



## UW Health Sports Factory Redevelopment Study

*Rockford, Illinois*

Hunden Strategic Partners (HSP) was engaged by the city of Rockford to analyze the Rockford market and address the programmatic goals of the UW Health Sports Factory, formally known as the Downtown Sports Complex or Ingersoll. Part of the city's downtown revitalization plan is to repurpose the site of the former Ingersoll manufacturing facility along the Rock River into a multi-use indoor sports complex.

The indoor sports complex is intended to be one of the largest tournament facilities in the Midwest, with courts to accommodate local and competitive league play. The 110,000-square foot facility consists of eight basketball and 16 volleyball courts that will also accommodate other court sports and events.

HSP performed a market assessment, revenue projections and operation costs for the project. The analysis also included a comprehensive market analysis for the various sports and facilities that are planned as part of the new facility. A review of competitive and comparable sports facilities in the area as well as across the country was conducted to understand the competitive environment that the Sports Complex would be entering for larger regional and national tournaments. Once completed, HSP was able to perform demand and financial projections for the proposed complex.

The facility was opened in June 2016 and since that time has performed tremendously. In the first year of service, the facility hosted more than 40 tournament weekends.

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**Client:** City of Rockford

**Time Period:** 2015