



Tourism Oriented Development Opportunity Analysis

Kyle, Texas

HSP worked with the City of Kyle to conduct a market, visitation and project review for specific tourism-oriented development opportunities. HSP determined the high-level viability of several proposed developments and the ability of each to induce visitation and spending within the city. HSP answered the following key questions:

- What projects make sense for the city to continue to support and/or pursue?
- What development companies have realistic plans that can be sustained, assuming rational investment from the private and public sector?
- What project or projects should be studied in greater detail in a future feasibility study?

The proposed development opportunities included an expo center, additional ballroom space to local hotels, a baseball stadium, a resort/destination district, an indoor ski resort, additional hotels and a pie company. HSP concluded that the community's long-term sustainability will be reliant on livability, walkability, and nodes of synergistic activity. HSP provided the city with project overviews, reality checks, and a plan for next steps, which included a future potential overall planning and market study to address all the following prioritized items:

- Baseball stadium market and feasibility analysis,
- Hotel conference center market and financial feasibility analysis, and
- Resort and entertainment market study.

Client: City of Kyle

Time Period: 2017