



Freedom Hall Civic Center Redevelopment Market & Financial Feasibility Study

Johnson City, Tennessee

Hunden Strategic Partners worked with Johnson City to study the redevelopment and future use of existing space at the Freedom Hall City Center in Johnson City, Tennessee. Hunden served as the market and financial feasibility analysis experts on the Convergence Design Master Plan Team. The purpose of this study was to determine market opportunity and demand for concerts, family shows, trade shows, consumer shows, sports, and other uses, and to devise a plan for modernizing the facility in order to make it competitive in the regional entertainment marketplace.

The venue was constructed in 1974 and has seen a significant decline in hosting concerts as local university basketball games have become the main attraction. Hunden's work determined steps the venue should take in order to become a viable concert facility for touring acts, including adding premium seating, an in-house sound and lighting system, an LED video board, and concession upgrades. Hunden determined that despite other new venues in the regional area, the Freedom Hall Civic Center still has opportunity to attract 10-15 touring acts per year if the venue were to be renovated to meet or exceed modern standards.

The Team recommended two options moving forward: one which focused on the renovation and modernization of the existing facility, and the other which proposed vacating the current facility and constructing a new 6,500-8,000 seat sports and entertainment arena. Recommendations for the first option were addressed in order of priority to give City officials clear opportunities for next steps.

Client: City of Johnson City

Time Period: 2022