



Multi-Field Sports Complex Feasibility Study

Grand Rapids, Michigan

Hunden led a team that included Clancy's Sports to help the West Michigan Sports Commission (WMSC) conduct a multi-field sports complex feasibility study for the Grand Rapids area. The WMSC wanted to offer a sports complex that could be utilized in a number of ways to best serve the community and could retain and attract new residents and visitors by providing an improved quality of life, hotel stays, new jobs and economic impact.

By the conclusion of the sports market demand and financial feasibility analysis, the WMSC knew its position within the competitive environment, the local need for facilities and the physical and budgetary challenges of a multi-field sports complex. The analysis profiled existing and new facilities in the local, state and regional area and explored what kinds of sports should be targeted. The study included site and amenity analyses, sports industry trends, comparable venues, funding and partnership strategies, and economic impact analysis. The study also examined how Grand Rapids could fill in gaps, leverage existing strengths and optimize its overall position in the sports community.

The final report revealed a need and supportable opportunity for an outdoor multipurpose field complex in the West Michigan area. A new complex has the opportunity to be one of the highest-quality complexes in the region, with championship-caliber facilities and amenities. The Hunden team recommended phased construction of 16 multipurpose fields. Recommended programming included tournaments, league play and practices (youth and adult), camps, and high school regional/state events.

Client: West Michigan Sports Commission

Time Period: 2017