



## Sports Complex Feasibility, Impact, & Business Plan

*Lacey, Washington*

Hunden Strategic Partners worked with the City of Lacey, Washington to conduct an indoor sports and recreation feasibility study for the community. Situated on the southern tip of Puget Sound near Mt. Rainier, the community boasts one of the state's largest outdoor athletic complexes and serves a community dedicated to health and recreation.

The City of Lacey was specifically interested in an indoor facility to include competition-worthy offerings such as a track for walking/running, courts for basketball, volleyball and pickleball as well as other potential indoor uses for sports such as baseball, softball and soccer.

HSP conducted an economic, demographic and tourism analysis and a local sports supply and demand analysis. HSP analyzed other competitive and comparable case studies and facilities throughout the state and region. In addition to the sports and recreation market, HSP studied the local hotel market to consider surrounding amenities. HSP made recommendations including operations and maintenance and developed demand and financial projections for the recommended scenarios. Finally, HSP completed an economic, fiscal and employment impact analysis for the recommended facility.

In 2019, HSP re-engaged with the City to complete phase two of the study – creating a comprehensive financial strategy and business plan for the recommended complex. HSP is currently working with the City on developing the business plan and final deliverable.

**Client:** City of Lacey

**Time Period:** 2018 - Present