



# NFL San Diego Chargers Stadium & Convention Center Feasibility, Impact & Deal Analysis

*San Diego, California*

Hunden worked with Conventional Wisdom Corporation to perform a multi-pronged public sector financial risk analysis study related to the proposed San Diego Convention Center and Stadium Project initiated by the San Diego Chargers NFL franchise. Hunden looked at the likely market that the Project would penetrate for sports, concerts, meetings, conferences and conventions, the experience of other similar facilities and cities, and the ultimate impact that the Project would have on the City of San Diego.

Hunden's analysis showed that the proposed Project would have a major positive impact on the City of San Diego's hotel receipts and the overall local economy, due to the new, retained and expanded events that the proposed facility would accommodate compared to the status quo.

The key findings of the study revealed that the Project would generate more than 200,000 San Diego hotel room nights annually, would lead to major ADR increases, would lead to hundreds of new events and thousands of attendees. The fiscal impact, like with many major league stadium deals, would not necessarily generate the net new fiscal revenues to overcome the size of the public sector investment.

However, the alternative of this project was the loss of the team and the proposed event and convention facility, which is ultimately what occurred after the public vote to fund the project failed to achieve the two-thirds majority required.

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**Client:** Conventional Wisdom Corporation  
& the San Diego Chargers

**Time Period:** 2016