



Project Data

Key Scope Items:

- Feasibility and Marketability of Meeting Space Expansion
- University Integration with Surrounding Community
- Comparable Facilities Analysis

Development Budget: \$22,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2001 – 2002

Saint Louis University Busch Student Center

St. Louis, Missouri

Mr. Hunden provided a review of the renovation and expansion plans of the Saint Louis University Busch Memorial Center (SLU-BMC). The report provided recommendations focusing on the ballroom and meeting rooms. Hunden considered the marketability, product options, competitive position, sizing and facility components that would enable the facility to augment the ballroom business, fill the university-related supply gaps in the market as well as capture unmet and latent demand.

With its size and strategic location, the renovated SLU-BMC has the potential to capture banquet and meeting business from within the university and the general public.

The renovated SLU-BMC is a three-story building that houses 22,500 square feet of ballroom and meeting space, 28,000 square feet of for-lease space, 24,000 square feet of university and student offices and 28,000 square feet of dining areas, kitchens, storage and related serving area.

Construction on the 42,000 square foot expansion and 110,000 square foot renovation began in June 2002. All three floors of the existing Student Center were renovated and a two-story section was added on the west side. The Busch Student Center now features 20,000-square-feet of conference center meeting space, breakout facilities and a ballroom large enough to host concerts, small theatrical productions and dinner parties.