



DATE: January 12, 2026

TO: Alderman Frost, Chair
Members of the Finance and Personnel Committee

FROM: Anna Garrison, Economic Development Manager

RE: Award of RFP: Hotel Market and New Hotel Feasibility Study (RFP No. 925-CD-106)

CONTRACT DETAILS

Bids Opened: October 1, 2025

Product/Service/Project: Hotel Market and New Hotel Feasibility Study

Proposals Received: 9

Vendor: Hunden Strategic Partners, Inc. dba Hunden Partners, Chicago, IL

Contract Amount: \$40,000

Contract Duration: Seven months

Funding Source: Planning Division Operating Budget

NARRATIVE

The City of Rockford requested proposals for a Hotel Market and New Hotel Feasibility Study (“Study”). The Study will quantify demand, identify optimal site(s), recommend hotel product type(s) and room count, outline amenity/program needs, and assess financial feasibility and public participation options. The Study will be specific to Rockford, IL and include demand drivers such as the Chicago Rockford International Airport, major employers, sports tourism, regional leisure attractions, healthcare, and higher education.

The scoring criteria for the Study included responsiveness to the RFP, reputation/experience of the firm and its staff, satisfaction of prior clients, proven experience, and Rockford presence/experience.

Hunden Partners received the highest score, with providing a report that will not only provide strategy but implementation support. Additionally, Hunden Partners has a strong understanding of Rockford, having completed other studies for specific projects and regional planning. Hunden Partners is ready to begin work on the project immediately and has established an efficient timeframe to complete the study and deliver activation ready reports.

Staff recommends award of RFP to Hunden Partners for the hotel market study and new hotel feasibility study.

RESOLUTION
of the
CITY COUNCIL OF THE CITY OF ROCKFORD, ILLINOIS
SUBMITTED BY: FINANCE AND PERSONNEL COMMITTEE

RESOLUTION AWARDING CONTRACT FOR HOTEL MARKET AND NEW HOTEL FEASIBILITY STUDY (RFP
NO. 925-CD-106)

WHEREAS, the Code of Ordinances for the City of Rockford, Illinois, provides as in Chapter 4, Article VI, Division 4, that all purchases for and contracts for supplies, materials, equipment, and contractual services, the value of which is estimated to exceed \$25,000, shall be based on competitive solicitation and awarded by the City Council; and,

WHEREAS, competitive proposals were received for the City of Rockford for the following:

HOTEL MARKET AND NEW HOTEL FEASIBILITY STUDY

WHEREAS, the Finance and Personnel Committee of the City Council for the City of Rockford, Illinois has reviewed the proposals received for the aforementioned item(s) and recommends awarding the proposals as follows:

Vendor: HUNDEN STRATEGIC PARTNERS, INC. DBA HUNDEN PARTNERS; CHICAGO, IL
Amount: \$40,000.00

WHEREAS, the Finance and Personnel Committee has determined that the funding for the aforementioned purchase shall be as follows:

PLANNING DIVISION OPERATING BUDGET

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Rockford, Illinois that the Mayor execute an agreement with HUNDEN STRATEGIC PARTNERS, INC. DBA HUNDEN PARTNERS OF CHICAGO, IL for HOTEL MARKET AND NEW HOTEL FEASIBILITY STUDY in the amount of \$40,000.00, subject to the specifications in the invitation to RFP.

BE IT FURTHER RESOLVED that this Resolution shall be in full force and effective immediately upon its adoption and the Legal Director is hereby authorized to prepare and deliver certified copies of this Resolution to the Central Services Manager.

The above and foregoing Resolution was adopted by the City Council of the City of Rockford, Illinois, this _____ day of _____, 2026.

ATTEST:

Thomas P. McNamara, Mayor
City of Rockford, Illinois

Angela L. Hammer, Legal Director and Ex-Officio
Keeper of the Records and Seal
City of Rockford, Illinois

Rockford, Illinois

Date: January 26, 2026

RECOMMENDATION FOR RESOLUTION

TO THE CITY COUNCIL OF THE CITY OF ROCKFORD:

Council Members:

The Committee on Finance and Personnel having received a request hereby begs leave to report recommending **approval** of the agreement with HUNDEN STRATEGIC PARTNERS, INC. DBA HUNDEN PARTNERS of CHICAGO, IL for HOTEL MARKET AND NEW HOTEL FEASIBILITY STUDY in the amount of \$40,000.00. The Legal Director shall prepare the appropriate resolution.

Kevin Frost (Chair)

Jonathan Logemann (Vice Chair)

Frank Beach

Dawn Granath

Chad Tuneberg

Committee Action Taken:

Frost:	Ayes:___	Nays:___	Absent:___
Logemann:	Ayes:___	Nays:___	Absent:___
Beach:	Ayes:___	Nays:___	Absent:___
Granath:	Ayes:___	Nays:___	Absent:___
Tuneberg:	Ayes:___	Nays:___	Absent:___