



Real Estate Expert Rob Hunden to Lead Major League Panel at Entertainment Experience Evolution Conference

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Hunden Strategic Partners
<https://hunden.com/>

Hunden Strategic Partners founder to discuss creating a winning approach to sports-centered destinations

CHICAGO / ACCESSWIRE / March 2, 2023 / Hunden Strategic Partners (HSP or Hunden), a full-service, national real estate development advisory practice, announces that its founder Rob Hunden will moderate an impressive panel of major league teams and districts at this year's Entertainment Experience Evolution in Los Angeles on March 7 and March 8. The much-anticipated conference will cover a range of topics, with Hunden leading the panel entitled "Sports-Anchored Retail Entertainment Districts: What Works and What to Avoid" on Tuesday, March 7, at 4 p.m.



Rob Hunden, Hunden Strategic Partners

Rob Hunden Will Lead a Major League Panel at Entertainment Experience Evolution Conference

The panel addresses the joint forces of consumer demand for memorable entertainment experiences and significant real estate footprint shifts. Sports-centered entertainment districts were growing in popularity prior to the pandemic, and collective hunger for meaningful live event opportunities has only increased since. Revenue in the Sports Events segment is projected to reach US \$29 billion this year, and register an annual CAGR of 2.7+%.

"Retail [entertainment districts](#) are playing a major role in the evolution of sports and event facility developments. When done well, they can revitalize a neighborhood, even a city, and provide meaningful connections between citizens, tourists, restaurateurs, and teams. They're also complex projects that can be fraught with costly mistakes if they aren't planned, developed, and executed correctly, and stakeholders need to understand what works and what to avoid," [Rob Hunden](#) says.

[Entertainment Experience Evolution](#) provides a platform for industry leaders to network, learn, and explore new frontiers in entertainment. The annual conference is now in its eighth year and features top executives and innovators in entertainment, technology, and real estate from across the U.S. as speakers. [Hunden](#) will lead and moderate a panel comprised of seasoned leaders in the sports-centered real estate industry, including:

- Lauren Abertnethy, *VP, Marketing*, Atlanta Braves
- John Moncke, *President*, Kansas City Power & Light District; Texas Live!
- Drew Johnson, *Assistant Director*, Marquee Development; Chicago Cubs
- Michael Belot, *SVP*, Milwaukee Bucks
- Julie Brinkerhoff-Jacobs, *President/Executive Senior Principal/CFO*, Lifescapes International
- Todd Goldstein, *Chief Revenue Officer*, AEG/LA Live/Crypto.com Arena

"I'm thrilled and honored to be leading a panel of such esteemed and experienced mixed-use development leaders from major league teams. Attendees will get an inside view of industry insights, success stories, and lessons learned, and walk away with actionable knowledge they can use to push sports-centered entertainment concepts forward," Hunden says.

Conference Details:

Entertainment Experience Evolution 2023

JW Marriott LA Live March 7-8, 2023

Panel Details:

Sports-Anchored Retail Entertainment Districts: What Works and What To Avoid

March 7, 4-5 p.m.

About Hunden Strategic Partners

Hunden Strategic Partners, also known as "Hunden," is a leading real estate and destination development consulting firm, with professionals in Chicago, San Diego, and Minneapolis. The firm offers a full range of advisory, market and financial feasibility, economic and impact analyses for specialty destination assets such as sports facilities, mixed-use,

and entertainment districts, convention and expo centers, hotels, entertainment venues, theme parks, recreation facilities, and other economic development projects.

In addition, Hunden also provides the developer solicitation and selection experience to move projects from concept to funding. Hunden's clients include cities, states, universities, DMOs, authorities, and private developers. Rob Hunden has worked on more than 1,000 studies and has had a hand in the development of more than \$20 billion in open and underway projects around the world.

For more information, please visit <https://hunden.com>.

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