



Sports Complex Study; RFI & Management Selection; Business Plan

Collier County, Florida

Hunden Partners teamed with Clancy's Sports Properties to work with Collier County to perform a market and needs assessment study regarding community sports, training, special event and performance facilities and infrastructure throughout the County.

During Phase I of the study, Hunden reviewed the County facility's physical condition, activity levels, opportunity to renovate and/or expand, overall operations, financial performance, potential future revenue opportunities, and other opportunities for renovation, expansion or new facilities that would help the County capture the growing sports tournament market. During Phase II, the Hunden Team, including local sports marketing professionals at Clancy's Sports Properties and design experts BEA Architects, estimated the benefits and development costs associated with a new competition venue or stadium, produced conceptual drawings, and configured a sports marketing plan.

Hunden worked with the County in 2017 to conduct an update to the original study. As part of this study, Hunden also conducted a governance and management analysis. This analysis included profiles and comparison of governance structures across the United States. The analysis also focused on defining measurements for performance, accountability, responsiveness and capacity.

The project progressed and opened to the public in 2020 as the Paradise Coast Sports Complex.

Client: Collier County

Time Period: 2015 - 2018