



Arena-Anchored Entertainment District Feasibility & Economic Impact Study

Overland Park, Kansas

Hunden was retained by the City of Overland Park to perform a market, feasibility, economic impact, retail sales, and sales tax studies for the proposed Bluhawk master development. The project was set for development on 100 acres of land located between 159th Street, 167th Street, US Highway 69 and Antioch Road. One of the main anchor components of the project was a multi-sport complex – an approximately 300,000 square-foot multi-sport indoor athletic complex for regional sports tournaments and local sports leagues, practices and community wellness.

The Multi-Sport Complex design and operation plan was to attract and host sporting events and tournaments for multiple sports, including local, regional and national hockey, basketball, volleyball, soccer, and futsal tournaments, practices, and clinics. The Multi-Sport Complex will also include supporting amenities that will serve both participants and spectators, including without limitation, food services, team meeting and party rooms, and viewing mezzanines overlooking the fields and courts.

The sports park was proposed to be one piece within the mega mixed-use development that was also set to include a 3,500-seat arena/civic and community center to host sporting events and concerts, retail, restaurant and entertainment space, a neighborhood shopping center, three new hotel developments, class A office space, and residential multifamily developments. The project was seeking use of various public tax investments, including Sales Tax Revenue (STAR) bond financing, Community Improvement District (CID) financing, and Transportation Development District (TDD) financing. Hunden's analysis included projections related to the use of these public investment tools.

The Bluhawk district is approaching approvals for development, construction and financing.

Client: City of Overland Park

Time Period: 2019 - Present