



## USL Stadium Mixed-Use District Economic Impact Study, Including Hotel, Retail and Restaurant

*Lexington, Kentucky*

Hunden Strategic Partners worked for a private client to complete market, financial feasibility and economic impact-related advisory services for a proposed USL stadium-anchored mixed-use district in Lexington. The Lexington Center Corporation was soliciting bid from qualified developers to build a mixed-use project in the heart of downtown known as the High Street Development Project. The proposed 17.5-acre site is located across from the newly remodeled Central Bank Center and Rupp Arena.

Hunden conducted an in-depth analysis for the client to determine the market viability and economic sustainability of the proposed project. First, Hunden gathered all assumptions and conceptual materials created to-date during the discovery process. Hunden then gathered market research on the mix of amenities and commercial uses proposed to surround the new USL stadium, including hotel, restaurant, retail etc., and assessed how those uses would contribute to a TIF district financing model.

Hunden then prepared detailed financial, TIF, and economic impact models and worked through multiple iterations to present various performance scenarios.

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**Client:** Private Client

**Time Period:** 2022