



## Grand Park Sportsplex Feasibility & TIF Analysis

*Westfield, Indiana*

HSP worked with the City of Westfield to analyze two related projects. The first was a feasibility and economic impact study of the proposed Grand Park sportsplex. The second study was a TIF funding analysis of the several square miles surrounding the sportsplex. These analyses included a detailed competitive supply and demand analysis, business plan review, tournament market analysis, room night projection, analysis of funding options that included TIF projections, trends analysis for the youth sports industry, a competitive assessment of comparable facilities and demand and financial projections for the complex.

Grand Park is a full-service tournament facility, with sports fields to accommodate local and traveling league play. The 300-acre complex consists of a full range of championship-level playing fields, including: 26 baseball and softball diamonds, 32 additional fields for lacrosse, rugby and field hockey and an indoor sports facility to accommodate year-round play. The City has projected that the project will bring over 250,000 visitors to the area each year.

Westfield is located 20 miles north of Indianapolis in Hamilton County and is in the direct path of growth in the region. This analysis assisted the City as they planned for future development in the area and determined the best financing options for the facility.

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**Client:** City of Westfield

**Time Period:** 2011