



Project Data

Key Scope Items:

- Retail & Restaurant Market Analysis
- Financial Projections & Economic Impact Modeling
- Non-Kentucky Spending Projections

Development Budget:

HSP Professionals Involved in Project: Rob Hunden

Time of Service:

Hamilton County Fairgrounds

Hamilton County, Indiana

Hunden Strategic Partners was engaged by the Hamilton County Convention and Visitors Bureau (HCCVB) to perform a market and financial analysis for the Hamilton County Fairgrounds. Hamilton County is located directly north of the City of Indianapolis and includes the fastest growing suburbs in the State of Indiana.

The HCCVB, supported by a fairgrounds task force, engaged Hunden Strategic Partners to conduct an organizational, financial, market, and facilities review of the Hamilton County Fairgrounds with the following objectives:

- Determine if the organizational structure of the Fairgrounds is the most appropriate for its mission, use, and quality;
- Review the facility management, marketing, and booking policies to determine if changes could positively benefit the Fairgrounds and County;
- Conduct a market analysis of the area to determine the potential to increase demand at the Fairgrounds;
- Conduct a financial analysis of the facility; and
- Review the current facilities and potential for expanded grounds and facilities.

To complete this analysis, Hunden Strategic Partners evaluated the Fairgrounds' history, organizational structure, performance measures, market orientation, financial history, management structure and incentives, rental rates, event history, and competitive set. Hunden Strategic Partners also compared the Fairgrounds to a set of peer fairgrounds, benchmarked their operations, and developed several strategic recommendations that will enhance the Fairgrounds' operation and administration.