



Project Data

Key Scope Items:

- Convention Center & Arena Financing Strategy
- Ownership and Management Strategy
- Comparative Analysis of Governance Structures across the U.S.

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2005

Kansas City Public Facilities Governance Study

Kansas City, Missouri

Mr. Hunden worked for the Civic Council of Kansas City to develop a strategy for the funding, operations, governance, marketing and other key components of Kansas City's publicly owned assembly facilities.

The genesis of the study was the perception that the tourism, event and convention business (and the buildings this line of business occurs in) appear to be on a very positive path, but the organizational structures and history that make up Kansas City's tourism package may not be organized, funded, marketed and operated effectively. Thus, the question for this research was "What is the most effective model?" and "How can our destination model be improved?"

In the ever-growing competition for tourists, the destination's assets must be maximized. This includes seamless customer service, maximum revenue and attendee generation, productive marketing and sales and lean and effective operations. The goal, in answering these questions, is to maximize returns on these considerable public investments.

The scope of the study was primarily aimed at convention and event facilities owned by the public sector. With \$4 billion in new public and private investment, Greater Kansas City has a generational opportunity and an obligation, to capitalize on conventions and tourism like it never has before.