



Impact Analyses for Riverfront Convention Hotel

Paducah, Kentucky

Hunden evaluated two different applications to the Kentucky Tourism Development Act for development incentives in order to build a convention hotel in downtown Paducah. The first was an 83,000-square foot convention hotel, proposed to be located on 3.3 acres at a cost of \$18,550,000. The second was a six-story, 123-room Holiday Inn Paducah Riverfront, proposed to be directly adjacent to the Julian Carroll Convention Center, which had not had a hotel since the Executive Inn was demolished. The convention center is now known as the Paducah-McCracken County Convention and Expo Center.

Hunden's analyses of the two projects included:

- Convention Center history & future demand projections with the hotel,
- Comparable Facility Profiles and Local Competitive Hotel Analysis,
- Hotel Demand and Financial Projections,
- Projection of Net New Demand from hotel,
- Analysis of KY state tax increments, and
- Economic, Fiscal & Employment Impact.

As a result of the study, the net or incremental tax, employment and economic impact from the development was established.

Client: Kentucky Tourism, Arts & Heritage Cabinet

Time Period: 2014; 2015