



Regional Entertainment Venues Assessment

Capital Region of Louisiana

Hunden Partners is working on a multi-phased study and planning process for a number of transformative development opportunities on the LSU campus and surrounding downtown sites. For the new entertainment venues assessment, Hunden conducted a market demand and financial feasibility study to determine the opportunity for new entertainment venues in the Capital Region of Louisiana.

With multiple existing development proposals in mind, the Client was seeking a study that considered the market opportunity and economic feasibility of developing multiple types of entertainment venues. Hunden's recommendations pointed to the optimal facility size for additional concert, art and entertainment venues beyond a new arena on the LSU campus, such as an amphitheater for the Capital Region.

Hunden provided the Client with an assessment of the competitive marketplace that led to recommendations for optimal scale, size and amount of concert and entertainment venues and events for the Capital Region. As part of the analysis, the Hunden Partners Team profiled comparable-sized, college-town, mid-market cities with a stronger presence of entertainment venues and events. The work tasks resulted in findings that compared financial and impact projections for each of the identified Project concepts and sites.

Client: Various Stakeholder Entities

Time Period: 2024 - Present