



# Cameron County Amphitheater & Convention Center Expansion Study

*South Padre Island, Texas*

South Padre Island is home to a number of beach hotels and is known as a prime location for spring breakers. However, spring break lasts approximately two weeks out of the year and as a result, the town worked to diversify its market mix. As part of this strategy, it opened a convention center, as well as the World Birding Center adjacent to the center. It has also built up its second home market and improved the conditions at its hotels to attract higher-rated business.

Mr. Hunden managed and completed a study to assess the strategy for continuing this diversification. The primary components to be considered were the development of new and improved hotel product, an amphitheater, a convention center expansion and a retail/entertainment district. The analysis included all such components and a recommendation was developed. The study also took a critical look at the governance and management of the existing convention center, as well as the hotel community.

A large, full-service hotel near the center was identified as one of the primary needs of the community. TVS, one of the largest convention center architecture firms, was utilized to concept out the hotel and other components as recommended.

At the time of study completion, construction of a new amphitheater or a major expansion to the center were not found to be feasible. However, in 2018 the city broke ground on the new 6,791-square foot Cameron County Amphitheater and Event Center at Isla Blanca Park. It is now open to the public and hosts a variety of concerts and events.

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**Client:** City of South Padre Island

**Time Period:** 2005