



Orlando Fieldhouse & Event Center

Orlando, Florida

Hunden Strategic Partners (HSP) worked with a private client to study the viability of a proposed fieldhouse and event center adjacent to an existing stadium. The project was envisioned as part of a larger proposed sports and entertainment district to enhance the area around the project, including restaurants, entertainment and other attractions.

HSP conducted a market and demand analysis of the greater Orlando area as an economic center of activity, as well as a destination for overnight visitors. HSP summarized key demand generator trends and commented on the overall growth prospects for the market. HSP profiled existing, new and planned venues in the local and regional area in order to understand the current supply, market demand, future uses, operating forecasts and meeting planner preferences. HSP analyzed the regional/state market for the existing supply of space and identified any potential or unmet demand for additional space.

Finally, HSP provided demand and financial projections for the proposed facility, assuming a number of factors. Recommendations on the programming and physical characteristics of the facility were derived from these projections and incorporated into the Client's development plan, which is currently underway.

Client: Private Client

Time Period: 2019