



Convention Center & Hotel Study

Bryan-College Station, Texas

In 2005, Mr. Hunden conducted a feasibility and economic impact study for a new hotel and convention center in Bryan-College Station, home to Texas A&M University. The CVB and the Cities wanted to study the concept in order to develop their University Village concept as a hub for university activity. Mr. Hunden conducted a market and financial update and completely revamped the previously completed Johnson Consulting study and presented the results to the City in a public session. The initial study recommended an 87,000 square foot convention/conference facility and a 200-room hotel.

The updated study included:

- A market update,
- Adjacent hotel parameters,
- A financial and economic analysis update, and
- An economic impact analysis update.

Client: Bryan-College Station CVB

Time Period: 2005