



Wild Horse Pass Motorsports Park Analysis

Chandler, Arizona

The Wild Horse Pass Development Authority, a wholly owned entity of the Gila River Indian Community, engaged HSP to conduct a highest and best use analysis for a major tract of land near I-10. As a result, HSP conducted a market analysis that considered the potential of more than a dozen uses and how those would perform over time. Uses included motorsports, hospitality, retail, office, and others.

HSP conducted a full historical demand and financial profile of the motorsports park as well as an assessment of the organization and management structure. In addition to the market analyses, WHP provided information regarding trends in the motorsports industry and profiled comparable venues. Along with recommendations, HSP conducted a review of business development opportunities that could be complementary to the park. HSP also provided a full financial analysis and economic impact analysis.

The result of the study was a master plan that suggested to the owner how to move forward with a plan to redevelop the entire area over time.

Client: Tom Bechtel

Time Period: 2015