



Conference Center & Hotel Facility Studies

Burbank, California

HSP worked with the City of Burbank to perform a comprehensive market and demand analysis of potential new conference facilities and related amenities within Burbank. HSP conducted multiple studies to guide the client's decision making on building and/or managing community conference and hospitality related assets. HSP completed the following tasks during the analysis: analyzed the local and regional conference and meetings market demand, evaluated competitors, assessed downtown Burbank, the site, and amenities, determined portionality and suitability of conference center space, provided sizing and program scenarios, and validated return on new investment for recommended scenarios.

HSP undertook a broad, city-wide analysis of latent demand for conference space and determined what the optimal size and program for a facility of that nature was in Burbank. HSP also conducted a focused feasibility analysis for a city-owned parcel of land in downtown Burbank. The parcel was specifically chosen for the potential construction of a conference/meeting facility. The City considered a 30,000-square foot conference space with potential restaurant/brewery and open spaces mixed in. HSP provided tailored research to give the client a unique and specialized approach to their questions and challenges.

HSP worked with Visit Burbank and the City of Burbank to perform an economic, fiscal and employment impact analysis of the events hosted by Visit Burbank. HSP examined the impact that the events have on both the community and the local economy.

Client: City of Burbank

Time Period: 2017