



## Pier 94 Master Plan, Business Plan and Food & Beverage Approach

*New York City, New York*

HSP professionals worked for the owner of Pier 94 (ENK) to develop a master plan for its redevelopment. Pier 94 is a trade show and exhibition facility on the west side of Manhattan used primarily for fashion industry shows.

At the time, the city of New York was reviewing options for supporting the multi-billion-dollar fashion industry because existing facilities in the market were outdated, too small, or not proximate to hotels. ENK sought this study to determine if Pier 94 could meet the industry's needs, what financial contribution the City of New York could/should make, and to review whether or not other facilities in the market might meet their needs.

It was determined that Pier 94 was the right facility and that it provided a cost-effective complement to the Javits Center. Based on this conclusion, a redevelopment plan was developed.

As the city of New York contemplated the redevelopment options, a fiscal impact analysis to outline the job creation and economic contribution of the fashion industry and a redeveloped Pier 94 was prepared.

Hunden worked with famed restaurateurs and developers to research the best approaches for curating and activating a memorable food and beverage experience, including catering, on the to be developed pier. This included behind-the-scenes tours and best practices research at some of Las Vegas' top hotels and resorts, as well as in New York City.

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**Client:** Owner of Pier 94, ENK

**Time Period:** 2003 - 2004