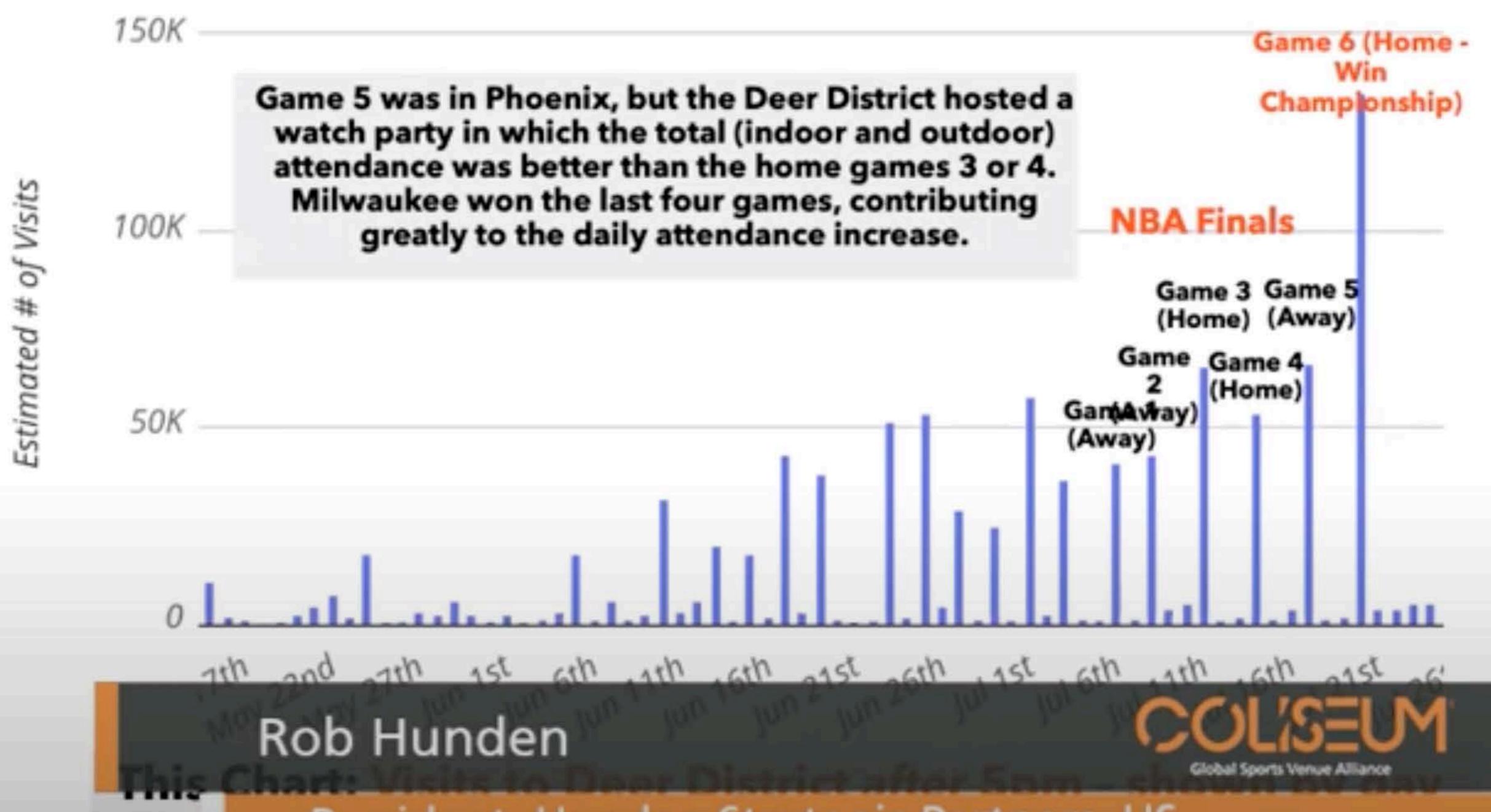


## Fiserv Forum and The Deer District



President, Hunden Strategic Partners, US



Fiserv Forum and Deer District Plaza

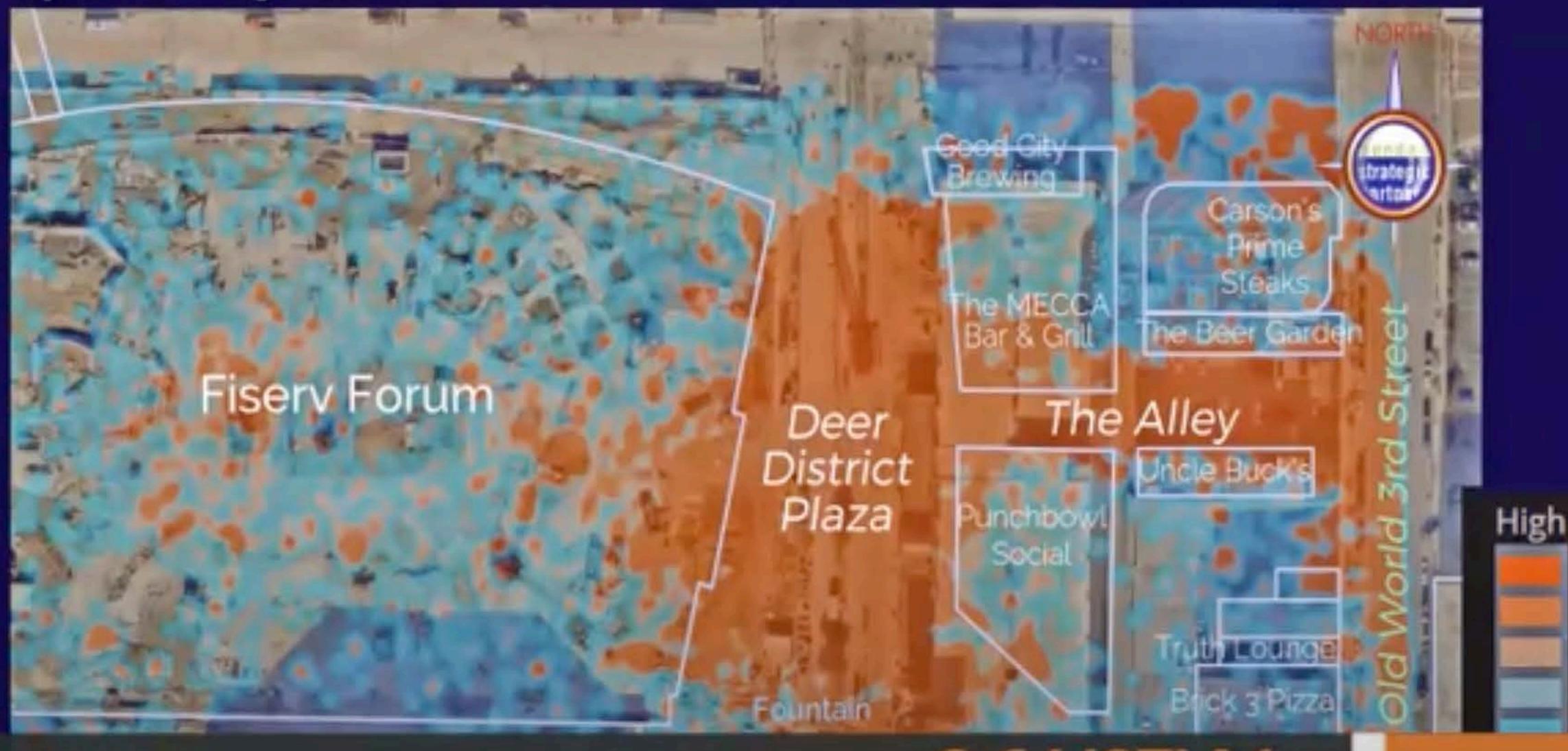
The Alleyway

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,

Fiser Forum Foot Traffic - Close Up April 26 - July 11,2021



Rob Hunden



President, Hunden Strategic Partners, US