



## Multiple Studies & Processes, Including Convention Hotel; Ongoing Advisory Services

### *Fort Worth, Texas*

For nearly 20 years, Mr. Hunden and Hunden Strategic Partners have worked with the City of Fort Worth to complete multiple market, financial feasibility, and economic impact analyses for convention, entertainment, hotel, arena, and event center developments and expansions. In addition, HSP has conducted numerous solicitations for third-party services and regularly make updates the City's HOT projections. Hunden expertise has led the City to make informed development and governance decisions. Previous studies include:

- 2001 – 2004, Mr. Hunden co-managed a hotel strategy for downtown Fort Worth, related to the FWCC expansion
- 2004-2005 Hunden conducted the developer solicitation and selection process for the now thriving 600+ room full-service convention Omni Hotel. The \$240M project opened in January of 2009.
- 2013 expansion analysis of the Ft Worth Convention Center and Omni Hotel, and the new Dickie's Arena
- 2013 – Present: Hunden has been completing the HOT analysis for the PFZ
- 2014 – 2015, Hunden conducted a hotel developer solicitation process.
- In 2018, Hunden conducted an updated FWCC expansion study.
- In 2019, Hunden conducted a governance analysis for the FWCC and Will Rogers Memorial Center (WRMC) and recommended significant changes to the current funding and governance structure.
- In 2021, Hunden managed a food and beverage vendor solicitation and selection process on behalf of the City for the long-term F&B contract at the Will Rogers Memorial Center.

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**Client:** City of Fort Worth

**Time Period:** 2001 – 2004; 2013 - Present