



## Bankers Life Fieldhouse Funding & Deal Development

*Indianapolis, Indiana*

Mr. Hunden has worked for the City twice related to Bankers Life Fieldhouse (formerly Conseco Fieldhouse) and the Indiana Pacers, in 1998 and 2009. During the 1990's, the Pacers were faced with a financial crisis due to a small market and an aged facility, Market Square Arena. In order to survive financially, the team worked with the city and state government, as well as local corporations, to develop a cost-efficient structure for a new arena. The result was a one-of-a-kind facility that blended a historic fieldhouse with modern systems.

Mr. Hunden coordinated portions of the financial analysis, public relations and presentations, as well as research on multiple aspects of the project. The plan was composed of a naming rights deal, an extension of a five percent ticket tax on specific downtown venues and the creation of a Professional Sports Development Area.

Hunden worked for the Indianapolis Local Public Improvement Bond Bank and helped determine the funding structure and projected the supportable fiscal revenue streams to repay bonds, among other items related to the development. In 2009, Hunden conducted an impact analysis of the Pacers and the facility to help the CIB determine how much they should be willing to negotiate in terms of lease arrangements.

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**Client:** City of Indianapolis Bond Bank

**Time Period:** 1997-1998, 2009