



Project Data

Key Scope Items:

- Convention Center Business Plan
- Hotel Strategy
- Impact Analysis

Development Budget: \$43,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2005 – 2007

Conference/Convention Center & Hotel Studies

Kalamazoo, Michigan

Hunden Strategic Partners has completed two feasibility and strategy studies for a conference/convention center and hotel for the Kalamazoo Chamber and CVB in 2005 and 2006.

The reports included a supply and demand analysis, economic impact analysis, demand and financial projections and discussion of financing options. Recommendations were adjusted and new projections determined.

The community then engaged HSP for a third phase of work. Phase III was completed in 2007 and included additional research specific to the hotel component of the development, including site issues, funding considerations, the need for connections to other facilities and other business plan elements. An in-depth analysis of conference and small convention centers across the U.S. was also conducted to understand the importance of certain amenities, such as adjacent or attached hotel rooms. The project remains under study due to funding challenges.