



Project Data

Key Scope Items:

- Conference Center/Convention Center Feasibility and Market Analyses
- Operational & Management Recommendations
- Economic Impact Analysis

Development Budget: \$65,000,000 (Convention Center)

HSP Professionals Involved in Project: Rob Hunden & Matt Summy

Time of Service: 2004 – 2005

Jackson Convention Complex & Jackson TelCom Center

Jackson, Mississippi

Mr. Hunden and Mr. Summy worked for the Jackson Convention & Visitors Bureau (Jackson CVB) as well as with Dale & Associates and Conventional Wisdom to perform multiple studies for a new convention center district in downtown Jackson, including the Jackson TelCom Center. The reports included facility recommendations and estimates of demand, projected financial performance, estimated economic impact and financial and operating strategies.

The need for a convention center in Mississippi's capital city had been recognized for many years, but it was not until 2004 that a referendum for a tax to build the convention center passed. The convention center features a 60,000-square-foot exhibit hall, a 25,000-square-foot ballroom and 33,000 square feet of pre-function areas.

The first phase of construction was the Mississippi Telecommunications Conference & Training Center (TelCom Center), which opened in January of 2006. The three story, 74,000 square foot facility features 21,000 square feet of meeting space and a 382-seat theater. Construction of the complex's second phase, the \$65,000,000 convention center, began in early 2006. The Jackson Convention Complex was completed in January of 2009. The community is now focused on development of a convention hotel for the complex.