

Louisville named a top market ready for a pro sports team
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Is Louisville ready for a pro sports team? This company thinks so

Gabe Hauari, Louisville Courier Journal Published 10:26 a.m. ET July 16, 2018



(Photo: MICHAEL CLEVENGER)

Hunden Strategic Partners, a real estate development consulting firm, named Louisville one of the nation's top markets ready for a professional sports team.

The list, revealed on Friday by HSP president Rob Hunden, [offered a list of markets \(http://markets.businessinsider.com/news/stocks/hunden-strategic-partners-announces-top-major-league-cities-1027365607\)](http://markets.businessinsider.com/news/stocks/hunden-strategic-partners-announces-top-major-league-cities-1027365607) ready to be home to a major league franchise (i.e. a team from the NFL, MLB, NBA, NHL or MLS).

Louisville came in at No. 2 on the list, trailing only Austin, Texas. The rest of the top five consisted of Norfolk/Virginia Beach, Virginia; Richmond, Virginia; and Birmingham, Alabama.

More: [NBA boosters compare Louisville's arena deal to Memphis. Is that fair? \(https://www.courier-journal.com/story/sports/2018/05/11/nba-boosters-compare-louisville-arena-deal-memphis/597988002/\)](https://www.courier-journal.com/story/sports/2018/05/11/nba-boosters-compare-louisville-arena-deal-memphis/597988002/).

Also: [Remembering the old Kentucky Colonels, Louisville's last pro basketball team \(https://www.courier-journal.com/story/sports/college/louisville/2018/02/18/kentucky-colonels-louisville-pro-basketball-team/349082002/\)](https://www.courier-journal.com/story/sports/college/louisville/2018/02/18/kentucky-colonels-louisville-pro-basketball-team/349082002/).

The rankings analyze and compare three key factors to measure the economic and social factors that influence facility success: market power, a committed and financed ownership group and a city willing to finance a team.

According to a press release, the information is supported by "new trends, intense market research, the realities of each league," among other factors.

The list also broke down the rankings based on the specific sport, and Louisville was No. 4 in the "Top NBA city opportunities" section, trailing Seattle, San Diego, and Vancouver.

[While the NBA-to-Louisville initiative hit a snag recently \(https://www.courier-journal.com/story/news/local/2018/06/21/nba-louisville-cofounder-resigns/720780002/\)](https://www.courier-journal.com/story/news/local/2018/06/21/nba-louisville-cofounder-resigns/720780002/), the group's president, basketball Hall of Famer Dan Issel, said they will continue pushing forward toward the goal of bringing an NBA team to Louisville.