



Council Receives Feasibility Study on Convention Center Hotel and City-Owned Properties Surrounding the American Bank Center

CITY NEWS

Feasibility of a Mixed-Use Entertainment District Included in Plan

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CORPUS CHRISTI, TX – At today’s regularly scheduled City Council meeting, Rob Hunden, President of Hunden Strategic Partners (HSP), presented to Mayor Paulette Guajardo and the City Council findings from a feasibility study HSP conducted for a convention center hotel and renovation and expansion of the American Bank Center (ABC).

The study examined the need for a mixed-use entertainment district on City-owned land surrounding the ABC to make Corpus Christi a competitive destination for conventions and events.

The report demonstrated that meeting and event planners support the renovation and expansion of the American Bank Center, including the addition of a 40,000-square-foot grand ballroom for an estimated investment of \$193 million and the development of a connected Convention Center hotel. In addition, the study recommends the development of a mixed-use district immediately adjacent to the ABC, with restaurants, shops, public event space, residential units, and office space.

The HSP study also projects that the Economic Impact over the 30 years will have new local spending from the combined projects is more than \$13.9 billion, with over 3,000 permanent full-time jobs in the city and more than \$566 million in new local tax revenue.

“The presentation from HSP allows us to reimagine a part of Corpus Christi that is critical to our economy, community, and our tourists,” Mayor Guajardo said. “This proposed plan will provide the next steps in many aspects of moving our city forward.”

The HSP study found that ABC is not easily walkable to hotels, restaurants, or shops, contributing to losing business for attracting conventions. The plan includes an urban trail connecting the ABC area and Whataburger Field to downtown.

“This plan addresses all major concerns and creates an event district that will compete for many more impactful events while also expanding downtown northward,” said Hunden.

The next step is for Hunden to continue working with the City, Visit Corpus Christi, and other stakeholders to move into the financing and development process.

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