



Multiple Studies – Convention Center, Arena, & Omni Hotel; Developer Selection; Advisory Services

Fort Worth, Texas

For nearly 20 years, HSP has 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. Through the years, HSP has established a long and trusted working relationship with the City and has remained one of the City's closest advisors. HSP's expertise has led the City to make informed development decisions for all of the growing downtown's unique projects. Hunden keeps a close eye on the growing and changing market conditions surrounding conventions and events, hotels, entertainment, and tax incentives.

From 2001 – 2004, Mr. Hunden co-managed a hotel strategy for downtown Fort Worth while at a prior firm, specifically related to an expansion of the convention center. HSP then conducted the hotel developer selection process for the now thriving 600-room full-service convention Omni hotel. The \$240,000,000 project, which includes 608 guest rooms and 87 condo units, opened successfully in January of 2009.

Based upon the success of the FWCC and Omni, the City retained HSP in 2013 to analyze the next phase of expansion, new hotel opportunities and the development of a new arena downtown. Since then, HSP has maintained an open contract to provide regular market and financial advisory update regarding hotel taxes and facility funding projects. HSP is currently working with the City of Fort Worth on an updated market and conditions study for the downtown convention center and continues to advise on a wide variety of developments and programs.

Client: City of Fort Worth

Time Period: 2001 - 2004,
2013 - Present