



## The Meadowlands Multi-Use Conference & Event Center

*Lyndhurst, New Jersey*

Hunden Strategic Partners worked with architects at TVSDesign to prepare a market demand and financial feasibility study for a new multi-use conference, sports, and event center as part of the growing sports and entertainment district in the New Jersey Meadowlands area. The Client was interested in determining whether or not the Meadowlands was an opportunistic site for the development of this type of asset.

The first phase of analysis included preliminary market and demographic research to identify the overall market opportunity for multi-purpose event facilities and surrounding developments in the area. The Client was interested in determining the success factors for a conference/event center and then identifying scenarios for a recommended development type. Hunden performed the following tasks:

- Conducted an in-depth site visit,
- Analyzed economic, demographic and tourism data,
- Identified and analyzed conventions, entertainment and sports facility trends/opportunities, and
- Analyzed the local and regional convention, sports and entertainment market demand.

Hunden then compiled the phase one findings into a final report. Recommendations included a full flexible event center development with 300,000 square feet of flexible exhibit space, 60,000-square foot divisible ballroom, 100,000 square feet of meeting rooms, and a 1,000-room headquarters hotel with additional meeting space.

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**Client:** Meadowlands Chamber

**Time Period:** 2021