



Blue Chip Casino Expansion & Entertainment District

Michigan City, Indiana

Mr. Hunden has been retained by Boyd Gaming on two occasions related to two Blue Chip Casino & Hotel expansions, and again in 2014 by the Michigan City Redevelopment Commission for an entertainment district study. In the first assignment for Boyd, Mr. Hunden conducted an evaluation of the potential market for a convention and/or conference facility within the former Blue Chip Gaming vessel. The study resulted in an understanding of the supply and demand factors for additional meeting, ballroom, conference, and exhibit space at Blue Chip.

The second study, completed by HSP in 2006, was a business plan related to the expanded meeting and event space at the new hotel tower. HSP reviewed the plans, made recommendations for the physical development, and made projections related to demand and financials. In addition, HSP provided a competitive set analysis, SWOT analysis and reviewed comparable facilities around the U.S.

In 2014, HSP worked with the Michigan City Redevelopment Commission to study the dining, retail, hospitality, and entertainment markets in Michigan City's North End district. The city undertook a gateway implementation project for the North End and lakefront areas to direct residents and visitors to the key demand generators, such as the Blue Chip Casino complex, the Lighthouse Place outlet mall, downtown, and the beach/lakefront area. Hotel, entertainment, dining and related development uses were the focus of the study, as these are a natural extension of the visitor/tourism infrastructure already in place.

Client: Blue Chip Casino & Michigan City
Redevelopment Commission

Time Period: 2004, 2014