



## Conference Center & Hotel Feasibility

*Belton, Texas*

Hunden Strategic Partners worked with the City of Belton to study the market and financial feasibility of a conference center and hotel development within the Belton city limits. HSP's analysis included a comprehensive understanding of the market, current and future hotel growth trends, a competitive Belton hotel analysis, recommendations, and demand and financial projections.

A primary focus of the analysis was to determine the opportunity for conference center and hotel development on the land adjacent to the Bell County Expo Center. The complex, which currently offers more than 100,000 square feet of flat floor event space, does not offer a true ballroom, breakout meeting rooms, or adequate hotel options. This limits the type, and quality, of events that Belton is able to attract. The venue, which is undergoing a \$30 million-dollar expansion that includes an equestrian livestock facility, show arena, and horse stalls, currently hosts a variety of exhibits, conventions, trade shows, and public events.

In addition, HSP considered the opportunity for potential resort conference hotel development on the shores of Belton Lake, as well as possible development opportunity in downtown Belton.

Ultimately, HSP ran multiple scenarios and, based on market opportunities and indications of the public sector's needs for function space, a 150-room Courtyard-style "select-service on steroids" hotel was recommended, including approximately 6,900 square feet of function space.

---

**Client:** City of Belton

**Time Period:** 2017