projection
- Occupancy and Rate Projection
- Income and Expense Projection
- Financing Analysis

The team also conducted an analysis of the cost savings (construction and ongoing operations) of combining the facilities.

The 280-room project opened in August of 2006 and includes 30,000 square feet of exhibit space, a 15,000 square foot ballroom and 18 meeting rooms.