



## Convention Center & Hotel Study - Developer RFQ/P Solicitation Services

*Sioux City, Iowa*

The City of Sioux City retained Hunden to help determine a long-term solution for their convention center hotel needs, as well as future needs for renovating and expanding the convention center. First, Hunden was brought in to evaluate the potential need and demand for a new downtown full-service hotel that would optimize the performance of the convention center, as well as determine a strategy to deal with the existing foreclosed upon hotel that was hurting market performance. The study considered supply and demand issues, competitive convention issues, cost of development and other factors. The key was to recommend a hotel large enough to induce the appropriately sized groups to the convention center, but not one that was so large or over-improved that it could not succeed as a business.

In Phase II, Hunden created the developer RFQ and RFP documents and managed the selection process. Hunden created the documents, managed the pre-proposal conference and tour, evaluated RFQ responses and helped the City short-list a group of developers.

In Phase III of the study, Hunden determined the financing options for the project as well as the economic, fiscal and employment impact of such a hotel, in order for the Sioux City to compete and capture certain taxes that could be applied toward funding by the state. The proposed project opened in 2019 and has been a game-changer for the city and its convention business.

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**Client:** City of Sioux City

**Time Period:** 2014 - 2015