



Distrito T-Mobile Entertainment District Studies, Processes, Food & Beverage Analysis and Advisory

San Juan, Puerto Rico

HSP was retained on multiple occasions to advise a public-private partnership on the potential for an entertainment/nightlife district in San Juan near the Puerto Rico Convention Center, Sheraton hotel and casino. HSP analyzed the trends in the industry, the local market, the tourism product, the opportunities and the physical space available for such a district and then recommend the following:

- Sizing, amount and character of restaurants, clubs/bars, retail, hotel and other attributes
- Potential tenants
- Food & Beverage Operating Options/Companies/Approaches
- Potential development partners
- Design partners and elements

During the process, HSP took the client on tours of comparable districts in the U.S. and introduced them to many potential entertainment, food and beverage, management and tenant partners. HSP was then retained to complete the final feasibility study for use by the public and private sectors to understand the proposed public-private project and its impact on the local economy and taxes. The project has been constructed and will open in 2021 post-Covid. The food and beverage concept development and activation is critical to the success of the project and numerous options and approaches were considered.

Client: Prisa Group

Time Period: 2013 - 2016