



Sports Facility Market, Financial Feasibility, & Impact

Snohomish, Washington

Hunden Strategic Partners teamed with Perkins+Will and Clancy's Sports Properties to work with Snohomish County to perform a market and feasibility assessment for a new multi-use sports complex to support community and tournament sports demand in the County. The team analyzed the possibility of three potential scenarios for new development proposed by the client: an indoor sports complex, an outdoor sports complex, and a combined indoor/outdoor sports complex.

The goal of the development project is to expand the County's capacity for sports programming for residents and to generate community economic impact and increase revenues from regional, national and international sports events. The analysis was split into phases in which the team assessed the needs, market, projected construction costs, potential revenue and expenses and the economic impact of the scenarios.

Based on the findings of Phase I, HSP concluded that there was a market opportunity for a sports complex development. Due to the lack of supply, hotel seasonality, and opportunity for impactful events, an indoor athletic complex with space to accommodate 8 regulation basketball courts was the primary recommendation. An attached regulation indoor synthetic turf multipurpose field was also recommended. HSP also identified a market opportunity for outdoor development, and any site should allow for future expansion for additional outdoor fields.

HSP then created financial projection and economic impact models for two recommended scenarios. The team also outlined pros and cons to multiple county-identified site options. Potential funding mechanisms, ownership and management structures, and governance recommendations were also provided.

Client: Snohomish County

Time Period: 2018 - 2019