



Nightlife District Study, Including Concert Venue & Retail

Tupelo, Mississippi

Hunden was retained by the Community Development Foundation to determine the market and financial viability of three key assets for their redeveloped downtown area: an entertainment district of bars, restaurants and recreation opportunities; a boutique, full-service hotel; and a concert venue of 800 – 1,200 seats.

Tupelo is known as the birthplace of Elvis and has capitalized on that history, yet it has also done a remarkable job of redeveloping its downtown with an arena, conference center, hotel, urban retail/department store, and several restaurants. Yet to attract young singles, knowledge workers and families, the city felt it needed to do more to create attractive features for young professionals, executives, as well as for families of all kinds. Hunden studied multiple markets and comparable situations for this “three studies in one” assignment and determined opportunities for:

- A flexible and modern concert venue with indoor & outdoor stages and setups for smaller or larger concerts, similar to Stage AE in Pittsburgh
- A boutique hotel within an entertainment district with under 90 rooms
- A restaurant and bar district with 6 - 9 concepts over 50,000 square feet of leased space plus a public plaza area where the stage could provide opportunities for public outdoor performances

Client: Tupelo Community Development Corp.

Time Period: 2012