



### **Project Data**

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

- Exposition/Civic Center Competitive Assessment
- Hotel Development Analysis
- Expansion/Renovation Study

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

**Time of Service:** 2010 – 2011

## **Exposition Center Competitive Assessment**

*Springfield, Missouri*

The City of Springfield, along with the Springfield Convention and Visitors Bureau and John Q. Hammons Hotels, engaged Hunden Strategic Partners to perform a competitive analysis of the group meeting and hotel facilities. The focus for expansion of such facilities is a 2.5-acre vacant lot adjacent to the existing Exposition Center. The site had been identified as a potential location for a convention quality full-service hotel that would enhance the ability of the existing center to host events and create a full-service hotel property for the City. Springfield hoped to enhance its image as a convention destination and believed that the expansion of its meeting and hotel package would entice more groups to visit the City.

HSP is completing a full operational, financial and physical analysis of the existing center to determine its future. This analysis included a look at competitive meeting facilities around the region and their hotel packages to determine how best to position the community.

HSP is preliminarily recommending the City construct a hotel on the site, along with an expansion/renovation of the current Exposition Center. This expansion would include the addition of a ballroom, meeting rooms and a kitchen facility. To increase awareness of the area, a retail/entertainment district is also proposed to link the Exposition Center with downtown.