



Project Data

Key Scope Items:

- Sports Market Analysis
- Feasibility Study
- City Stadium Redevelopment and Funding Analysis
- Economic Impact Analysis

Development Budget: \$10,000,000 - \$50,000,000

HSP Professionals Involved in Project: Rob Hunden, Ethan Olson, Shaun Hunt, Eric Hunden

Time of Service: 2013 - Present

City Stadium Re-Use Analysis; Youth Sports Complex

Richmond, Virginia

Hunden Strategic Partners was recently engaged by the city of Richmond to study the potential highest and best sports and entertainment uses of the City Stadium site. The City of Richmond is currently exploring all potential means for the use and redevelopment of the City-owned City Stadium.

The stadium was built in 1929 and was once home to the University of Richmond football team, USL Richmond Kickers and the ACFL Richmond Rebels. With the loss of longtime tenant University of Richmond, the City is exploring the best use of the facility, which may include the renovation of the existing facility or the redevelopment of the property into a sports/entertainment venue or youth sports complex.

The City is interested in providing sports and entertainment facilities to its residents and visitors, while doing so in a manner that is both market and financially feasible. The City Stadium site is an opportunity for the City to improve and expand the local youth sports facilities and become a more attractive destination for youth sports tournaments that generate new economic activity.

In its analysis, the HSP team assisted the City to determine the level of public support for the facility as well as how it may perform from a market and financial standpoint, as well as the impact it will have on the community once redeveloped.