



Project Data

Key Scope Items:

- Civic Center Operational Assessment, Expansion Analysis
- Financial Analysis
- Hotel Market Strategy

Development Budget: \$68,000,000

HSP Professionals Involved in Project: Rob Hunden, Rob Smitherman, Evan Holmes

Time of Service: 2004 – 2005, 2007 – 2008, 2009 to Present

Convention Complex Studies, Audit & Management Selection

Durham, North Carolina

Mr. Hunden has worked on behalf of the City and County of Durham on six occasions over the past six years related to the health and impact of the Durham Convention Center (DCC) and adjoining Marriott convention hotel.

Most recently, HSP conducted a management selection process for the DCC, which has seen its deficit increase from \$700,000 to \$1.4 million over the past five years. HSP created the RFP, which included a full management contract, worked with bidders to respond effectively to the RFP, assisted in conducting interviews and managed the evaluation process before and after the interviews. The successful bidder was Global Spectrum.

Prior to this process, HSP conducted an operational review and financial audit of the DCC to determine options for improved performance. This led to the recommendation to go out to the marketplace for a competitive management selection process. HSP also conducted an impact study on the DCC of the development of the SunTrust building into an adjacent hotel.

In 2007, HSP was engaged to assess the strategic options related to transferring ownership of the DCC to another entity, potentially the private sector. The analysis included a valuation of the facility based on economic value. In 2005, Mr. Hunden completed a downtown convention complex masterplan with SOM. In 2004 he completed a detailed financial analysis to divide the revenues and expenses between the Marriott and the Durham Civic Center, which are part of the same complex and had been operating as one entity.