



KU New Stadium & Mixed-Use District Financial Feasibility & Economic Impact Study; P3 Advisory; Developer Solicitation

Lawrence, Kansas

Hunden Partners was engaged to complete a market demand, financial feasibility, and economic impact study for the renovation of David Booth Kansas Memorial and develop an optimal mix of uses for a mixed-use development, primarily located at the corner of 11th and Mississippi on the University of Kansas campus.

The purpose of this study was to provide KU with a recommended mixed-use development that would, in concert with the new stadium, create significant impact for the State of Kansas. Specific development components and programming of the Project have yet to be solidified, though elements of the study will include:

- Renovations to David Booth Kansas Memorial Stadium,
- Entertainment and event venue,
- Conference center and hotel,
- Student housing,
- Sports health/medicine institute, and
- Restaurant and retail.

Hunden then advised the university on the public-private partnership options and funding tools available to maximize value in the real estate and operations of all elements. Items considered included P3 partnership structures for:

- Parking services (campus-wide)
- Dining, concessions & catering (campus-wide)
- Retail/Restaurant operations; Housing operations
- Hotel/Conference/Stadium operations
- Naming opportunities/sponsorships
- Entertainment venue operations/promotion

Hunden is now in the process of advising the management of the developer competitive bid process.

Client Contact: University of Kansas

Time Period: 2022 - Present

