



## Sports Facility Market & Feasibility Analysis

*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. These diamonds would either feature synthetic turf fields or dirt infields to provide the greatest flexibility. Diamonds would be developed with 300 to 325-foot fences to accommodate older age groups but feature a moveable fence for younger age groups. A pinwheel building with restrooms, concessions, offices, equipment, and elevated viewing was required in order to attract tournament organizers. Synthetic turf would allow outfields to be converted into multipurpose fields, offering maximum flexibility.

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**Client:** City of Danville

**Time Period:** 2018 - 2019