



Austin Expo, Arena, & Park Redevelopment Study

Austin, Texas

Hunden Strategic Partners was engaged by the City of Austin, Texas and Travis County to conduct a market, financial, design and economic impact analysis of the Travis County Exposition Center and the Walter E. Long Metropolitan Park. The study focused on three main components of the park: the exposition center, the arena and park.

The study included a local and comparable facility analysis, recommendations for current and future utilization of the facilities, financial analysis and trends, construction costs and site analysis, implementation strategy, and final recommendations.

The Park and Expo Center includes the Luedecke Arena, Skyline Club, Show Barn and a banquet hall located on an 1,872-acre tract of parkland boasting popular outdoor activities including boating, fishing, swimming and hiking. However, much of the park has never been made open to the public. The study focused on the 128-acre parcel housing the multipurpose expo facility, the arena and parkland, home to the Star of Texas Fair and Rodeo. It also hosts weddings, banquets, craft and animal shows, fun runs and 5Ks throughout the year.

HSP's analysis led to recommendations for replacement of all existing facilities, to include a 15,000-seat modern arena, approximately 200,000 square feet of expo hall space, and 30,000 square foot divisible ballroom.

Client: City of Austin and Travis County

Time Period: 2015