



Project Data

Key Scope Items:

- Market & Financial Feasibility Study
- Economic & Fiscal Impact Analysis
- Analysis of a visitors center and interface with Texas A&M University

Development Budget: \$42,000,000

HSP Professionals Involved in Project: Rob Hunden, Matt Summy

Time of Service: 2004 – 2005

Convention & Conference Center Feasibility

Bryan-College Station, Texas

In 2004, Mr. Summy completed a full feasibility study for a convention/conference center for College Station, Texas, which was to be a centerpiece of the collegiate village development. College Station is home to Texas A&M University as well the George Bush Presidential Library. Included were analyses of supply, demand, market characteristics and other data that led to recommendations for the facility. A demand and financial analysis was then completed.

As a follow up study, in 2005, Mr. Hunden conducted a feasibility and economic impact study for the facility. Mr. Hunden conducted the market and financial update and revamped the earlier study and presented the results to the City in a public session.

The project is now a priority for the city and a funding plan is being compiled for the project. The hotel will have a minimum of 200 rooms and the convention center will have a minimum of 25,000 square feet of function space.