



Rock Row Event Center Financial Feasibility Study

Portland, Maine

Hunden was engaged by a private client to complete a market demand, competitive analysis, and financial feasibility study for the development of a new multi-purpose conference and events venue as a component of the Rock Row mixed-use district.

Rock Row is a \$600 million, 110-acre mixed-use destination that combines Maine’s historic seacoast attributes with innovation, business, health care, hospitality, residential and entertainment properties. The development is located in Westbrook, a city-suburb of Portland in Cumberland County. Rock Row has been master planned to include a variety of commercial real estate uses, as well as ample parking, connection to a 70-mile trail system, and a rail line. The focus of Hunden’s study efforts was on the proposed conversion of the seasonal Maine Savings Pavilion into 110,000 square feet of conference center and event space. The Venue, which will be Maine’s largest conference and event center, was proposed to include an exhibit hall, pre-function space, and indoor/outdoor performance space to accommodate more than 8,200 people.

Phase I of the Rock Row opened in 2020 with key tenants like Market Basket, Cinemark, New England Cancer Specialists, Maine Savings Pavilion, and others. Phase II of the development was proposed to include the multi-purpose conference and event venue, as well as an attached hotel on the Maine Savings Pavilion site.

Hunden’s study focused on the demand for various types of events and meetings, the recommended area(s) of focus for a new conference and event venue with an adjacent hotel, the appropriate design and program for a new venue based on the market realities, projections of financial performance, and the net potential economic impact of the proposed project.

Client: Private Client

Time Period: 2022