



Convention Center & Hotel Feasibility Study

Springfield, Missouri

Springfield Convention and Visitors Bureau, in collaboration with the City of Springfield, Missouri, engaged Hunden Strategic Partners (HSP) to update its 2011 study and complete a new analysis for the development and expansion of convention and attached hotel facilities for the city.

The purpose of the study was to help the community understand if it investment to expand its current exposition center into a full-fledged convention center was viable. In addition, HSP considered the existing site and others for such a development. The need for a compelling hotel package was also considered and analyzed fully.

The report included a recommendation to add a ballroom, meeting rooms and a catering kitchen to the facility, making it a true convention center. In addition, HSP recommended a 200+room branded hotel adjacent. HSP also recommended the current management agreement and funding be restructured to improve the amount of activity at the facility.

Client: Springfield CVB & City of Springfield

Time Period: 2015 - 2016