



Memphis Cook Convention Center – Multiple Studies

Memphis, Tennessee

HSP professionals have been engaged twice to assist in the development of the Memphis Cook Convention Center. First, Mr. Hunden aided the Commission in finding a way to improve the management of the facility. In 2009, HSP led a study regarding an improved convention center complex and convention hotel.

In 2005, Mr. Hunden managed the process of assessing the MCCC management and operations. The first step in this process was a determination of the current status of the MCCC operations through review of existing information such as performance figures, contracts, projections, business plans and studies. The Commission and Hunden then created and managed the RFP process. Mr. Hunden managed the proposal review process and provided a framework for decision-making and interviews.

Once the Commission chose to engage SMG to manage the MCCC, Mr. Hunden reviewed and provided consultation on the contractual arrangement to ensure improved demand and financial reporting and standards of operation.

The 2009 effort involved a feasibility analysis to understand if Memphis should build a new convention center, expand its current center or some other solution that would enhance its position in the industry. This included a full hotel analysis to understand what hotel should be added and where.

Client: Memphis Cook Convention Center Commission **Time Period:** 2005 – 2006, 2009