



Great Texas Trails Monument Analysis

Fort Worth, Texas

Fort Worth Convention & Visitors Bureau worked with Hunden Strategic Partners to assess the proposed Great Texas Trails Monument. HSP was hired to determine the overall viability and needed support for the Project, as well as to make recommendations on alterations for the Project design/concept. HSP conducted an analysis of the Project, other attractions in the Metroplex, the market in and around the proposed site and comparable attractions across the United States.

The Project was proposed to be in the Swift Armour District where the meat packing operations that fueled the original development of the Stockyards once stood east of Stockyards Boulevard. However, HSP completed scenarios assuming the Project was located in two other areas: east of Main Street in the Stockyards area (outside the nexus of the tourism attraction) and in the downtown Fort Worth area.

The educational and entertainment focus of the Great Texas Trail Monument coincided well with the current offerings and culture of Fort Worth. The Project had the potential to assist in improving the destination appeal of the Stockyards. The building was proposed to be more than 52,000 square feet on a site of nearly 73,000 square feet. The physical program of the Project was to be a v-shaped building with two wings. One wing is set to be 230 feet long, while the other is 210 feet in length.

At the conclusion of the economic, fiscal and employment impact study, however, the CVB chose to not move forward with the project.

Client: Fort Worth Convention and Visitors Bureau

Time Period: 2016