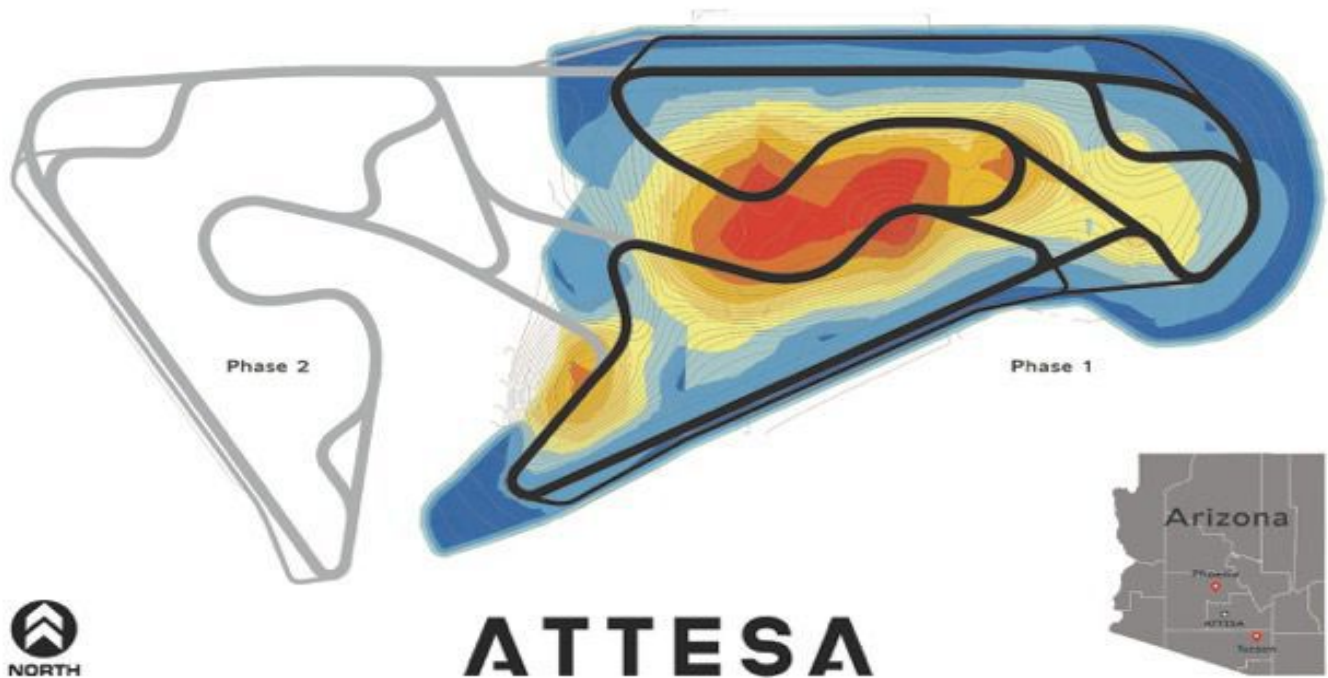


ARIZONA INTERNATIONAL RACEWAY



Motorsports & Mixed-District Development Feasibility

Casa Grande, Arizona

Hunden Strategic Partners and Frost Motorsports, LLC were contracted by a private client to determine the market and financial feasibility of a major motorsports and mixed-district development in Casa Grande, Arizona. The analysis was approached through a phased process. The phases included examining the proposed tracks, overall project profile, and project amenities; Local and regional market analysis of the Project and amenities; and demand and financial projections for any recommended developments. The HSP team also conducted economic impact analyses.

The analysis focused on the ability of the complex to attract a sufficiently wide range of user groups and memberships (events, sanctioning bodies, spectators, and clubs), and to attract sufficient sponsor and advertiser support to earn viability. Various analytical techniques were used to determine elements to include in the complex, events and activities that could or should take place on site, and to integrate the interests of major sanctioning bodies and user groups while keeping in step with industry trends and developments. The implications of the study included a recommendation for phasing to manage high capital costs and ensure the financial viability of the project.

In December 2019, Danrick Builders announced that the design of its primary international road race circuit was finalized and site plans submitted to Pinal County to initiate permitting. All land use entitlements are secured and construction of the new track, Arizona International Raceway @ Attessa, will begin immediately upon county approvals.

Client: Danrick Builders

Time Period: 2016