



Grand Wayne Center & Hotel Master Expansion Plan

Fort Wayne, Indiana

Mr. Hunden has conducted multiple studies related to the Grand Wayne Center (GWC) and its hotels, as well as analysis of the related marketing arm, the Convention and Visitors Bureau. HSP has also completed a separate set of studies for a downtown entertainment district in Fort Wayne.

The first analysis was a complete study of the downtown hotel market to recommend a hotel to meet the needs of the then-expanding convention center. The report was completed in early 2004 and recommended a mostly-full service connected convention hotel. Ultimately, the City was able to induce the development of a 250-room Marriott Courtyard convention hotel connected to the Grand Wayne Center and overlooking Parkview Field ballpark. The hotel, complete with a full-service restaurant and room service, opened in the summer of 2010.

In the 2014 study, HSP conducted a master plan for the next generation of convention and hotel needs and opportunities in Fort Wayne. The analysis included an expansion of the Grand Wayne Center, new or expanded hotels, and other key components that would maximize the city's attractiveness for conventions. In addition, HSP analyzed the marketing strategies used by the GWC and the CVB to recommend improved ways of marketing and selling the GWC as a downtown destination asset.

Client: Grand Wayne Center

Time Period: 2005, 2014