



## Convention Center Development Strategy & Expansion

*St. Charles, Missouri*

Mr. Hunden completed two studies for the City of St. Charles and the Convention and Visitors Bureau. The first was completed during the years leading up to the development of the St. Charles Convention Center and Hotel. The work included a full market and financial feasibility study for the project, as well as an economic impact analysis. The following additional elements were also completed during the process: Hotel analysis and recommendations, site analysis, TIF projection, financing and funding analysis, and negotiation assistance for Developer Agreement with John Q. Hammons.

The work was completed and the project opened in April of 2005. The facility, with a 16,200-square foot ballroom and 27,600-square foot exhibit hall has performed beyond its expectations and the results are a testament to the excellent management, strong destination components and conservative nature of the original studies.

HSP was hired in 2017 to complete a second study for the city, this time regarding an expansion market and financial feasibility analysis for the convention center. HSP determined the market opportunity for an expansion of the St. Charles Convention Center and adjacent hotel development. The results of the study concluded that an expansion of the convention center was feasible. The primary driver of this recommendation was the opportunity to attract highly impactful sporting events, including dance, cheer, wrestling, and gymnastics.

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**Client:** City of St. Charles & the CVB

**Time Period:**

2002 – 2003, 2017