



Sports, Ice Arena & Resort Financial Feasibility Study

Phoenix, Arizona

Hunden Strategic Partners was engaged by a private entity to study the market and financial feasibility of a multi-use sports complex and hotel development in Phoenix, Arizona. The vision for the Project was to create a vibrant multi-purpose development in northern Phoenix, anchored by the most advanced amateur sports arena in the country. The study included a review of the existing Project concept and business plan, including facility and district layout, proposed programming, demand sources, and financial projections for the 171,000-square foot sports facility and 58,000-square foot boutique resort hotel. Hunden conducted a complete independent review of the Project as conceptualized and realized to-date, followed by a financial feasibility study.

Hunden studied the market opportunity for all of the Project components identified, as well as profiled comparable multi-purpose sports complex developments to provide real-world examples, best practices and lessons learned. Independent demand and financial projection models were made to validate the Client's assumptions and business plan. The study focused especially on market demand and feasibility for the proposed ice element, two NHL-sized hockey arenas.

Hunden determined the market viability of the proposed project by identifying the current market competitive supply, by conducting demand interviews with user groups and tournament organizers, and by analyzing case studies and comparable facilities around the country. Hunden provided an economic, fiscal and employment impact analysis for the Project components projected over a 30-year period, along with recommendations for next-steps.

Client: Private Owner/Developer

Time Period: 2022