



Convention Center & Hotel Feasibility (Multiple Studies)

Bloomington, Indiana

Mr. Hunden has been engaged three times to help Bloomington, home to Indiana University and a thriving downtown, achieve its tourism and convention goals. In 2004, Mr. Hunden managed and completed work for the Bloomington Monroe CVB, the City of Bloomington, and the Bloomington Downtown Commission related to the development of a downtown full-service hotel development and convention center expansion strategy. The work included a full feasibility of the **hotel and convention center expansion**, as well as recommendations for the physical program, site recommendations, organizational and governance recommendations and a financing analysis. Mr. Hunden worked in concert with Conventional Wisdom on the conceptual master plan.

Hunden Strategic Partners was then retained in 2006 to conduct a new study for a downtown hotel strategy, focusing on a full-service conference/convention hotel on a specific site. HSP made recommendations for brand, quality, size, amenities and estimated financing needs. The report was a full feasibility study and strategy document, including an economic and demographic analysis, hotel market analysis, competitive set analysis, recommendations, financing analysis and return on investment projection. The client was an entity comprised of a developer, the City, the CVB and the Downtown Commission.

In 2018, HSP was retained to examine governance structures, including ownership, management and marketing) of comparable convention center complexes.

Client: Bloomington Monroe CVB,
City of Bloomington, Downtown Commission

Time Period: 2004, 2006, 2018