



AGENDA MEMORANDUM
City Council Meeting of January 24, 2023

DATE: November 1, 2022
TO: Peter Zaroni, City Manager
FROM: Elsy Borgstedte, Assistant Director of Aviation
Elsyb@cctexas.com
361-826-3682

Hunden Strategic Partner's presentation on the results of the feasibility study for options regarding Renovation-Expansion of the American Bank Center, Convention Center Hotel, and Mixed-Use Entertainment District

STAFF PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Department</u>
1. Elsy Borgstedte	Assistant Director of Aviation	CMO

OUTSIDE PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Organization</u>
1. Rob Hunden	President	HSP

ISSUE:

Staff to present to Mayor and Council the Market Study findings and opportunities for Corpus Christi by consultant Hunden Strategic Partners, Inc. The scope of the study was for a potential Convention Center Hotel, Renovations-Expansion of the American Bank Center, and Mixed-Use Entertainment District.

BACKGROUND:

On April 22, 2022, the City of Corpus Christi hired Hunden Strategic Partners, Inc. (HSP) to provide professional consulting services to evaluate the existing and future Corpus Christi market for possible renovation and/or expansion of the City's convention center and the development of a new headquarter hotel. On June 2, 2022, the contract scope of work was amended to include a market, financial feasibility study, and economic/fiscal impact analysis for the potential development of City-owned parcels surrounding the American Bank Center (ABC). HSP has been working since April gathering relevant data and analysis for the study. HSP and city staff have engaged stakeholders on multiple occasions throughout the process for dialogue and input. The stakeholders for this project have included local hoteliers, Texas Hotel and Lodging Association, Visit Corpus Christi, convention center meeting planners, and the Buccaneer Commission, to name a few.

Staff is not making any recommendations today. There is no Council action for this item, it is for information only. The next step will be a presentation to Council in the May timeframe, to include possible public financing options.

LIST OF SUPPORTING DOCUMENTS:

Presentation – Hunden Strategic Partners, Inc.