



Project Data

Key Scope Items:

- Market and Financial Analysis
- Financing Gap Analysis
- Cost Estimate & Economic, Fiscal & Employment Impact Analysis

Development Budget: \$50,000,000 – \$60,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2005

Convention Hotel Feasibility Study

Fresno, California

Mr. Hunden led a study for the City of Fresno to determine the need for and feasibility of a convention center headquarters hotel to maximize the usage and impact of the expanding Fresno Convention Center. The City lacked the ability to package room blocks of more than 300 quality rooms in one hotel and had only two quality hotel offerings downtown. The study assessed the ability of the market to support an additional 300- or 400-room full-service property proposed on the same block as the convention center. The study considered the:

- Need for an additional convention hotel
- Number of rooms recommended
- Hotel program (size, quality, amenities)
- Quality of brand/product
- Occupancy and rate estimates
- Function space
- Financial and market feasibility and
- Economic impact

Goettsch Partners was engaged to assist on two hotel designs (300 and 400-rooms) and cost estimates. The project has not advanced to development at this time.