



## North End Waterpark, Hotel, & Entertainment Study

*Michigan City, Indiana*

Hunden Strategic Partners worked with the Michigan City Redevelopment Commission to study the hospitality, entertainment, dining and retail markets in Michigan City's North End district. Currently the city is undertaking a gateway implementation project for the North End and lakefront areas. New directional signage has been erected around the City 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.

Waterpark, 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. The scope included developer interviews, market analysis, comparison to similar projects, financial modeling, and impact modeling, as well as the final report and presentation.

HSP opined on the development of a waterpark hotel, a select service hotel and a boutique hotel as part of a former brewery. Several recommendations were made for hotel projects in the development area.

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**Client:** Michigan City Redevelopment Commission

**Time Period:** 2014