



County Coliseum, Amphitheater & Event Venue Study

El Paso, Texas

Hunden conducted an events and venue feasibility study regarding multiple event venues in El Paso County. The two main venues include the multi-purpose community coliseum (Coliseum) and a potential new amphitheater development (Amphitheater) for the County. Hunden's study determined the market potential and financial viability of an improved or renovated Coliseum and a new Amphitheater.

The current Coliseum is located in central El Paso, adjacent to the Bridge of the Americas which is an international port-of-entry into Ciudad Juarez, Mexico. The 20,240-square foot Coliseum splits operations between community events and revenue-generating events and programming. Today, the Coliseum serves the El Paso market and draws visitors from Ciudad Juarez, as well as areas further into Mexico like Chihuahua. The second major facility component to the study was a proposed County Amphitheater. Ascarate Park (Park) is a 400-acre recreational area owned and operated by the County. Located approximately three miles east of the Coliseum, the Park hosts multiple concerts and outdoor events throughout the calendar year. Hunden considered the Park as an option in the site analysis portion of the study, but also conducted a comprehensive analysis of other possible sites in the area to determine the optimal location for the Amphitheater.

The County's objective was to increase the tourism industry through visitors that will likely increase hotel occupancy. The goal of the study was to provide the County with a data driven plan of future action steps to enhance the venue facility market in El Paso. The study determined where gaps were in the venue market and concluded with recommendations for optimal future development and renovations to ensure that the County could continue to attract large-scale events and programs to the region.

Client: El Paso County

Time Period:

2021 - 2022