



### Project Data

#### **Key Scope Items:**

- Convention Center Hotel Feasibility Study
- Market Demand Analysis
- Site and Physical Program Recommendations
- Financial & Impact Projections

**Development Budget:** TBD

**HSP Professionals Involved in Project:** Rob Hunden, Rob Smitherman

**Time of Service:** 2008 – 2009

## Convention Hotel Feasibility Study; Proposal Review

*Madison, Wisconsin*

The City of Madison, Wisconsin retained Hunden Strategic Partners twice, once to work with Madison's Downtown Hotel Feasibility Study Committee to conduct a convention hotel study and later to advise the Mayor regarding four hotel proposals for various locations in downtown. The first study evaluated the need for, feasibility and market demand for a convention hotel downtown and recommended the optimal product given the needs of the Monona Terrace Community and Convention Center. In conducting the study, HSP also reviewed the local market situation, meeting planner preferences, convention center and hotel trends, as well as regional and national competition. HSP determined that a downtown convention hotel is recommended and necessary to keep Madison competitive.

HSP recommended development of a 400-room convention hotel in downtown Madison adjacent or connected to Monona Terrace Community and Convention Center. HSP recommended that the project be a full-service hotel with a full range of meeting space and amenities, including 30,000 square feet of meeting and ballroom space. The second study advised the Mayor on how to prioritize four hotel proposals, all on separate sites and with different formats. HSP provided a study analyzing each proposal and recommended a strategy to increase its leverage on the convention hotel, advance a transformative lakefront project and position two other projects for future advancement.