

Collier County Sports Complex Study; RFI and Management Selection; Business Plan

Collier County, Florida

Hunden Strategic 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, HSP 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 HSP 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.

HSP worked with the County in 2017 to conduct an update to the original study. As part of this study, HSP 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. HSP is advising and managing the developer solicitation and selection process for the proposed Collier County Sports Complex as well as other additional business planning elements

