



Waterpark & Tourism Attraction Study

West Memphis, Arkansas

Hunden Strategic Partners was retained by the City of West Memphis to conduct and facilitate a tourism attraction feasibility study to determine the viability of an outdoor family entertainment district, which would include an aquatic/waterpark component, a movie theatre, and various retail, restaurant, and entertainment offerings.

The analysis required an in-depth evaluation of the demographic characteristics of West Memphis and the surrounding region. HSP analyzed the marketability and viability of the various components, evaluated the opportunities for the various development uses, inventoried the current supply and unaccommodated market demand, and estimated financial results and economic impact of a number of development scenarios.

HSP understands the key elements to creating compelling entertainment districts and applied best practices to guide the Client through the overall creation of and sense of “place” within West Memphis. At the end of the process, HSP recommended the City proceed with the developer solicitation process for a waterpark development, as well as a number of support amenities.

Client: City of West Memphis

Time Period: 2020