



## Event/ Convention Center & Hotel Feasibility Studies

### *Bloomington, Indiana*

Since 2004, HSP has been engaged by the City of Bloomington, home of Indiana University, and the CVB on multiple occasions and continues to advise and update previous studies as needed. Most recently, in 2019, HSP was engaged to conduct a market and financial feasibility study for the Monroe Convention Center Expansion & potential headquarter hotel. In 2018, HSP was retained with Convergence Design to examine governance structures, including ownership, management and marketing of comparable convention center complexes.

Hunden Strategic Partners was also retained in 2006 to conduct a new study for a downtown hotel strategy, focusing on a full-service conference/convention hotel on a specific site. HSP made recommendations for brand, quality, size, amenities and estimated financing needs.

In 2004, Mr. Hunden managed and completed work for the Bloomington Monroe CVB, the City of Bloomington, and the Bloomington Downtown Commission related to the development of a downtown full-service hotel development and convention center expansion strategy. The work included a full feasibility of the hotel and convention center expansion, as well as recommendations for the physical program, site recommendations, organizational and governance recommendations and a financing analysis. Mr. Hunden worked in concert with Conventional Wisdom on the conceptual master plan.

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<b>Client:</b>	Bloomington Monroe CVB, City of Bloomington, Downtown Commission	<b>Time Period:</b>	2004, 2006, 2018, 2019-2020
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