



Sports Facility Market & Financial Feasibility Analysis; Development Proposal Review Study

Danville, Virginia

HSP studied the feasibility of developing a sports complex within Danville city limits. The goal of the Project was to expand the capacity of sports programming for residents and to generate economic impact and revenue from regional and national tournaments and events. HSP analyzed opportunity for a new complex by determining the existing supply of sports and recreation facilities in Danville and the surrounding areas. HSP identified gaps in quality and size of the facilities, as well as the local demand for a new complex.

HSP found that the location and accessibility of Danville limited the upside for attracting more tournaments and events. That is not to say that there was no opportunity, but there were natural challenges with the market. The demand was strong for an indoor complex to offer flat-floor court space for practices, training, and potentially small tournaments. After completing the market analysis, HSP determined that the primary opportunity for impactful, tourism-oriented events in Danville was a new, high quality diamond complex that offers features and amenities required to attract regional event planners. Regional governing bodies indicated an interest in bringing events to Danville with the development of a new complex. In order to drive hotel room nights to the community, HSP recommended a 6-field diamond complex.

In 2021, the City of Danville re-hired HSP to complete a third party review of a proposal by an outside sports manufacturer/operator to lease and operate an outdoor tournament sports complex that the City would finance and develop. HSP completed the viability and financial feasibility study on behalf of the public sector to determine whether moving forward with the proposal was in the City's best interest.

Client: City of Danville

Time Period: 2018 – 2019; 2021