



Project Data

Key Scope Items:

- Market & Financial Feasibility Studies, Impact Studies
- Developer, Brand and Architect Selection Process Management
- Convention Center Expansion, Convention Hotels and Arena

Development Budget: \$240,000,000 (including condominiums) + TBD

HSP Professionals Involved in Project: Rob Hunden, Ethan Olson, Shaun Hunt

Time of Service: 2001 – 2004, 2013

Convention Center, Hotels & Arena Studies

Fort Worth, Texas

Hunden has worked for Fort Worth twice for two major expansions. From 2001 – 2004, Mr. Hunden co-managed a hotel strategy for downtown Fort Worth while at a prior firm, specifically related to an expansion of the convention center. The initial study was completed in 2001 and included a feasibility and recommendation report, a timeline for hotel development, which included a recommended renovation of the T&P building into a boutique hotel and condos and the development of a 600-room full-service convention hotel.

Mr. Hunden managed the ensuing developer selection process and a similar process was undertaken for hotel brands. Ultimately, Omni was chosen to develop the hotel. The incentives included a rebate of hotel taxes and a reduction in property taxes for a period of years. Otherwise, Omni privately financed the hotel. The \$240,000,000 project, which includes 608 guest rooms and 87 condo units, opened successfully in January of 2009.

Based upon the success of the FWCC and Omni, the City in 2013 retained HSP to analyze the next phase of expansion, new hotel opportunities and the development of a new arena for downtown.