



Convention Center and Hotel Master Plan

Phoenix, Arizona

Mr. Hunden worked with the City of Phoenix to conduct a competitiveness study and develop a long-range facility master plan for Phoenix's Civic Plaza, including the convention center and headquarters hotel. The study involved the following:

- Review of the trends in the convention and tradeshow industry, including regional, state and national market share analysis
- Baseline assessment of ability of the existing facilities in Phoenix and the State of Arizona to serve the convention and tradeshow industry
- Analysis of convention and tradeshow events lost to Phoenix due to limited size of the Civic Plaza and the economic impact associated with such lost events
- Evaluation of Phoenix' ability to develop as a convention and trade show destination
- Market-based facility size recommendations, including future Civic Plaza expansion

The study reviewed market growth trends and convention size and use requirements as well as conducted focus groups with local stakeholders to determine their long-term vision for the development of downtown Phoenix. The new convention center and 1,000-room Sheraton hotel were pursued and financed and the project moved to completion.

Client: City of Phoenix

Time Period: 2002