



Project Data

Key Scope Items:

- Feasibility Study
- Sports Market & Facilities Needs Analysis
- Comparable Facility Analysis
- Demand & Financial Projections

Project Budget: \$15M - \$38M

HSP Professionals Involved in Project: Rob Hunden, Ethan Olson, Michael Montgomery, Eric Hunden

Time of Service: 2014 - 2015

Youth Sportsplex Market & Feasibility Study

Orange County, Florida

Hunden Strategic Partners (HSP) was engaged by Orange County, Florida to study the need and opportunity for the development of a multi-purpose indoor and/or outdoor youth athletic complex.

HSP performed a market assessment, revenue projections and operation costs for the project. The analysis also included a comprehensive market analysis for various sports and facilities to determine the local need as well as any potential opportunity to host tournaments. A review of competitive and comparable sports facilities in the area as well as across the country was conducted to determine if there is enough excess demand that a new facility in Orange County could attract.

HSP also completed three demand and financial projection scenarios for the proposed complex, including a multi-venue complex as well as two sport specific scenarios.

The County was interested in understanding how a sports facility could best serve the community by providing an improved quality of life, hotel stays, new jobs and economic impact. HSP helped Orange County understand the physical and budgetary challenges it faces in embarking upon the construction and management of these facilities.