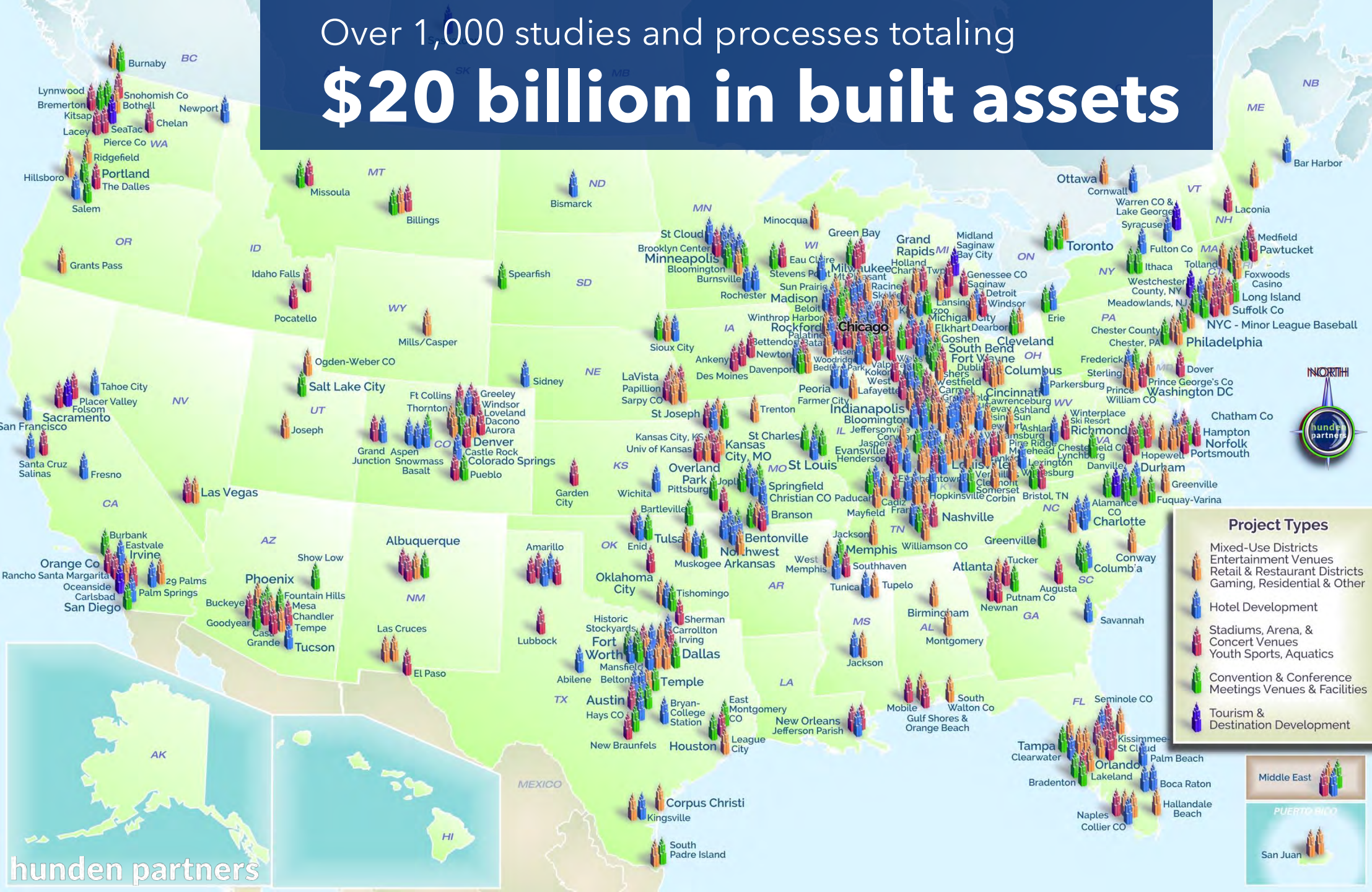


Hunden Partners

Leading Advisor in Destination Real Estate Development

hunden
partners

Over 1,000 studies and processes totaling
\$20 billion in built assets



650+
 conference,
 convention,
 event center &
 hotel studies

175+
 destination &
 entertainment
 district studies

200+
 youth sports,
 stadium & arena
 studies

20+
 placemaking
 and destination
 strategy plans in
 the last 3 years



Project Types

- Mixed-Use Districts
- Entertainment Venues
- Retail & Restaurant Districts
- Gaming, Residential & Other
- Hotel Development
- Stadiums, Arena, & Concert Venues
- Youth Sports, Aquatics
- Convention & Conference Meetings Venues & Facilities
- Tourism & Destination Development



Placemaking & Real Estate Advisory

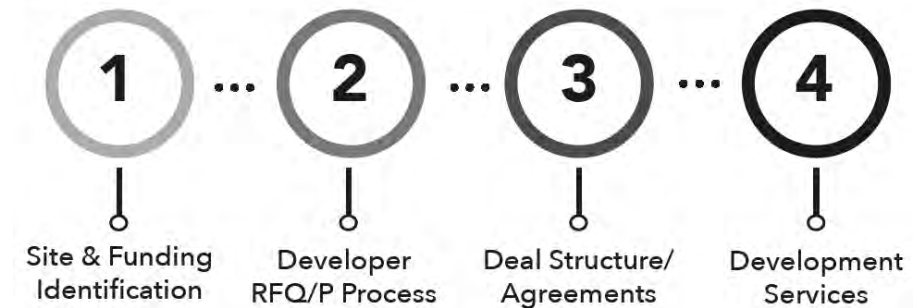
Placemaking Action Plan



Feasibility & Impact Study



Project Advisory & Execution



Lexi Cuff

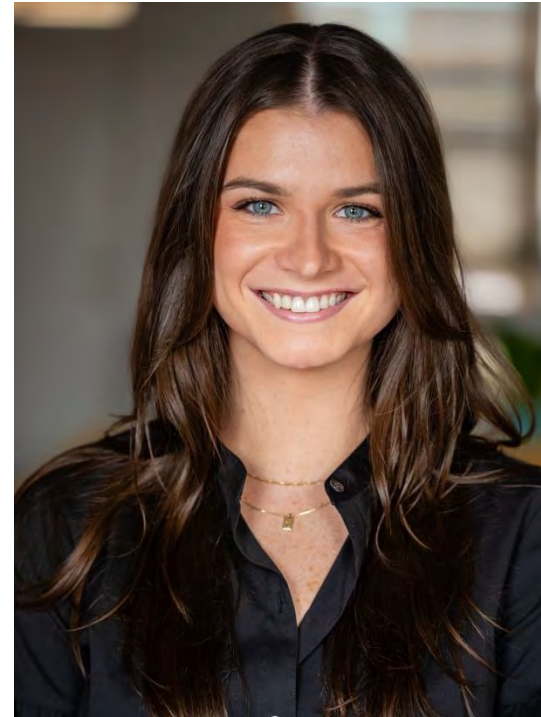
Project Manager

Public and Private Sector Experience at Hunden

- Led Placemaking Action Plan studies for Dallas, TX, Hamilton County, IN; Oceanside, CA; Rockford, IL; and Marion County, FL
- Emphasis on tourism acquisition and retention
- Expertise in entertainment venues, mixed-use developments and event facilities/hotels

100+ Projects and studies completed at Hunden

- Over a dozen professional sports and mixed-use district studies
- 15+ youth and community sports studies
- Full-cycle project management



Ryan Sheridan

Project Manager

Public and Private Sector Experience at Hunden

- Expertise in sports- and entertainment-anchored mixed-use districts
- Outdoor and indoor youth sports feasibility studies
- Professional/collegiate arena and stadium advisory
- Emphasis on tourism acquisition and retention

100+ Projects and studies completed at Hunden

- 20+ youth sports tourism studies
- 15+ professional sports and mixed-use studies
- Full-cycle project management



An aerial, blue-tinted architectural rendering of a modern city. The central focus is a large, multi-tiered stadium with a green field. Surrounding the stadium are various skyscrapers, some with unique, curved or tiered designs. A complex network of roads and highways is visible, including a prominent interchange in the upper left. The overall scene is dense and futuristic.

Various Experience

Over 75 Outdoor Sports Facility Studies



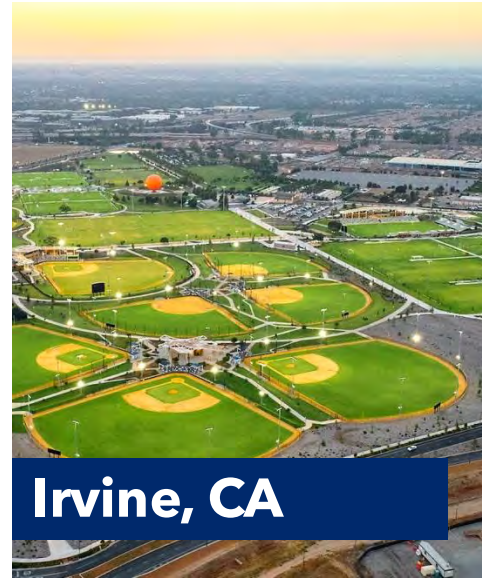
Gulf Shores, AL



Westfield, IN



Collier Co, FL



Irvine, CA



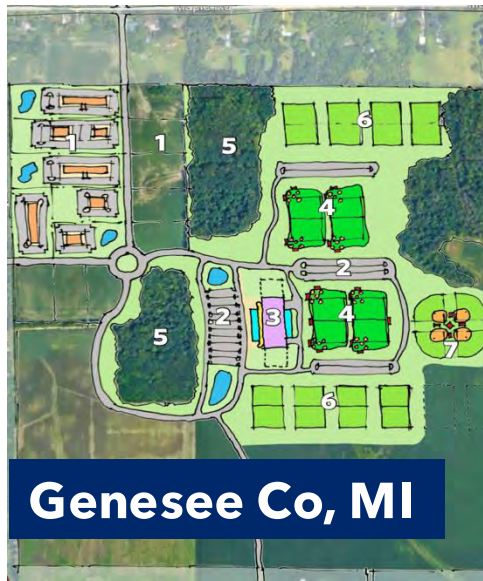
Volusia Co, FL



Orange Co, FL



Dublin, OH



Genesee Co, MI

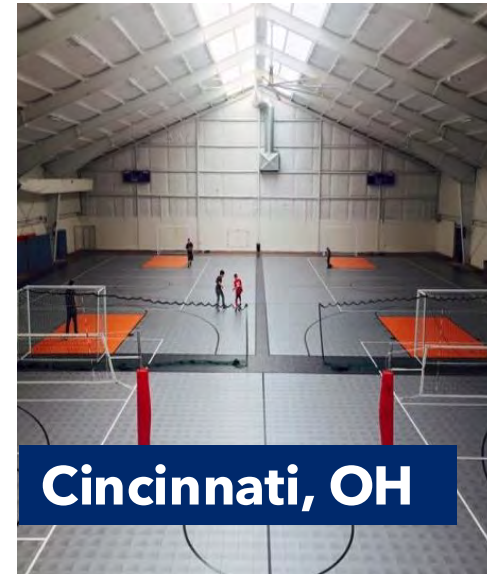


Rancho Santa Margarita, CA

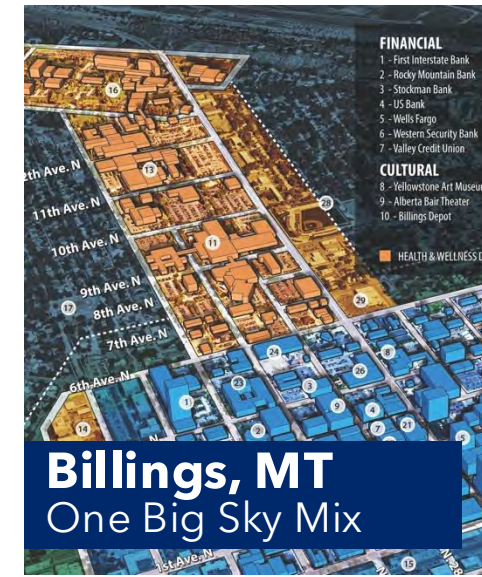
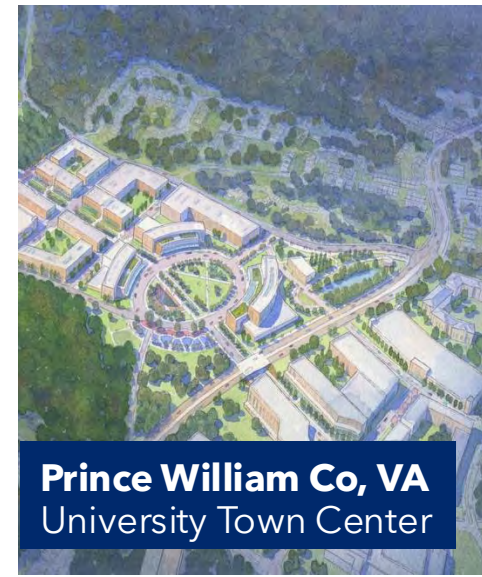
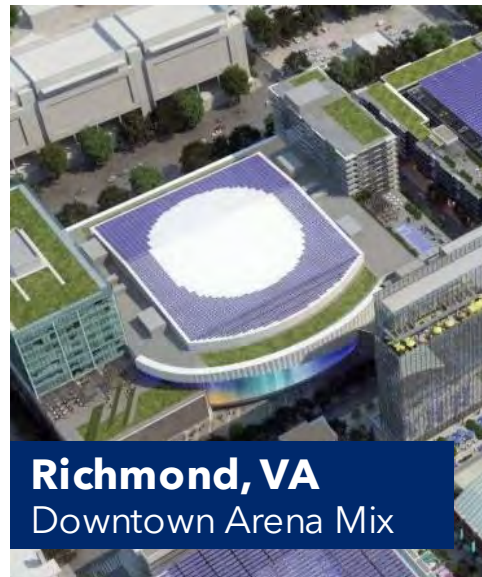
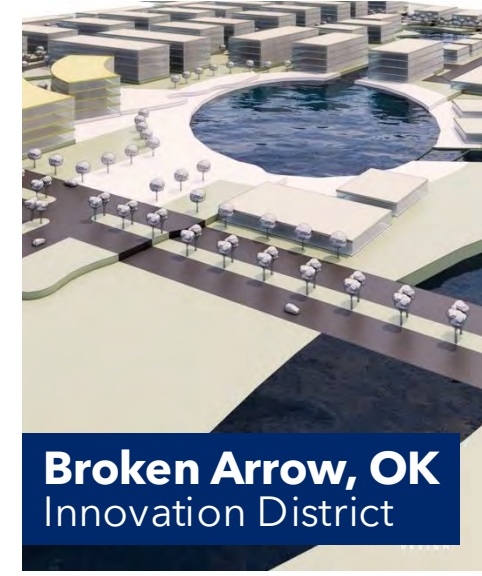
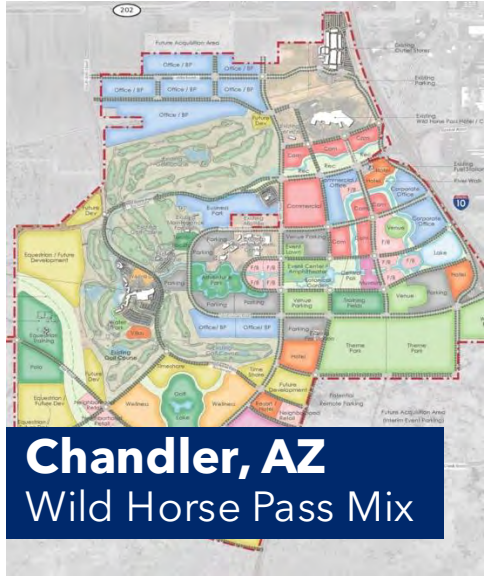


La Vista, NE

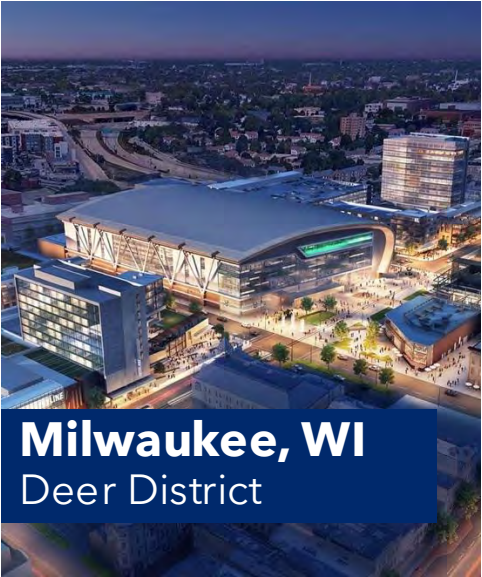
Over 30 Indoor Sports Facility Studies



Over 75 Mixed-Use Developments & Districts



Over 25 Stadiums, Arenas & Districts



Milwaukee, WI
Deer District



Indianapolis, IN
Eleven Park



Tempe, AZ
NHL Arena + District



Lawrence, KS
KU Stadium/Mixed Use



Pawtucket, RI
USL Stadium Mix



Indianapolis, IN
Pacers NBA Arena



Lubbock, TX
MiLB Stadium Mix



Mansfield, TX
USL Stadium Mix



Northeast USA
NFL Stadium Mix



Chester, PA
Stadium-Anchored Mix

An aerial, top-down view of a modern cityscape, rendered in a monochromatic blue color scheme. The image shows a complex network of roads, including a large multi-level interchange on the left. In the center, there is a large, irregularly shaped building complex with a central green courtyard. To the right, several tall, modern skyscrapers are visible, along with a circular structure that could be a stadium or arena. The overall scene is dense and urban, with a futuristic or architectural feel.

Research Methodology

Hunden Process Overview

Study Methodology



Site Analysis



Industry Trends



Market Analysis



Stakeholder Feedback



Case Studies

Recommendations & Site Plans



Program Recommendations, Concept Plan & Cost Estimates

Financial & Impact Modeling



Demand & Financial Analysis



Economic, Fiscal & Employment Impact Analysis

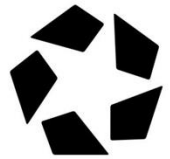


Placer.ai



esri®

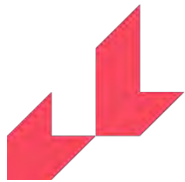
KNOWLND



CoStar Group™

STRAVA

AIRDNA



Lightcast



POLLSTAR

Hotel Brands

Pro Sports

Entertainment

Destinations



GAYLORD HOTELS™
A Gaylord Entertainment Company

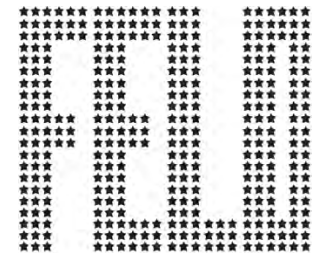


PORTMAN

OMNI  HOTELS®



Hilton
HOTELS & RESORTS



ENTERTAINMENT®



On-Going Economic Impacts

Bonanza Park | Park City, Utah

NOVEMBER 6, 2024

Gross Onsite Impact at Bonanza Park

By stabilization – assumed to be Year 3

**\$23.8 M
SPENDING**

annual onsite spending at Bonanza Park

**106 FTE
JOBS**

onsite at Bonanza Park

**\$55,500
SALARY**

average onsite at Bonanza Park

Hunden's suggested method of determining the value of a Project to a municipality

Net Positive Impact to Park City*

New spending, both onsite and offsite due to the Project, net of substitution/cannibalization

**\$19.2 M NEW
SPENDING**

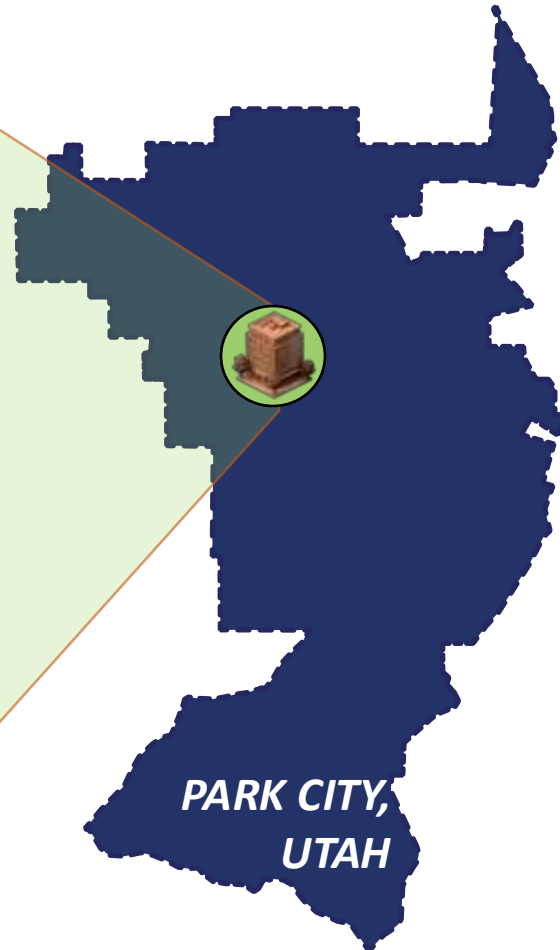
within Park City

**103 FTE
JOBS**

within Park City

**\$52,000
SALARY**

average of new jobs supported



An aerial, blue-tinted architectural rendering of a dense urban development. The scene features a complex network of roads and highways, including a prominent multi-level interchange in the upper left. A large, modern sports facility with a distinctive, curved roof structure is the central focus. Surrounding it are numerous high-rise buildings of varying heights and designs, interspersed with green spaces and trees. The overall atmosphere is one of a highly developed, crowded city center.

Sports Facility Development in a Crowded Marketplace

Sports Tourism Destination & Operational Success Factors

Destination Factors

- **Variety of Lodging, Dining & Entertainment Options**
- **Reputation of Destination & Appeal**
- High Quality Facilities & Assets
- Strong Amenities
- Accessibility

Operational Factors

- **Dedicated Management**
- **Multi-Purpose & Flexible Design**
- **Collaboration with Industry Partners & Local/Regional User Groups**
- Partnership Alignment & Public Support

Dedicated Management: Public-Private-Partnerships

Locally Focused

Tourism Focused

Specialized management team that maintains reputation of a destination

Experienced Staff - operations, marketing, sales

Focus on key performance indicators
(Room nights, financials, customer service, local satisfaction)

National networks of talent, events, vendor relationships

Balanced management of tournaments/events and local leagues, camps, clinics

THE SPORTS FACILITIES
COMPANIES

OVG
OAK VIEW GROUP

ASM
GLOBAL

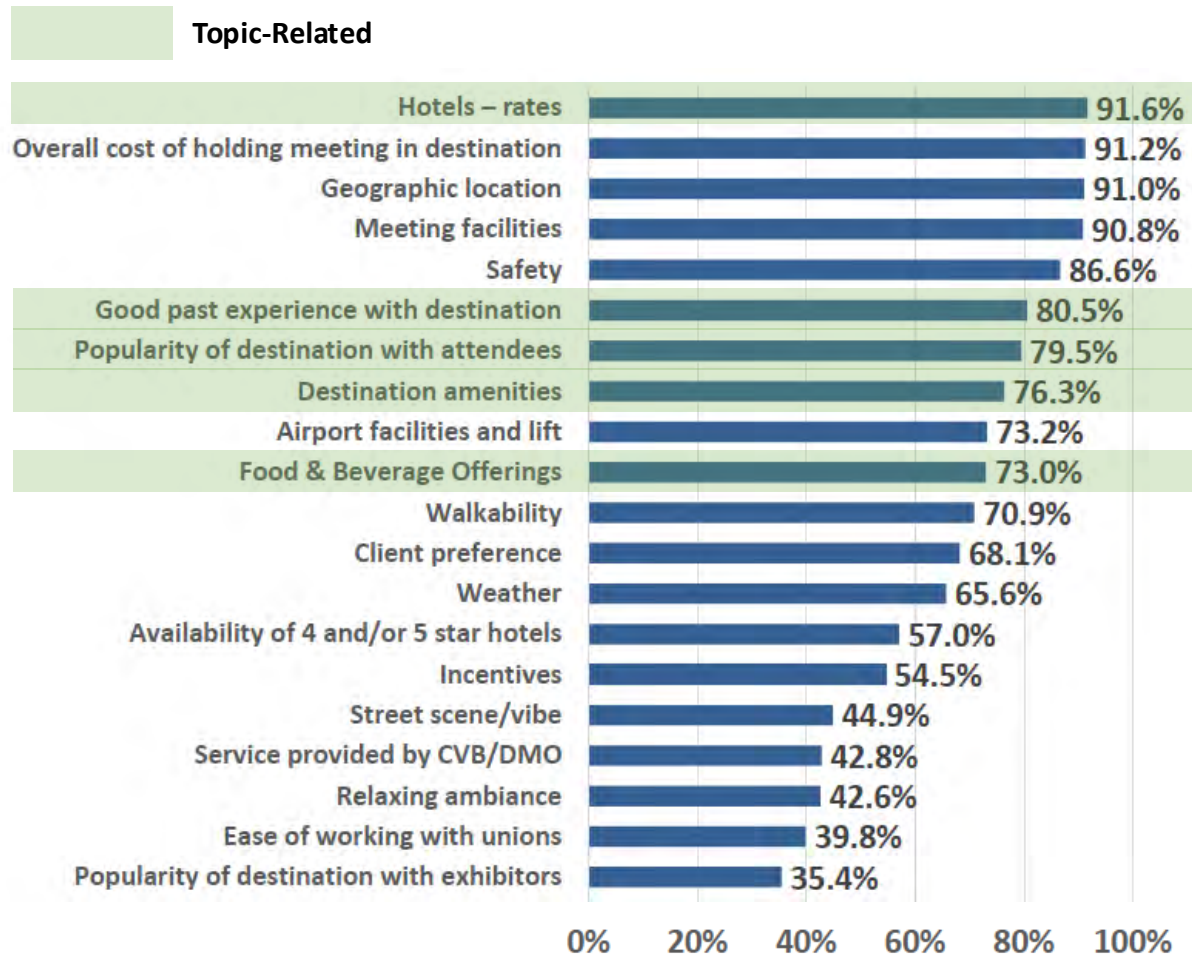
ESM
EASTERN SPORTS
MANAGEMENT

 **KemperSports**

REV

LSG
LEGACY SPORTS GROUP

Variety of Lodging, Dining & Entertainment Options



Trends in the sports tourism industry indicate important factors in the decision-making process of choosing a tournament facility or event site. These **Destination Factors** are important considerations and allows facilities to be competitive among other local and regional facilities.

Outside the facility, decisions related to events to attend are often made in part on the lodging, dining, and entertainment options in the market. For players and teams traveling infrequently or for families opting to create a vacation around a tournament, having unique and exciting offerings is critical and makes up the overall destination appeal.

Source: Destination Analysts

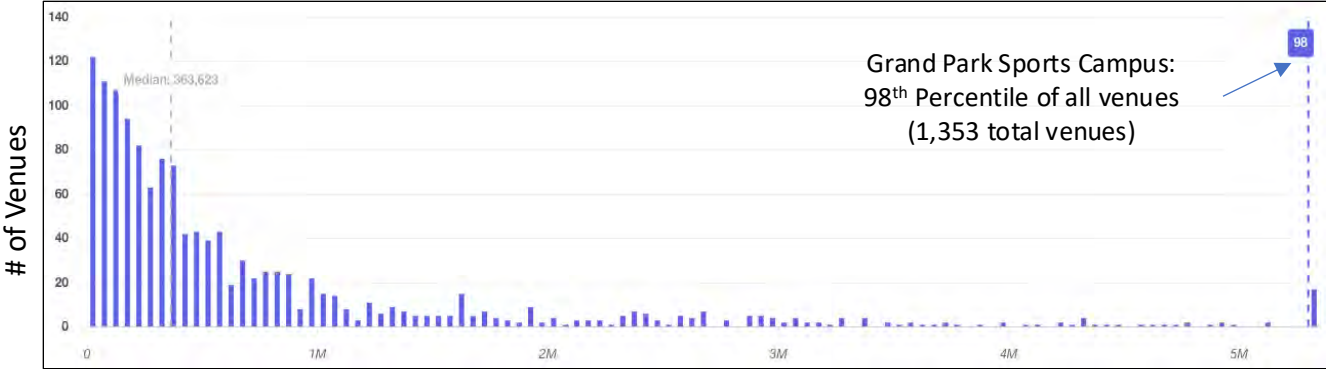
Grand Park Visitation Performance Overview

Among all stadiums, arenas, convention centers and sports complexes, Grand Park ranked as the 16th most visited venue in 2023.

Grand Park Sports Campus ranked as the most visited youth sports destination in the United States, with ESPN Wide World of Sports Complex (4.9 million visits) as the next closest youth sports destination.

Grand Park is not just a major tourism asset for the City of Westfield and Hamilton County, but also for the State of Indiana.

For reference, Lucas Oil Stadium in Indianapolis, Indiana, the home facility of the Indianapolis Colts National Football League franchise and a major event venue, was ranked 63rd on Placer’s list in 2023 with 3.2 million visits.



Most Visited Stadiums, Arenas, Convention Centers and Sports Complexes (2023)

Rank	Name	Category Group	City	Visits
1	South Philadelphia Sports Complex	Stadium	Philadelphia	20,788,378
2	Madison Square Garden	Stadium	New York	15,206,662
3	Fenway Park	Stadium	Boston	10,932,946
4	NRG Stadium & Houston Rodeo	Stadium	Houston	9,004,354
5	MetLife Stadium	Stadium	East Rutherford	8,618,388
6	SoFi Stadium	Stadium	Inglewood	7,884,931
7	Orange County Convention Center	Convention Center	Orlando	7,570,340
8	Wrigley Field	Stadium	Chicago	6,820,819
9	Dodger Stadium	Stadium	Los Angeles	6,731,838
10	Truist Park	Stadium	Atlanta	6,518,430
11	Yankee Stadium	Stadium	Bronx	6,426,253
12	Kentucky Exposition Center	Convention Center	Louisville	6,164,813
13	Capital One Arena	Arena	Washington	5,761,223
14	Petco Park	Stadium	San Diego	5,615,392
15	United Center	Stadium	Chicago	5,528,578
16	Grand Park Sports Campus	Sports Complex	Westfield	5,503,068
17	Globe Life Field	Stadium	Arlington	5,129,461
18	Citi Field	Stadium	Queens	5,116,957
19	Rocket Mortgage FieldHouse	Stadium	Cleveland	4,957,422
20	ESPN Wide World of Sports	Sports Complex	Orlando	4,913,937
21	Little Caesars Arena	Arena	Detroit, MI	4,910,244
22	Minute Maid Park	Stadium	Houston	4,897,490
23	Lumen Field	Stadium	Seattle	4,768,253
24	Ball Arena	Arena	Denver	4,708,401
25	Angel Stadium of Anaheim	Stadium	Anaheim	4,696,745

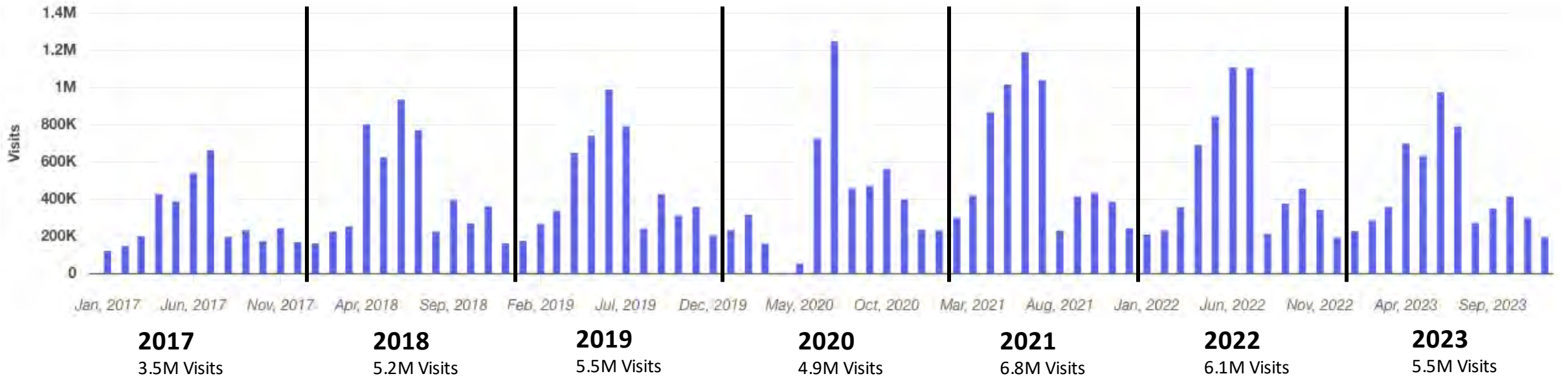
Source: Placer.ai

Lodging, Dining & Entertainment Options

Despite Grand Park's status as the most visited youth sports complex in the country, significant economic impact is lost in the city each year.



Grand Park Annual Visitation Trends



Most Popular Hotels for Grand Park by Year

Since 2020, the total number of hotels used by Site Search has increased, decreasing the overall total the number of hotels utilized within Hamilton County. Between 2020 and 2022, the total percentage of room nights within Hamilton County dropped 9.5 percent, from 68.6 percent to 59.1 percent. While Site Search does not capture all activity from Grand Park's room night generation, the sample data shows that considerable room nights generated by Hamilton County are not retained, leading to leakage and benefit within neighboring counties.

2020

Grand Park Most Popular Hotels (2020)			
Rank	Property	Hamilton County?	Room Nights Booked
1	Sheraton Indianapolis at Keystone Crossing	✗	3,152
2	Wyndham Westfield	✓	2,621
3	SpringHill Suites Indianapolis Westfield	✓	2,420
4	Homewood Suites Indianapolis Carmel	✓	2,073
5	Hampton Inn Westfield	✓	1,983
6	Drury Plaza Hotel Carmel	✓	1,941
7	Renaissance Indianapolis North Hotel	✓	1,898
8	Holiday Inn Indianapolis Carmel	✓	1,896
9	Marriott Indianapolis North	✗	1,872
10	Sonesta Select Indianapolis Carmel	✓	1,693
Total Number of Hotels			97
Percent of Hotels in Hamilton County			37%
Total			45,631
Less Non-Hamilton County Properties (31.4%)			(14,318)
Total Hamilton County Room Nights (68.6%)			31,313

Source: Site Search

2021

Grand Park Most Popular Hotels (2021)			
Rank	Property	Hamilton County?	Room Nights Booked
1	Sheraton Indianapolis at Keystone Crossing	✗	8,591
2	SpringHill Suites Indianapolis Westfield	✓	7,857
3	Wyndham Westfield	✓	6,714
4	Marriott Indianapolis North	✗	5,386
5	Hampton Inn Westfield	✓	3,703
6	Renaissance Indianapolis North Hotel	✓	3,644
7	Holiday Inn Indianapolis Carmel	✓	3,585
8	Drury Plaza Hotel Carmel	✓	3,125
9	Fairfield Inn & Suites Indianapolis Carmel	✓	2,730
10	Sonesta Select Indianapolis Carmel	✓	2,692
Total Number of Hotels			114
Percent of Hotels in Hamilton County			33%
Total			106,567
Less Non-Hamilton County Properties (37.4%)			(39,880)
Total Hamilton County Room Nights (62.6%)			66,687

Source: Site Search

2022

Grand Park Most Popular Hotels (2022)			
Rank	Property	Hamilton County?	Room Nights Booked
1	SpringHill Suites Indianapolis Westfield	✓	7,830
2	Sheraton Indianapolis at Keystone Crossing	✗	6,266
3	Marriott Indianapolis North	✗	6,205
4	Wyndham Westfield	✓	5,106
5	Renaissance Indianapolis North Hotel	✓	3,975
6	Holiday Inn Indianapolis Carmel	✓	3,678
7	Hampton Inn Westfield	✓	3,448
8	Sonesta Select Indianapolis Carmel	✓	3,225
9	Best Western Fishers/Indianapolis Area	✓	2,829
10	Drury Plaza Hotel Carmel	✓	2,352
Total Number of Hotels			143
Percent of Hotels in Hamilton County			26%
Total			105,362
Less Non-Hamilton County Properties (40.9%)			(43,156)
Total Hamilton County Room Nights (59.1%)			62,206

Source: Site Search

Overland Park Bluhawk



405,000 SF Sports Complex
441,000 SF Retail / Restaurant
80,000 SF Office
349 Hotel Rooms
301 Multifamily Units



Phase I - Completed October 2024: 4,000-capacity multi-purpose event space, one 1,500-seat NHL regulation size ice sheet, 8 basketball courts, 40,000 SF portable turf field, 30,000 SF family entertainment center

Phase II - Estimated Completion Fall 2026: Second ice sheet, indoor turf field, 8 indoor / 4 outdoor pickleball courts, outdoor family entertainment space

Collaboration with Industry Partners & Local/Regional User Groups





Vegas Golden Knights & Henderson Silver Nights



AMERICA FIRST CENTER
IN HENDERSON





Lexington SC





STARCENTER
MULTISPORT
ARENA

Dallas Stars





St. Louis Blues





Anaheim Ducks

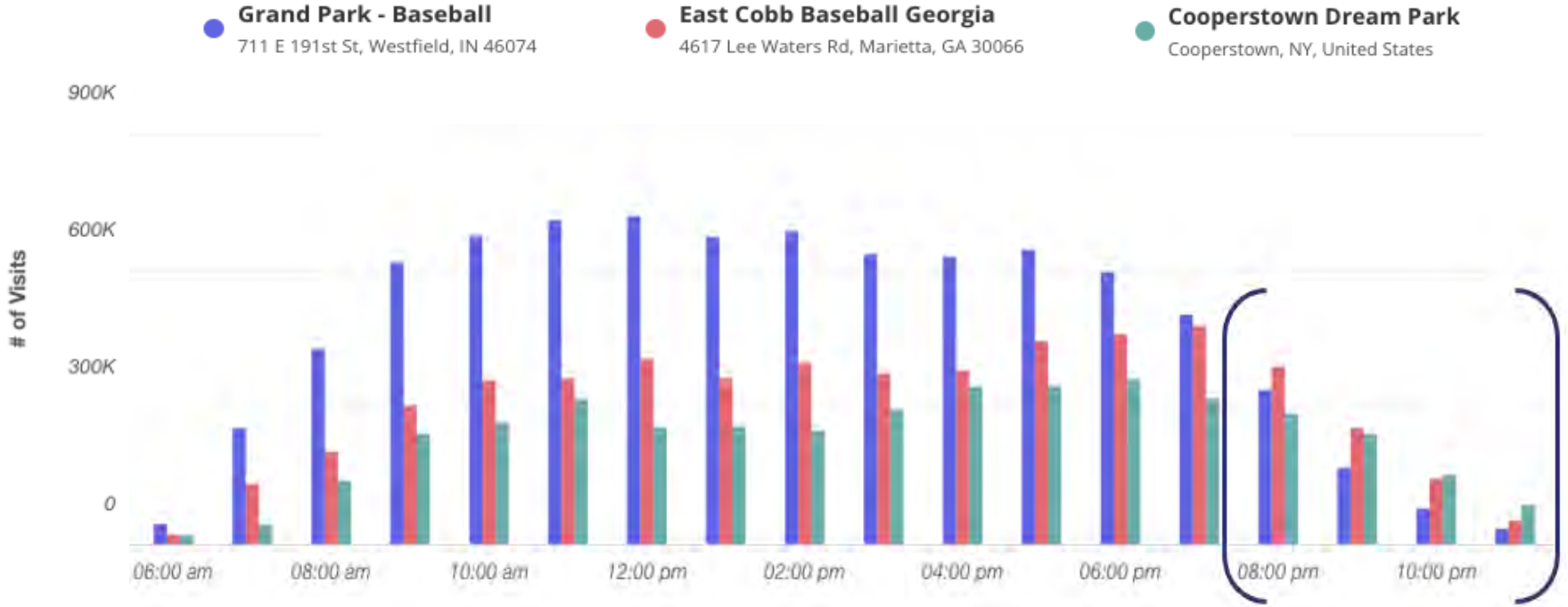




Sporting KC



DMO/Facility Partnerships



08:00 pm		
Grand Park - Baseball / 711 E 191...		340.3K
East Cobb Baseball - Full / 4617 L...		391.4K
Cooperstown Dream Park / Coop...		286.8K
09:00 pm		
Grand Park - Baseball / 711 E 191...		168.7K
East Cobb Baseball - Full / 4617 L...		255.9K
Cooperstown Dream Park / Coop...		243.9K
10:00 pm		
Grand Park - Baseball / 711 E 191...		79.7K
East Cobb Baseball - Full / 4617 L...		145K
Cooperstown Dream Park / Coop...		153.5K
11:00 pm		
Grand Park - Baseball / 711 E 191...		34.7K
East Cobb Baseball - Full / 4617 L...		53.3K
Cooperstown Dream Park / Coop...		88.1K

Multi-Purpose & Flexible Design

Multi-Purpose Venues allow for a diverse range of revenue streams and event capabilities due to year-round activation. As a result, layouts that support a multi-use venue have dominated the market in recent years with new builds and renovation of existing facilities.

Flexible Flooring & Seating when designing a facility that is compatible for multipurpose sports can reduce negative impacts on a facility's profitability. Forms of retractable seating and portable flooring can be convertible in more efficient and rapid manners to enhance how multi-faceted a facility can be with the sports and events they plan to offer.

Venue Flexibility continues to be more crucial as venues push to accommodate a variety of events. Some design trends include stage-end scoreboards for a more inclusive viewing experience, retractable roofing, and ancillary seating that allows for future expansion.

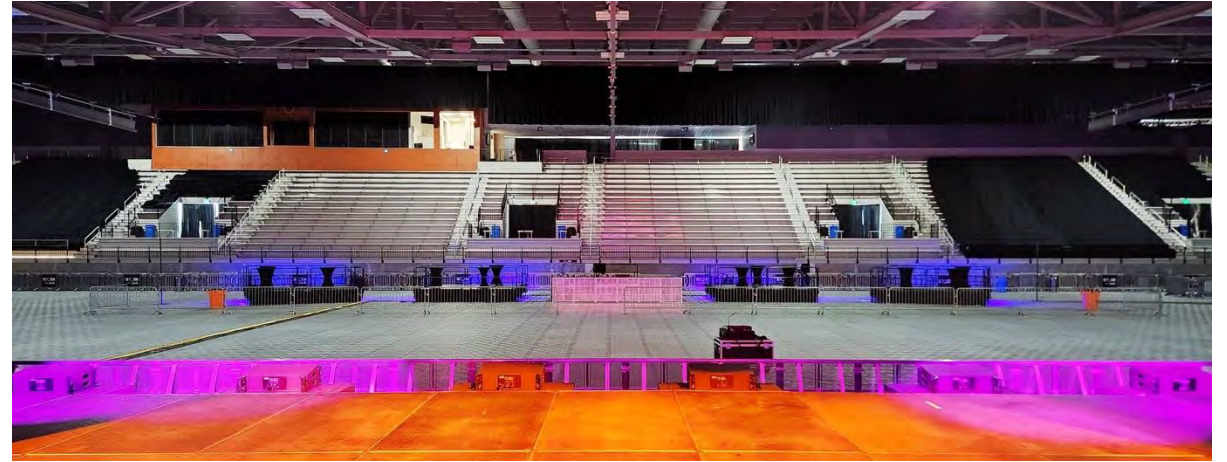
Event Mix has become more diverse within multi-functional spaces and often cater to meetings and private event business. The appeal is greater when there are complementary uses and entertainment offerings within walking distance of the facility.

The Podium - Spokane, Washington

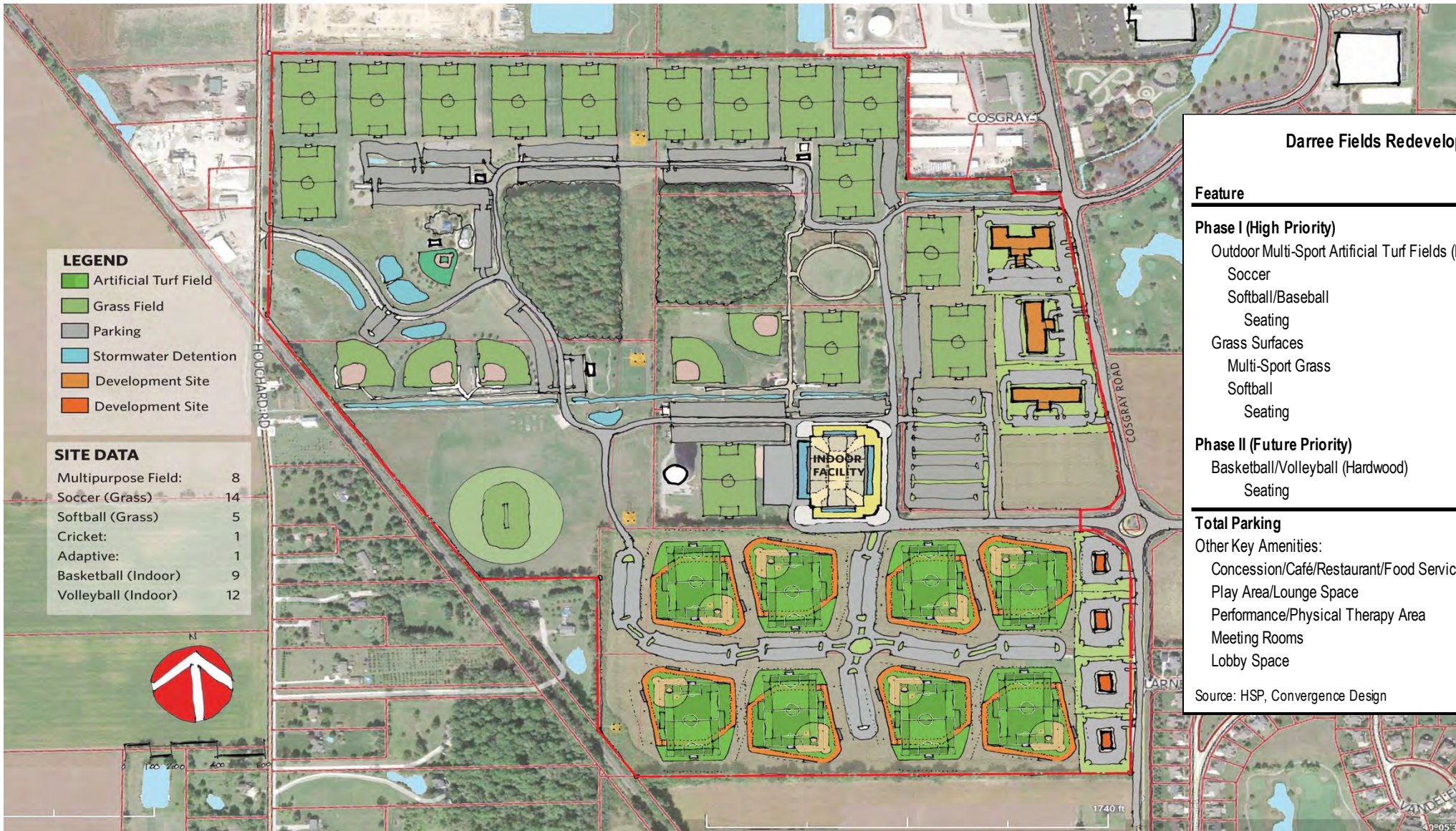
Sports



Concerts & Entertainment



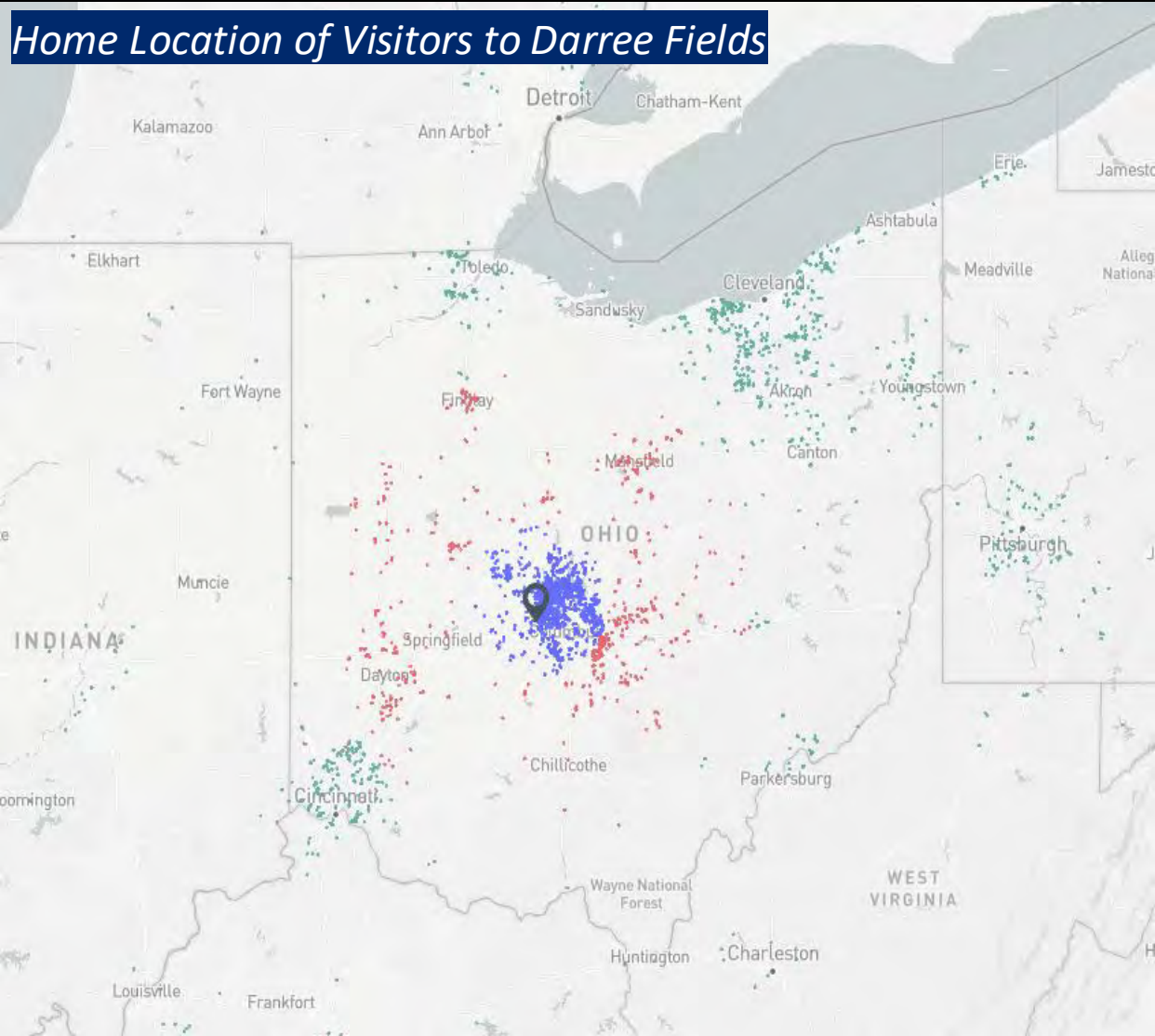
Case Study: Dublin, Ohio Darree Fields Expansion



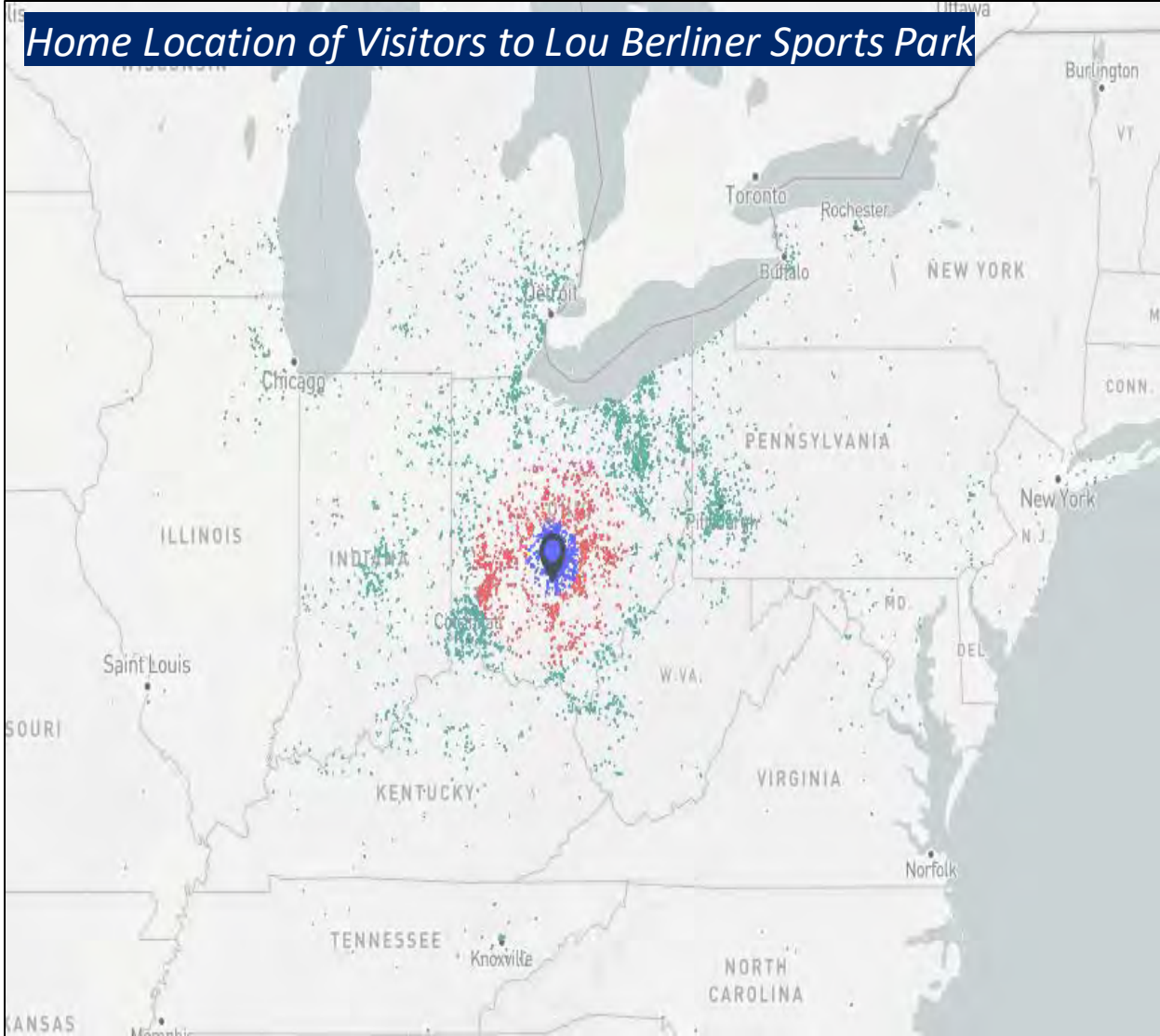
Darree Fields Redevelopment Detailed Recommendations			
Feature	Unit	Unit Size	Max Parking
Phase I (High Priority)			
Outdoor Multi-Sport Artificial Turf Fields (Lighted)	Fields	8	800
Soccer	Fields	8	-
Softball/Baseball	Diamonds	8	-
Seating		800	-
Grass Surfaces			
Multi-Sport Grass	Fields	14	1,400
Softball	Diamonds	5	500
Seating	Seats	1,900	-
Phase II (Future Priority)			
Basketball/Volleyball (Hardwood)	Courts	9	720
Seating	Seats	250	-
Total Parking			3,420
Other Key Amenities:		Building Needs:	
Concession/Café/Restaurant/Food Service Area		Team/Changing Rooms	
Play Area/Lounge Space		Offices	
Performance/Physical Therapy Area		Public Restrooms	
Meeting Rooms		Storage	
Lobby Space			
Source: HSP, Convergence Design			

Visitation Data: Darree Fields vs. Berliner Park (2023)

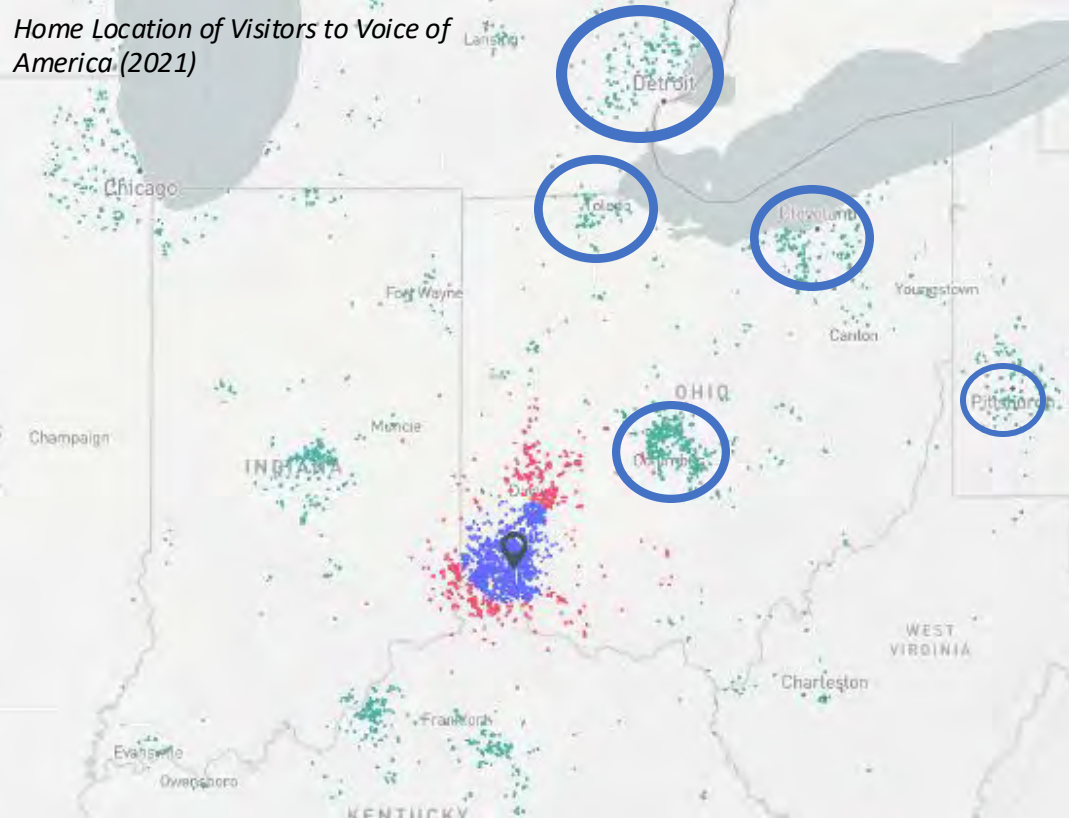
Home Location of Visitors to Darree Fields



Home Location of Visitors to Lou Berliner Sports Park



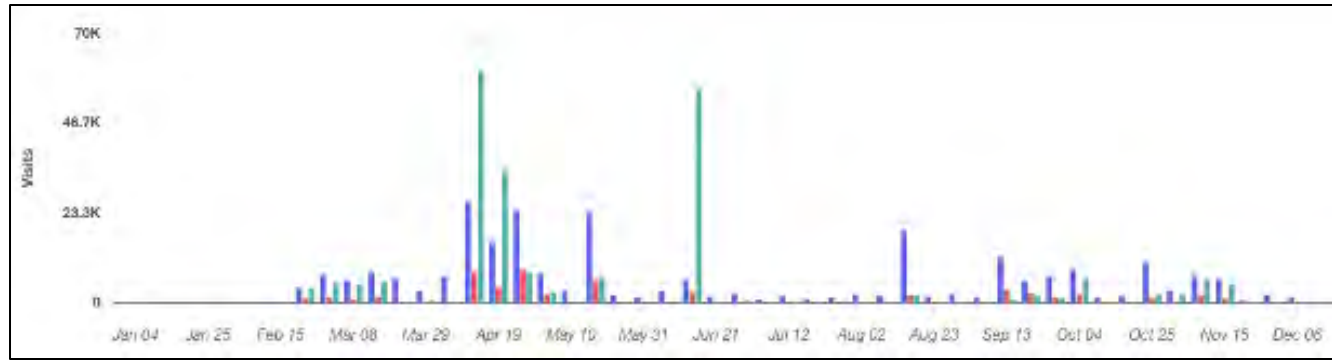
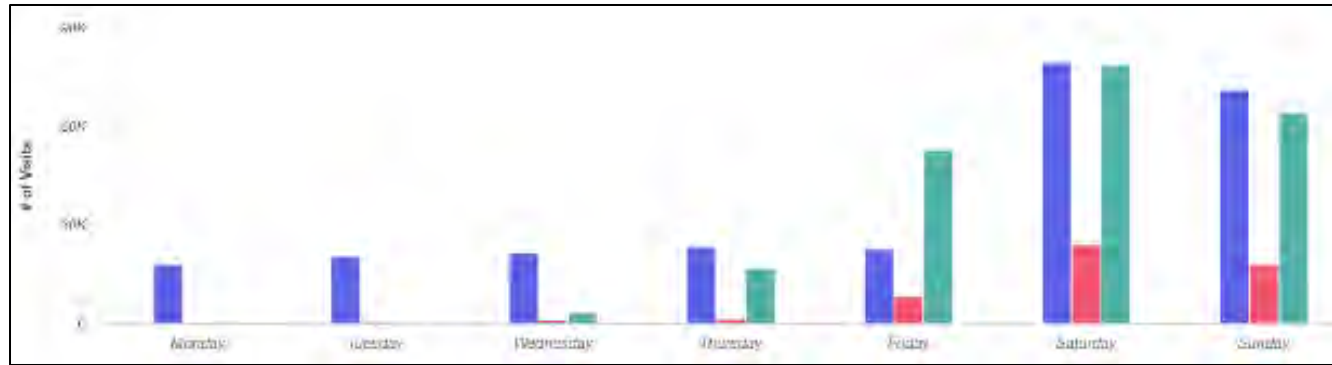
The Athletic Field Complex at Voice of America MetroPark Visitation



The Athletic Field Complex at Voice of America MetroPark
January 2021 - December 2021

Visitor Origins by Distance from Site	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	256,100	49%	95,500	39%	2.68
Regional Distance - Between 25 and 75 miles	53,000	10%	27,200	11%	1.95
Long Distance only - Over 75 miles	216,700	41%	122,800	50%	1.76
Total Visits	525,800	100%	245,500	100%	2.14

Source: Placer.ai



An aerial, blue-tinted architectural rendering of a city. The central focus is a large, modern stadium with a distinctive, angular roof structure. Surrounding the stadium are various high-rise buildings, some with unique architectural features like curved facades or tiered tops. A complex network of roads and highways is visible, particularly on the left side of the image. The overall scene depicts a dense, urban environment with a focus on contemporary architecture and infrastructure.

Program-Driven Design: Leveraging Niche Sports

Niche Sports Destinations

- Bentonville, Arkansas – Mountain Biking
- South Bend, Indiana – Rugby
- Port St. Lucie, Florida – All-Wheel Park
- Okeechobee, FL – Motocross
- Tulsa, Oklahoma – USA BMX HQ & Hall of Fame
- Oklahoma City – Rowing
- Hampton, VA – Aquatics
- Tucson, AZ – Australian Football



Bentonville, AR Recreational Mountain Biking Trails



Port St. Lucie, FL All-Wheel Park - Biking, Skating, Scootering



Hampton, VA Aquaplex - Aquatic Facility

Discussion

DMOs/CVBs – What projects are you considering?

- What kind of project is your destination contemplating?
- Is your destination focused on local utilization or sports tourism?

Past Clients – How did you successfully navigate the market?

- How did you execute your project within a crowded marketplace?

Tournament operators - What makes a destination/project attractive for you?

- What attributes do you look for in a partner?
- What helps you choose a market/facility over the other?

Service Providers

- How do you help facilities and municipalities maximize value from events?

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www.hunden.com

Hunden Partners is a full-service real estate development advisory practice specializing in destination assets.

With professionals in Chicago, New York, Dallas, and Minneapolis, Hunden provides a variety of services for all stages of destination development in:

- Placemaking Action Plans
- Tourism and Destination Strategic Plans
- Real Estate Market & Financial Feasibility
- Economic, Fiscal & Employment Impact Analysis (Cost/Benefit)
- Organizational Development
- Public Incentive Analysis
- Economic and Tourism Policy/Legislation Consulting
- Research & Statistical Analysis
- Developer Solicitation & Selection
- Project Execution Advisory

The firm and its principal have performed more than 1,000 studies over the past 28 years, with more than \$20 billion in built, successful projects or projects underway.