



## South Bend Century Center Expansion Study

*South Bend, Indiana*

The City of South Bend engaged the Hunden Strategic Partners Team, including design professionals from Convergence Design, to conduct a market demand and financial feasibility study regarding the expansion and redevelopment of the Century Center in downtown South Bend. South Bend is home to the University of Notre Dame and has a robust appeal for visitors to the campus and sporting events.

The goal of the study was to determine the market opportunity for expansion of the South Bend Century Center and to provide scenarios for expanded function space and the opportunity to draw additional conventions, conferences and sports events.

HSP considered the existing site and others for such a development. The need for a compelling hotel package was also considered and analyzed fully. HSP also conducted an economic, fiscal and employment analysis.

The report included recommendations for multiple scenarios of redesign and expansion. Each scenario recommended expansion of the Discovery Ballroom to 16,000 or 20,000 square feet, conversion of riverfront storage rooms into meeting rooms with river views, and full renovation of the existing Exhibit Hall. Scenarios varied primarily in Exhibit Hall expansion size and potential sports courts.

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**Client:** City of South Bend

**Time Period:** 2018