



Maryland Racetrack & Clubhouse Redevelopment Analysis; Food & Beverage Operations Advisory

Baltimore, Maryland

Hunden is worked on a major racetrack and clubhouse redevelopment project in the Baltimore area. The study included a regional gap analysis, a review of the proposed project plan and program, and scenario projections. Hunden also provided food and beverage operations advisory, including solicitation and selection of partners to curate and execute a successful food and beverage program.

The focus of the market and financial analysis was to assess the clubhouse redevelopment program, which included the following key elements:

- Event space,
- Sports wagering space,
- Entertainment and event space, and
- Restaurants, food hall, bars and related spaces.

Hunden's final report provided the client with a data-driven package of market demand and gap findings, recommendations, and financial projections. Hunden also provided insight on the consideration and assessment of food and beverage activation options, from leasing to licensing to third-party partners to curate concepts and operate them.

Client: Private Client

Time Period: 2020