



Downtown Arena & Mixed-Use District Study

Lansing, Michigan

Hunden worked with Perkins&Will and International Coliseums Company to complete a market demand, financial feasibility, and economic impact study for a proposed multi-purpose arena and surrounding mixed-use entertainment district in Lansing. The purpose of Hunden's study was to address the following key questions:

- How does the local and regional supply of competitive arenas affect the proposed arena and district?
- What is the demand for sports, entertainment, meeting, tradeshow, e-sports, concerts, and related group events in the Lansing market?
- What is the market opportunity for the surrounding mix of uses, including hotel, multi-family, retail, restaurants, bars and office?
- What relevant comparable developments exist in the greater Lansing area? How will the project fit into the competitive environment?

Hunden conducted an in-depth analysis of the proposed development and provided the client with recommendations for the appropriate size and program of the arena facility, as well as the optimal surrounding mix of uses. Hunden created demand and financial projections and economic, fiscal, and employment impact projections based off of the recommended scenarios.

Client: River Caddis Development

Time Period: 2021