



# Stadiums, Sports & Entertainment Facilities

Newmark Valuation & Advisory's team of knowledgeable professionals are exceptionally skilled at analyzing the various business components of this unique asset class. Keeping in mind all traditional and non-traditional approaches to valuation that are typically called upon in these types of engagements, our specialists provide strategic & innovative solutions to serve clients' complex needs. We utilize our depth of expertise to determine feasibility, values, appropriate rent, tax and ground lease terms as well as to weigh the economic impact from financial, social and environmental risks and benefits.

Stadiums, sports, entertainment & concert facilities are complex assets with multiple income streams including ticket sales, team rentals, game day parking, luxury boxes/suites, concessions, naming rights, advertising, and tax incentives. In an increasing number of circumstances, the larger, more expansive and more diverse projects anchored by stadiums and concert arenas have yielded returns not only to investors, but also to tax jurisdictions through ripple spending by patrons.

While these facilities are typically massive and complex concepts, in comparison, there are thousands of single/multi-use sports-oriented facilities such as fieldhouses, tennis clubs, soccer facilities, ice arenas, and cinemas that have their own distinct nuances. Our team is experienced with all of these different types of assets. Our dedicated team has completed assignments of every size and complexity for owners, investors, developers and corporations, and understands every aspect of a property's operations, ensuring the delivery of consistent, objective and credible reporting.

## About Hospitality, Gaming & Leisure

Our Hospitality, Gaming & Leisure practice is focused exclusively on providing superior valuation and consulting services for a broad range of hotels, casinos and leisure properties. Our team takes a holistic, consultative approach that goes far beyond the physical asset, analyzing every aspect of a property's business and real estate operations to identify all areas of value for owners and investors.

Our mission is to be the foremost global resource, providing defensible expertise in hospitality, leisure, gaming, sports and entertainment real estate. We approach every challenge with dedicated focus, innovative methodologies and hands-on collaboration to consistently deliver reliable solutions for each client.

## ABOUT NEWMARK

**We transform untapped potential into limitless opportunity.**

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

## CONTACT

**Bryan Younge, MAI, ASA, FRICS**

*Executive Vice President*

*Specialty Practice Leader – Hospitality, Gaming & Leisure*

t 312-224-3208

bryan.younge@nrmk.com

**Jeff Mayer**

*Executive Vice President*

t 212-850-5416

jeff.mayer@nrmk.com