



American Music Resort Arena & Entertainment Complex Feasibility & Impact

Osceola County, Florida

Hunden Strategic Partners worked with Osceola County on a number of studies related to TDT requests. In this study, HSP was retained to determine the feasibility and economic, fiscal and jobs impact of the proposed \$450+million American Music Resort (AMR) mixed-use development. It is a retail, entertainment, and hospitality complex to be located on a 60-acre site on the southeast corner of I-Drive and Osceola Parkway, near the Gaylord Palms. The focus was whether the impact on the TDT is worth the investment and potential risk to the community. The components of the full development include:

- 21,500-seat arena,
- 6,800 total parking spaces,
- 352-room hotel with 22,500 square feet of meeting space,
- 100,000 square feet of restaurant and retail space, and
- 1,050 surface street parking spaces.

The AMR Arena, to be managed by Olympia Entertainment, will be modeled after arenas located in Las Vegas, specifically T-Mobile Arena. The hope is to create a destination for music entertainment, complete with bars, retail and hospitality options. HSP has been analyzing this and other projects for the County that apply for TDT funds.

Client: Osceola County

Time Period: 2016 - 2017