



Project Data

Key Scope Items:

- Meeting Space Market, SWOT and Competitive Set Analyses
- Meeting Space Recommendations & Business Plan
- Financial Projections

Development Budget: \$130,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2004 – 2006

Blue Chip Casino, Hotel & Conference Center Expansions

Michigan City, Indiana

The Blue Chip Casino acts as one of the primary tourist demand generators in Northern Indiana. Mr. Hunden has worked for Boyd Gaming on two occasions related to two Blue Chip Casino & Hotel expansions. HSP also has worked for the City of Michigan City related to the adjacent 25-acre Trail Creek mixed-use development.

In the first assignment, Mr. Hunden conducted an evaluation of the potential market for a convention and/or conference facility within the former Blue Chip Gaming vessel. The focus of this first study in 2004 – 2005 was to provide an understanding of the supply and demand factors for additional meeting, ballroom, conference, and exhibit space at Blue Chip.

The second study, completed by HSP in 2006, was a business plan related to the expanded meeting & event space at the new hotel tower. The company decided to deconstruct the old boat and expand the land-based portion of the facility to include a 300-room hotel (bringing total rooms to 500) and a conference facility, which included a 15,000-square foot ballroom. Hunden Strategic Partners was engaged to review the plans, make recommendations for the physical development, and make projections related to demand and financials. In addition, HSP provided a competitive set analysis, SWOT analysis and reviewed comparable facilities around the U.S. Finally, the report included marketing recommendations to optimize the impact of the expansion. The expansion has been a success and the casino has successfully defended its territory and expanded to a full-service complex.