



Project Data

Key Scope Items:

- Convention Center and Headquarters Hotel Competitive Analysis
- Convention Center Physical Program Recommendations
- Facilities Master Plan

Development Budget: \$600,000,000 (Convention Center); \$225,000,000 (Hotel)

HSP Professionals Involved in Project: Rob Hunden, Matt Summy

Convention Center & Hotel Master Plan

Phoenix, Arizona

Mr. Hunden and Mr. Summy worked with the City of Phoenix to conduct a competitiveness study and develop a long-range facility master plan for Phoenix' Civic Plaza, including the convention center and headquarters hotel. The study involved the following:

- Review of the trends in the convention and tradeshow industry, including regional, state and national market share analysis
- Baseline assessment of ability of the existing facilities in Phoenix and the State of Arizona to serve the convention and tradeshow industry
- Analysis of convention and tradeshow events lost to Phoenix due to limited size of the Civic Plaza and the economic impact associated with such lost events
- Evaluation of Phoenix' ability to develop as a convention and trade show destination
- Market-based facility size recommendations, including future Civic Plaza expansion
- Review of downtown Phoenix' hotel quality, room inventory and historic performance. Recommendations on long-term hotel growth strategy

The study reviewed market growth trends and convention size and use requirements as well as conducted focus groups with local stakeholders to determine their long-term vision for the development of downtown Phoenix. The new convention center and 1,000-room Sheraton hotel were pursued and financed and the project moved to completion.