



Racetrack & Entertainment Complex Expansion Visioning Analysis

South Florida

Hunden provided advisory services for a private client related to the potential expansion of a world-famous racetrack and entertainment complex in south Florida. Hunden led a strategic visioning exercise for the Client as a third-party advisor, providing framework for discussions, feedback, and clarity related to the vision for and overall evolution of the complex.

The site is home to an internationally recognized horse racetrack, clubhouse, slot machines, and a mixed-use district with shopping and dining options. The client underwent visioning sessions back in 2018 to create a charrette for future renovation and expansion of the park that resulted in phased recommendations over twenty years. As the economy and development climate had changed since the initial charrette process, the Client engaged Hunden to help revisit the visioning work to determine the best steps forward.

Hunden evaluated the existing horse racing industry trends and operations, as well as provided high-level overviews related to each major use type at the complex. Hunden then conducted multiple visioning sessions with key stakeholders to validate and/or adjust recommendations for the current conditions.

Hunden's report provided the Client with a clear matrix of current, short-term, and long-term goals for the brand and overall vision of the complex. The report also included chapters of stakeholder feedback for the current situation, future vision/goals, and implications for each potential use type on the property – horse racing, gaming, hotel, retail and restaurant, entertainment, commercial, and residential.

Client: Private Client

Time Period: 2020