



### **Project Data**

#### **Key Scope Items:**

- Multipurpose Arena Within a District Development
- Facility Recommendations
- Demand, Financial and Economic Impact Analysis

**Development Budget:** \$35,000,000

**HSP Professionals Involved in Project:** Rob Hunden

**Time of Service:** 2003

## **Arena Feasibility Study**

*Wyandotte County, Kansas*

Wyandotte County was considering development of a new mid-sized arena for its Village West district development. The site is within the Kansas City MSA, but in suburban Kansas. The development area already consists of the Kansas Speedway, a minor-league ballpark, hotels and destination retail. This collection of projects had accounted for over \$400,000,000 in investment prior to the study period. The proposed site is also near the Wyandotte County Fairgrounds. The arena would host minor league hockey and would target the Kansas City MISL franchise and accommodate other events such as concerts, family shows and other community-oriented events. The proposed facilities were to be located at the intersection of I-435 and I-70. The location is close to both downtown Kansas City, Missouri, as well as the Kansas-side suburbs. The site has excellent accessibility and is increasingly an “event location” within the region.

Mr. Hunden conducted a feasibility analysis of the recommended facilities and projected their operating and financial results. The report investigated the sports and event market to determine how the proposed arena should be programmed, made demand and financial projections and determined the economic and fiscal impact of the facility.