



## Amphitheater, Entertainment & Mixed-Use Analysis

### *Central Connecticut*

A major gaming and entertainment destination engaged HSP to perform a market analysis related to a mix of uses (events, hotel, gaming, restaurant, retail, and recreation). The analysis included design, budgeting, planning and financial projections for a proposed expansion to the property in order to generate larger crowds and entertainment events. The client hoped that providing more events onsite would help drive spending at the existing gaming, restaurant, retail, recreations and hotel facilities.

Outdoor amphitheater entertainment was one of the major components of the study. HSP analyzed the indoor and outdoor entertainment market in central Connecticut. This portion of the analysis included interviews with promoters, local and regional competitive facility profiles and comparisons, and entertainment trends to influence the conclusions and recommendations. In addition, HSP analyzed meeting, event and arena facilities, validated market conditions and demand, evaluated the site conditions, and provided the Client with entertainment content programming.

HSP reviewed and profiled the current facility, including historical performance to understand the gaps that still exist in the type and size of different events. HSP also performed a local and regional market analysis, which considered group events, ticketed events, conventions and arena-style entertainment events. Youth sports and other related markets were studied as well. HSP then provided the Client with recommendations, programming, a site analysis, master planning, ROI analysis, and parking and traffic planning in its study.

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**Client:** Tribal Gaming Authority

**Time Period:** 2016