



Project Data

Key Scope Items:

- Convention Hotel Needs Analysis
- Convention Center Review
- Financing & Impact Analysis

Development Budget: Up to \$70,000,000

HSP Professionals Involved in Project: Rob Hunden, Rob Smitherman

Time of Service: 2008 – 2010

Convention Hotel Studies; Developer Selection Process

Amarillo, Texas

The City of Amarillo retained HSP several times to help develop a convention center hotel for downtown and the Civic Center. First, HSP was brought in to evaluate the potential need and demand for a new downtown full-service hotel that would optimize the performance of the Amarillo Civic Center. The study considered supply and demand issues, competitive convention issues, cost of development and other factors. The key was to recommend a hotel that is large enough to induce the appropriate sized groups to the Civic Center, but not one that is so large or over-improved that it cannot succeed as a business. The analysis considered the variety of different hotel types currently existing or being planned in the Amarillo marketplace. HSP recommended a 250 – 300-room full-service property.

A second study was then ordered to determine the financing options for the project as well as the economic, fiscal and employment impact of such a hotel, which HSP completed in 2009. At this time, the City then sought a change in legislation in the Texas statehouse that allowed the project to recapture certain taxes that could be applied toward funding.

Once the legislation passed, HSP was then engaged to create the developer RFQ and RFP documents and manage the selection process. HSP created the documents, managed the pre-proposal conference and tour, evaluated RFQ responses and helped the City short-list a group of developers. The process is currently on hold while Downtown Amarillo, Inc. develops a downtown masterplan to compliment the proposed hotel.