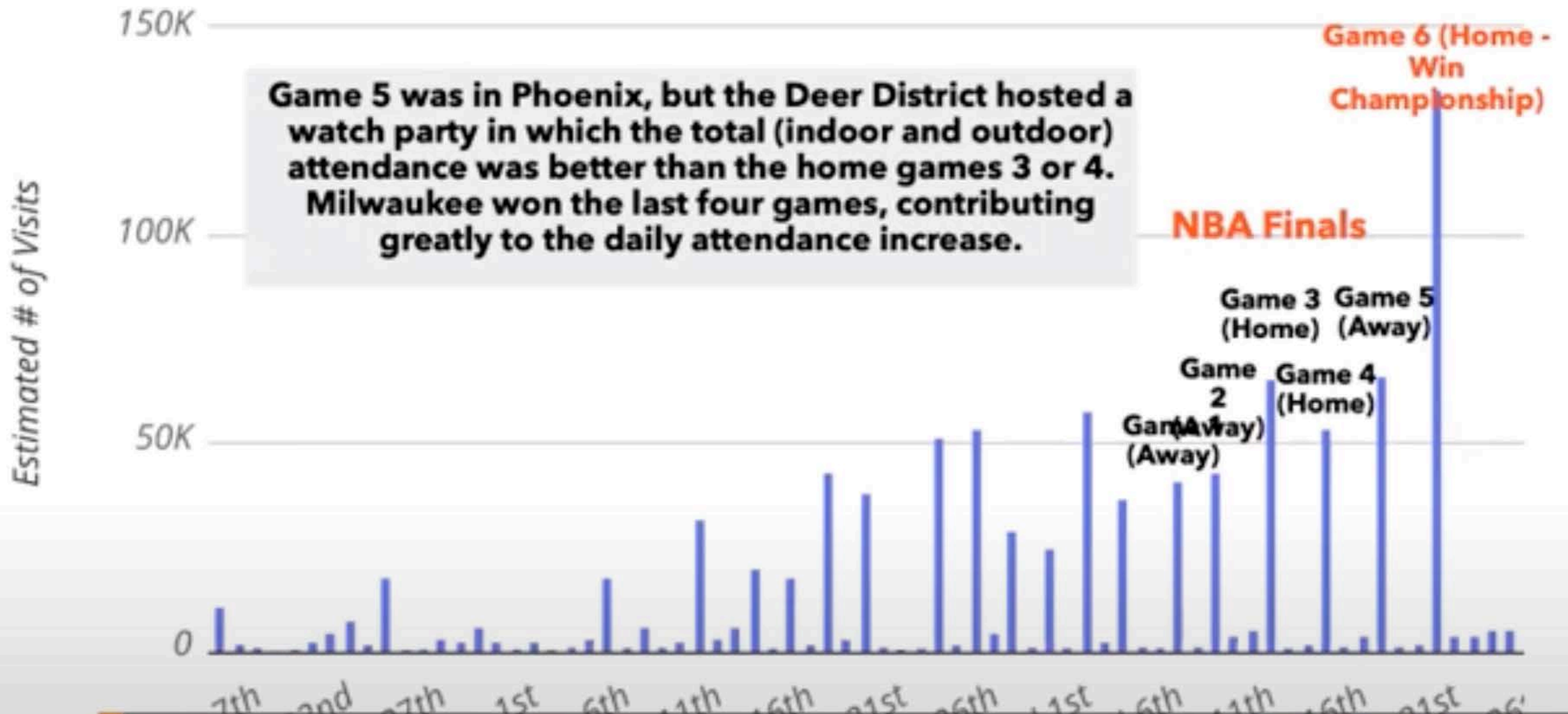


Fiserv Forum and The Deer District



Rob Hunden



President, Hunden Strategic Partners, US



Pedestrian Heat Map Two-Block Area

Fiserv Forum and Deer District Plaza

The Alleyway

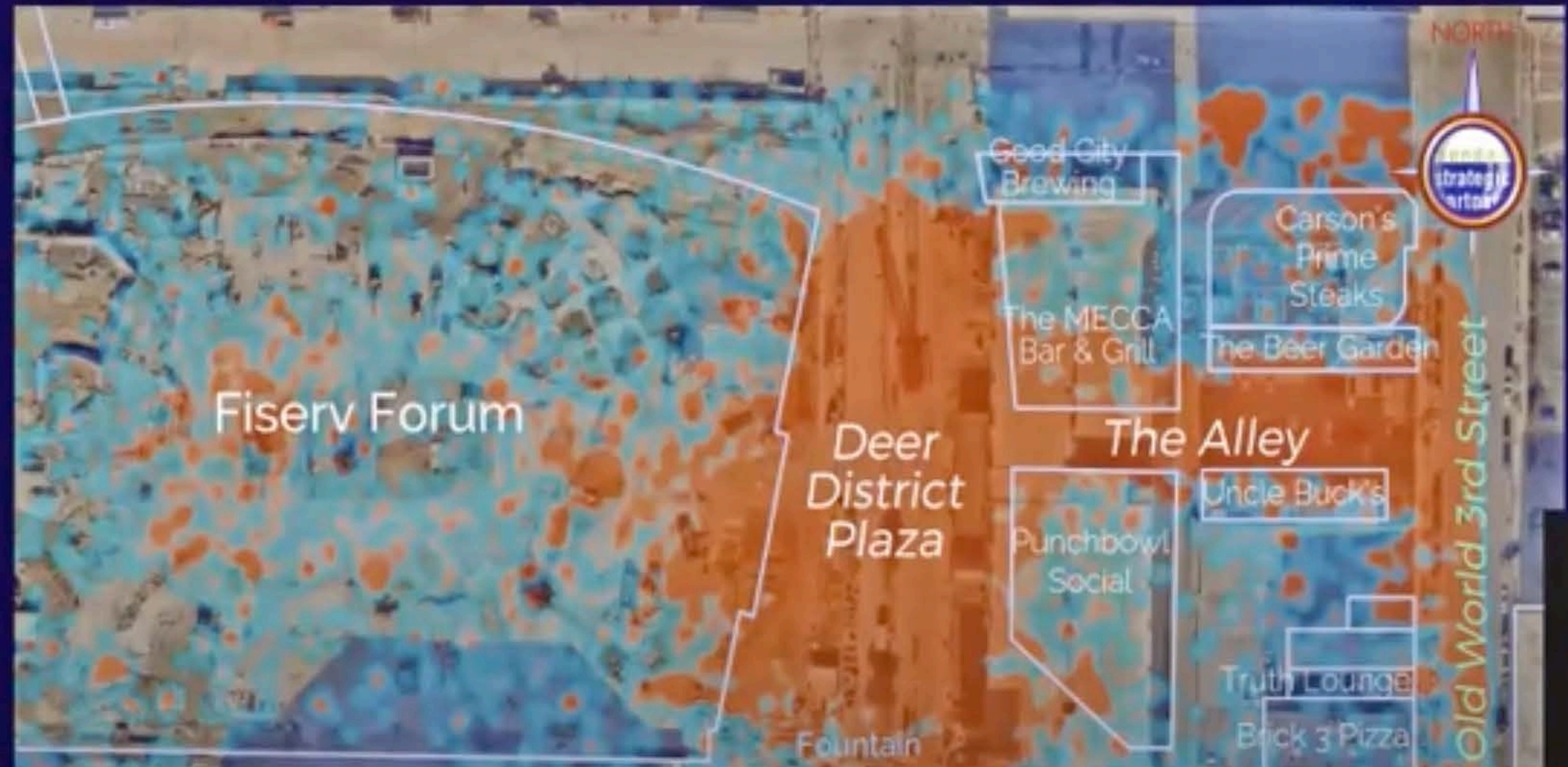
A demand-generator like an NBA arena draws people, not only on game-nights.

The red areas show that The Alleyway is very conducive to guiding fans to the area's bars and restaurants.

Map shows where people walked during a 2-month period from April 26 to July 11, 2021.

Fiserv Forum Foot Traffic - Close Up

April 26 - July 11, 2021



Rob Hunden

COLISEUM
Global Sports Venue Alliance

President, Hunden Strategic Partners, US