



### **Project Data**

#### **Key Scope Items:**

- Conference Center & Hotel Study
- Public-private deal structure analysis
- Negotiation advisory

**Development Budget:** \$20,000,000

**HSP Professionals Involved in Project:** Rob Hunden

## **Conference Center Development Analysis & Deal Structure**

*Salem, Oregon*

Mr. Hunden conducted a conference center development study and deal structure analysis for the City of Salem in 2004.

Mr. Hunden, in conjunction with ECONorthwest and Bill Janik LLP, assisted the City of Salem in developing projections and creating a deal structure for a combined hotel and conference center project for downtown Salem. Mr. Hunden also:

- Conducted due diligence on the proposed project developer
- Provided deal structure analysis
- Negotiation support
- Outlined the potential economic development impacts

The public-private project cost \$20,000,000 and features a 200-room hotel and conference center with 45,000 gross square feet of function space. As part of the engagement, Mr. Hunden worked with the City to develop a financing structure for the project that created a TIF district to fund the conference center element. The selected developer/operator was required to participate in the financing of the hotel. The agreement developed by the City and the consulting team provided for very favorable terms for the City.