



Osceola County Sports Market & Needs Assessment

Osceola County, Florida

Hunden Partners (Hunden) was engaged by Osceola County, Florida to perform a market and needs assessment study regarding community athletics at Austin Tindall Regional Park, Osceola County Softball Complex on John Young Parkway, and the Stadium at Osceola Heritage Park as part of a major sports facilities master plan and expansion analysis.

Austin-Tindall Regional Park encompasses 115 acres of active and passive recreational areas and is only 9.5 miles from the Orlando International Airport. Austin-Tindall Regional Park is a managed athletic facility that has annual events in soccer, football, lacrosse, and rugby. The Osceola County Stadium was home to the Houston Astros Spring Training during February and March. Throughout the remainder of the year, the stadium hosts more than sixteen amateur athletic tournaments through partnerships with U.S. Specialty Sports Association (USSSA), Triple Crown, and World Baseball Federation. The Softball Complex has five (5) softball fields that can be used to host a variety of events. The facility hosts fast pitch softball, slow pitch softball, and youth baseball events.

Hunden was retained to analyze the historical performance of the three facilities, the opportunities for future growth and expansion of facilities. With both the Houston Astros and USSSA leaving Osceola Heritage Park and the need to expand the other two facilities, a realignment of the sports facilities is needed, including significant expansion and site relocation. Hunden recommended the changes and made projections of demand, financial performance and impact on the County.

Client: Osceola County, Florida

Time Period: 2015