



Convention Center & Hotel Governance & Management/ Catering Solicitation

Durham, North Carolina

Mr. Hunden has worked on behalf of the City and County of Durham on six occasions over the past fourteen years related to the Durham Convention Center (DCC) and adjoining Marriott convention hotel. HSP conducted a governance analysis and management/catering selection process for the DCC, which had seen its deficit increase from \$700,000 to \$1.4 million over the prior five years. HSP created the RFP, which included a full management/catering contract, worked with bidders to respond effectively to the RFP, assisted in conducting interviews and managed the evaluation process before and after the interviews. Since the contract was awarded, the annual deficit has been essentially eliminated, saving the public sector \$1.4 million per year and improving the quality of the guest and food/beverage experience.

Prior to this process, HSP conducted an operational review and financial audit of the DCC to determine options for improved performance. This led to the recommendation to go out to the marketplace for a competitive management selection process. HSP also conducted an impact study on the DCC of the development of the SunTrust building into an adjacent hotel.

In 2007, HSP was engaged to assess the strategic options related to transferring ownership of the DCC to another entity, potentially the private sector. The analysis included a valuation of the facility based on economic value. In 2005, Mr. Hunden completed a downtown convention complex master plan with SOM. In 2004 he completed a detailed financial analysis to divide the revenues and expenses between the Marriott and the Durham Civic Center, which are part of the same complex and had been operating as one entity.

Client: City and County of Durham

Time Period: 2004 - 2005,
2007 - 2008,
2009 - 2011