



Project Data

Key Scope Items:

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

Project Budget: \$15 - \$25 million

HSP Professionals Involved in Project: Rob Hunden, Ethan Olson, John Mike Block
Eric Hunden

Time of Service: 2014

Saginaw Youth Sportsplex Feasibility Study

Saginaw, MI

Hunden Strategic Partners (HSP) was engaged by the New Era Community Group in Saginaw, Michigan to study the need and opportunity for the development of a multi-purpose indoor and outdoor youth athletic complex.

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

HSP is also performing demand and financial projections for the proposed complex.

New Era and the City are 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 will help Saginaw understand the physical and budgetary challenges it faces in embarking upon the construction and management of these facilities.