



## Clearwater Bayfront Studies: Convention Center, Hotel & Mixed-Use

*Clearwater, Florida*

Hunden completed two separate, but related studies for stakeholder groups on the Bayfront in Clearwater, Florida. Pinellas County Florida is the most populous county in Florida without a true convention center. The Harborview Center was a converted department store and is not representative of the city's vision for itself. The Clearwater Convention Center Task Force (CCCTF) was assembled to determine and recommend whether a new convention center facility should be constructed. They retained Hunden to complete the market and financial feasibility study of both the convention center as well as a hotel.

In the event a new convention center plan comes to fruition, a large parcel of land would become available adjacent to the Library and Coachman Park. The Clearwater Renaissance Foundation (CRF), a non-profit organization dedicated to promoting cultural projects for the benefit of the citizens of Clearwater, proposed the Clearwater Cultural Center on the site. The concept includes an art museum, a marine-themed children's activity center and additional parkland. In addition to and in support of these cultural facilities, the Clearwater Cultural Center concept plan also calls for a new hotel, retail space, food court and parking garage.

With the support of such other community organizations as Save the Bayfront, the CRF retained Hunden to assess the market and financial feasibility of the Clearwater Cultural Center concept plan. Both studies were completed in 2009.

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**Client:** Clearwater Convention Center Task Force &  
Clearwater Renaissance Foundation

**Time Period:** 2009