



New Arena Market, Financial Feasibility & Economic Impact Analysis

Amarillo, Texas

Hunden Strategic Partners was engaged by a private client to provide economic impact consulting services for a new multi-purpose arena in Amarillo. Hunden's work, alongside architects at Perkins and Will, determined the viability of the third-party proposal through a two-phased approach.

The first phase was a high-level review of the facility program and creation of financial and economic impact projections. This involved a profile of the proposed arena, including the development plan, location, program, proposed partnerships, public investment proposals, and approved infrastructure costs, drawings, and plans. Hunden then created economic impact projection models based off of the arena's proposed program.

The second phase included a deeper-dive into the market demand and analytics, including the current, unmet, and future opportunities of the community and local/regional/national market conditions impacting the potential arena development.

Ultimately, Hunden's two-phase approach determined the optimal size of the facility for the market and the amenities, costs (capital and operating), and impacts to the community.

Client: Private Client

Time Period: 2020 - 2021