

City Hires Consultant for Assessment of American Bank Center

CITY NEWS / ECONOMIC DEVELOPMENT

Minimal Updates Over the Past Two Decades Leave the Center Outdated City Also Will Explore the Feasibility of Adding a Conference Center Hotel

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CORPUS CHRISTI, TX – At their regularly scheduled City Council meeting, Mayor Paulette Guajardo and City Council approved a contract with Hunden Strategic Partners to conduct a study of the American Bank Center.

Through this study, the City will receive an independent assessment of the current facility and obtain future possibilities, including enhancing the user experience and accommodating larger groups. Additionally, the study will explore the feasibility of adding a Conference Center Hotel adjacent to the American Bank Center.

The American Bank Center was renovated in 2002, and the addition of the arena was completed in 2004. Since then, the facility has not had significant improvements and needs strategic and technology enhancements to remain relevant in the meetings and convention market.

A recent tourist economic impact study revealed that the size of the conference space and the lack of a Conference Center Hotel had been a reason why groups did not hold their events in Corpus Christi. As a result, the City has lost potential convention bids and hotel room nights, having a negative estimated economic impact.

Based on the outcome of this study with Hunden Strategic Partners, the City of Corpus Christi will identify the next steps and may bring future agenda items for approval by the Mayor and City Council.

For more information, media representatives can contact Public Information Manager Robert Gonzales at 361-826-3233 or email at robertg8@cctexas.com.