



Convention Center District & Headquarter Hotel Feasibility & Impact Studies; P3 Advisory Services

Dallas, Texas

Hunden Partners led the convention center and mixed-use development market, financial and impact analysis as part of the larger WSP master plan team contracted to create the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) Master Plan, which was followed by Advanced Planning. The implementation of the master plan was projected to be a multi-year development of a 30-acre mixed-use district, a renovated arena and a new/expanded convention center, which will have the largest ballroom in the U.S. The Master Plan focused on creating a synergistic walkable development that provides continuity between the KBHCCD, other City-owned properties, private development(s), and transportation initiatives.

Hunden conducted a thorough market demand analysis for the convention center market, HQ hotel, and multi-use mixed-use district surrounding the new facility, including review of current offerings, historical performance, and business model review. The scope also included an economic, demographic, and tourism analysis, a comprehensive convention center competitive set analysis, support amenity analysis, and a headquarter hotel package analysis. Hunden then worked with the planning team to create a convention center needs and program for the expansion/modification of KBHCCD.

Once the program was established, Hunden created demand and financial projections to determine how the market would absorb the recommended \$6 billion in developments. From there, Hunden completed economic, fiscal, and employment impact models to determine the direct, indirect, and induced impacts generated by projected visitors to the re-imagined Dallas Convention Center, as well as the mixed-use district. Hunden also identified one of the key financing tools used for the project, the Project Finance Zone, which allowed for a redirection of state hotel tax receipts to the project.

Hunden continues to refine the plan, program, projections, and funding execution, as well as provide advisory services to the City.

Client: City of Dallas

Time Period: 2021 – 2023; 2024 - Present