



University Entertainment District Market Study

Albuquerque, New Mexico

SC3 Development retained Hunden Strategic Partners to perform a planning, market and financial feasibility study of a new development referred to as the University of New Mexico Athletic Entertainment District (UNM District). The primary focus of the analysis was related to entertainment facilities and destination districts, with secondary priority on supportive dining/club/taproom, retail, hotels and related elements. HSP also completed a hotel development feasibility study for the site.

The University of New Mexico is a primary draw of the region, yet there is opportunity to create a more compelling destination district via restaurant, bar, hotel and entertainment options. Such a project could generate economic activity before, during and after games, as well as create a better overall environment for these venues. Given that there are three major event venues surrounding a large development site, the opportunity for synergy is real and proven in other markets. The existing facilities are the football stadium, Wise Pies Arena (the Pit) and Isotopes Park for the minor league baseball team.

HSP analyzed the market, comparables, opportunities and gaps in the market, which then lead to recommendations and financial projections for the projects.

Client: SC3 Development

Time Period: 2015 - 2016