



Project Data

Key Scope Items:

- Organizational, Operational & Governance Review of Fairgrounds
- Fairgrounds Expansion Study
- Amateur and Youth Sports Complex Analysis
- Comparable Facility Analysis

Project Budget: \$60,000,000 (Sports Complex)

HSP Professionals Involved in Project: Rob Hunden and Rob Smitherman

Time of Service: 2002 – 2003 and 2008 – 2009

Hamilton County CVB: Fairgrounds and Sportsplex Studies

Hamilton County, Indiana

Mr. Hunden has been engaged by the Hamilton County Convention and Visitors Bureau (HCCVB) on two occasions, first in 2002 to perform a complete market and financial review for the Hamilton County Fairgrounds and in 2008-09 to conduct a comparable development analysis for a proposed \$60,000,000 sports complex. Hamilton County is located directly north of the City of Indianapolis, includes approximately 300,000 residents and is among the wealthiest and fastest-growing counties in the U.S.

In 2002, the HCCVB, supported by a fairgrounds task force, asked for an organizational, financial, market and facilities review of the Hamilton County Fairgrounds. Among the objectives: determining the most appropriate organizational structure for, and the potential to increase demand at, the Fairgrounds as well as the development of several strategic recommendations that will enhance the Fairgrounds' operation and administration.

In 2009, HSP delivered an analysis for a proposed sports complex for the County. The analysis included a comprehensive review of other similar facilities proposed or developed around the U.S., including cost, funding, ownership, management, revenues, expenses, impact on the community and hotel room nights generated. The implications for the Hamilton County project were provided to assist the stakeholders in properly moving their project forward.