



## New Flexible Event Venue & Arena Financial Feasibility & Economic Impact Study

*New Braunfels, Texas*

Hunden, including strategic partner Kirk Slaughter and professionals from Convergence Design, completed a market and financial feasibility study for a proposed event venue and arena in New Braunfels to be utilized by the Comal Independent School District and the greater community.

The Hunden team analyzed local economic, demographic, and tourism data, outlined market trends for multi-use arenas and event venues, and did a deep-dive into the local and regional multi-use event, sports and entertainment market to determine the competitive supply. Hunden conducted demand interview with industry stakeholders and user groups to determine the future and current demand for a new venue. The team also used geofencing research technology as a key resource to study origin analytics for comparable multi-use event venues.

Once the market demand was determined, Hunden completed demand and revenue projections over ten, twenty, and thirty-year time horizons. Finally, Hunden conducted an economic, fiscal, and employment impact analysis to determine the impact that the new event venue would have on the City of New Braunfels and the school district area.

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**Client:** Comal Independent School District

**Time Period:** 2021