



Major League Soccer (MLS) Stadium Impact Analysis

Charlotte, North Carolina

Hunden Strategic Partners (HSP) worked with the City of Charlotte to provide a high-level economic impact assessment of the proposed major league soccer (MLS) venue, MLS franchise, and associated facility amenities redevelopment in Charlotte. A private development group was proposing this new development and asking for significant taxpayer investment from the City of Charlotte (\$100-\$215 million). The project included:

- Major renovations to the Bank of America Stadium,
- Franchise fees,
- New Headquarters at the old Eastland Mall property, and
- Additional amenities.

HSP completed the first phase of work for the City, which included a high-level economic and employment analysis of the proposed project elements. HSP and the City will now move into the second phase of study, which will include a full market analysis and financial feasibility assessment of the project details, MLS stadium industry trends and comparable development profiles, and refined revenue and impact projections.

Client: City of Charlotte

Time Period: 2019