



Downtown Convention Center & Hotel Feasibility

Greenville, South Carolina

Hunden Strategic Partners performed a market and feasibility analysis for a new downtown convention center on behalf of the City of Greenville, South Carolina, in partnership with Greenville County and the VisitGreenvilleSC. The Hunden Strategic Partners Team, including design firm HKS, analyzed the marketability and uses of convention centers and meeting facilities, evaluated proposed sites, validated operating and development cost estimates and provided an understanding of the “best pitch package” for a convention center development in Greenville.

A new convention center was proposed to replace the current TD Convention Center (TD Center), located about three miles east of downtown. The goal was to improve quality of life, hotel stays, new jobs and economic impact by attracting sizeable conventions, tradeshow and meetings.

HSP assessed all other existing competitive facilities, profiled comparable convention centers and completed a full market analysis. The analysis found that while downtown Greenville is a very popular destination, there was *not* feasibility to develop a downtown convention center due to lack of a suitable site and lack of funding resources. HSP made an alternative recommendation to develop of a meetings-oriented hotel that would be more easily funded and easier to fit in an urban site.

Client: City of Greenville

Time Period: 2015