



Casino Entertainment Study: Outdoor Amphitheater & Indoor Event Center

Pacific Northwest

HSP conducted an entertainment, restaurant and retail market demand analysis to determine the highest and best future uses of proposed expansion/development options for a private gaming facility in the Pacific Northwest. HSP's analysis included an in-depth proposed amphitheater study component. The facility currently includes full-service restaurants, a food market, ballroom, lounge, bar, slot machines and live table games.

The study included an overview of the current offerings at the facility, an economic and demographic analysis with visitor profiles, a full entertainment venue and amphitheater market trends and case study analysis, local/regional event and entertainment market analysis, retail/restaurant competitive supply and demand analysis, and detailed recommendations for future development options. HSP analyzed the indoor and outdoor entertainment market in the region. This portion of the analysis included interviews with promoters, local and regional competitive facility profiles and comparisons, and entertainment trends to influence the final conclusions and recommendations.

HSP drew conclusions from the study to suggest an overall vision to create an extension of the facility complex via a new indoor mall that will be anchored by a new entertainment venue. The analysis recommended construction of a 5,000+/- seat entertainment venue to accommodate events of 3,000 to 5,000 attendees.

Client: Tribal Gaming Entity

Time Period: 2018