

FREDERICKSBURG CONFERENCE CENTER, TEXAS



Client: Fredericksburg Convention and Visitor Bureau, City of Fredericksburg
Project Type Feasibility, Economic Impact, Advisory and Negotiation Services
Years of Service 2014, 2016–2018

The Fredericksburg CVB and the City of Fredericksburg (“The City”) engaged HVS to conduct a market and feasibility study for a proposed conference center in Fredericksburg, Texas. HVS investigated whether the development of a conference center would enhance the demand potential of the meetings market in Fredericksburg and allow the city to compete more effectively for regional and state group meetings business. HVS provided building program recommendations, analyzed sites, and assessed if the City has sufficient amenities (hotel rooms, restaurants, entertainment) to support any new development. The study also identified revenue streams to support debt, operational models, economic and fiscal impacts, and provided financing case studies. The City released an RFP for a development partner. We are currently providing development assistance services to the City.

HARLINGEN CONVENTION/CONFERENCE CENTER, TEXAS



Client: City of Harlingen
Project Type Feasibility, Advisory and Negotiation Services
Years of Service 2014–2016

The City of Harlingen hired HVS to negotiate with private developers for the development of a hotel and conference center in Harlingen. This is a planned public/private development and the City considered several options relevant to the ownership of the conference center. HVS served as an advisor in the development and negotiations with private developers. We provided a feasibility analysis, assisted the City in the sizing and appropriate site for the hotel and conference center, drafted an RFP for developers and evaluated responses, and assisted in the negotiation of development terms. The City funded construction of the 43,700-square-foot convention center while San Antonio-based developer BC Lynd Hospitality is building an attached 150-room Hilton Garden Inn hotel on an adjacent 2-acre site. The hotel conference center is under construction, scheduled to open mid-2018.

BINGHAMTON UNIVERSITY HOTEL AND CONFERENCE CENTER



Client: Binghamton University, New York
Project Type Feasibility
Years of Service 2017–2018

Binghamton University (University) hired HVS to provide a feasibility analysis of a hotel conference center located on the University's main campus. The study determined the operational performance of a property, whether the market could support a new hotel conference center, and the appropriate level of University involvement needed for the project to succeed. The University wanted to capitalize on recent market growth with the development of a hotel conference center. The study included a market and demand assessment, program recommendations, a financial proforma statement, and a determination of financial feasibility.

PROPOSED CONFERENCE CENTER, LIVERMORE, CALIFORNIA



Client: City of Livermore
Project Type Feasibility, Financing Options, Economic Impact
Years of Service 2017

The City of Livermore hired HVS to assess the development of a stand-alone conference center. The HVS analysis determined the demand for meetings and events and recommend the appropriate building program for a new venue in downtown Livermore. The study provided projections of the financial performance of the proposed venue in a stabilized year and identified any potential financial gaps in both capital and operations. Our analysis included two additional building program scenarios and their effect on the financial performance and potential gap, as well as an economic and fiscal impact analysis.

THE DEKOVEN CENTER, RACINE, WISCONSIN



Client: The DeKoven Center
Project Type Feasibility
Years of Service 2016

The DeKoven Center engaged HVS to study a substantial expansion and renovation of the campus. Formerly the home of an Episcopal college, the 10-acre campus includes 9 historic buildings. The Episcopal Diocese of Milwaukee currently operates the campus as a retreat and conference center with 39 guest rooms, banquet and meeting space. A number of recent improvements enhanced the wedding and banquet facilities, which have proven successful in increasing demand for those types of events. DeKoven Center management wanted to enhance the conferencing capabilities of the retreat center. HVS studied the expansion of meeting and banquet space and the addition of new guest rooms and recommended a building program, projected the operational performance, and considered new operating strategies to improve the financial performance and reduce dependence on endowment income.

FLORIDA POLYTECHNIC UNIVERSITY CONFERENCE CENTER



Client: Florida Polytechnic University
Project Type Feasibility, Financing Options
Years of Service 2017

Florida Polytechnic University (“FPU”) hired HVS to provide a feasibility analysis for a conference and events facility on campus. FPU was considering the development of a conference facility as part of a proposed Student Achievement Center, which will include space for student services, administrative offices, and the proposed 25,000 square foot conference venue. This proposed venue is anticipated to host FPU events, such as orientations, graduations, etc. and will also serve local businesses and attract visitors from outside FPU. The study provided market demand and financial projections, the appropriate size of the recommended facility, identified the revenue streams which can support debt, and the potential economic impacts.

MARRIOTT HOTEL & THE CAROL A. RETAIN CONFERENCE CENTER



Client: Town of Normal, Illinois
Project Type Feasibility, Economic Impact, Advisory and Negotiation Services
Years of Service 2006

HVS was engaged by the Town of Normal, Illinois and Illinois State University to help develop a 150- to 200-room hotel and conference center property adjacent to the Illinois State University campus. In response to an RFQ drafted by HVS, the Town entertained ten developer and operator proposals. HVS assisted the Town in evaluating the development proposals, analyzing financing alternatives, and selecting a development team. HVS assisted in the negotiation of the development and operating agreements with the selected team. This project focused specifically on the operations/management/ development/construction areas of development consulting. The Bloomington-Normal Marriott Hotel and Carol A. Retain Conference Center opened in 2009.

MONTEREY CONFERENCE CENTER, MONTEREY CALIFORNIA



Client: The City of Monterey, Monterey County Convention and Visitors Bureau
Project Type Feasibility, Market Share Analysis
Years of Service 2009

HVS performed two studies for the City of Monterey and the Monterey County CVB. The City of Monterey hired HVS to determine if opportunities exist to increase its share of the convention and meetings market through the possible expansion, addition or reconfiguration of the Conference Center. The study included a survey of over 890 meeting planners and a market and demand analysis, resulting in building program recommendations, and finally, financial and tax projections and impact analysis. The Monterey County CVB hired HVS to assess its current market for group and convention demand and, if opportunities exist to increase its market share, determine the correct market mix and universe of potential users for Monterey County.

PROPOSED BILLINGS CONFERENCE CENTER, MONTANA



Client: Billings Chamber of Commerce
Project Type Feasibility, Economic Impact
Years of Service 2015, 2018

The Billings Chamber of Commerce engaged HVS to conduct a market and feasibility study for a proposed conference center. The Chamber tasked HVS with investigating whether the development of a convention center could enhance the demand potential of the meetings market in Billings and allow the city to compete more effectively for regional and state group meetings business. Our study included surveys of current and potential users, analysis of 13 competitive and comparable convention centers, building program recommendations, event demand and attendance forecasts, site analysis of 3 possible locations in the City, financial forecasts, economic and fiscal impact analysis, and identified potential management and funding approaches for the proposed convention center. The Chamber hired HVS to update the analysis in 2018.