



Stockyards District & Cowtown Coliseum Analyses

Fort Worth, Texas

Hunden Strategic Partners worked with the Fort Worth Heritage LLC, a partnership consisting of Majestic Realty Co. and the Hickman Companies to conduct several market, financial feasibility and economic impact studies. The primary focus of the analysis was related to hotel, meeting/event and equestrian facilities, as well as the restaurant, retail and entertainment district. The study included local tourism analysis, recommendations for current and future utilization of the facilities, financial analysis and trends, demand and financial projections, and recommendations. Major focus areas were restaurants, retail, a destination hotel and a major cultural attraction. As part of the study, HSP also identified funding tools and conducted an incentives analysis.

The Fort Worth Stockyards National Historic District is a tourist destination comprised of attractions, entertainment venues, shopping, dining, lodging, and community events. Major recurring events at the Stockyards include Stockyards Championship Rodeo at the Fort Worth Cowtown Coliseum, Fort Worth Herd in front of the Visitors Center, and the Cowtown Opry shows.

HSP is currently engaged again by Majestic Realty to conduct a market and financial feasibility study related to the development of new equestrian arena facilities in the historic Stockyards district. HSP is analyzing the current local and statewide supply of equestrian and rodeo facilities and assessing the market opportunity for this potential addition to the Stockyards.

Client: Fort Worth Heritage LLC

Time Period: 2016; 2018 - Present