



## Arena Reuse Study for KBH Memorial Arena

*Dallas, Texas*

In this study, Hunden analyzed two new potential alternatives for reuse of the KBH Memorial Arena following the determination that there was not sufficient demand for a larger 5,500-seat capacity concert and event venue in the Dallas market.

First, Hunden analyzed the WNBA arena market and developed financial projections and an impact analysis for repurposing the facility as a WNBA arena as a primary use. This analysis also considered other potential uses for the facility, including WWE, Esports, concerts, other ticketed events, academic / sporting events, and community events.

Second, Hunden analyzed a reuse alternative focused on Dallas Arts & Culture. The study utilized local market data to develop financial projections and an impact analysis for this alternative. Hunden's initial market research identified the need for a local arts community facility that provided performing arts and support spaces. Having a one-stop shop for groups to rehearse, produce, and perform shows made this alternative an attractive venue for local organizations. This alternative option included the following recommended space types:

- 500-seat performing arts theatre
- Two 100-seat capacity black box theatres
- Rehearsal space, storage space, scene construction space, and theatre offices.

Hunden collaborated with the Dallas Senior Manager of Cultural Venues in order to understand local demand in the market for such a facility. Also, demand and financial performance data from 750-seat performing arts theatre Moody Performance Hall was utilized as a basis for the projections for this arena reuse option.

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**Client:** City of Dallas

**Time Period:** 2022