



Indoor/Outdoor Tournament Complex Feasibility

Williamson County, Tennessee

Hunden worked with the Williamson County Convention and Visitors Bureau to determine the market demand, financial feasibility and economic impact of a potential youth and amateur multisport complex to be located in Williamson County. Hunden looked at both indoor sports opportunities, as well as outdoor fields. Due to the closure of a major indoor facility by private owners, the community experienced a decline in youth sports tournament impact. This loss of impact was measurable and supported the notion that youth sports has a very real and positive impact on the local economy.

Williamson County has grown to become a popular destination for youth and amateur sports teams and events both regionally and nationally. Some of this popularity stems from the County's location and access to much of the country, as well as its climate and adjacency to Nashville. The Hunden Team explored what kind of sports should be targeted as well as the optimum number of sports facilities the County should construct for year-round use.

Hunden made recommendations for indoor and outdoor developments. Hunden worked with design firm Sink Combs Dethlefs to develop recommended layouts and programs for the indoor and outdoor facilities, then produced demand and financial models, as well as attendance and economic, fiscal and employment impact models to show how well the projects would perform.

Client: Williamson County CVB

Dates: 2016 - 2017