



# Community Recreation Market Analysis & Planning

*Medfield, Massachusetts*

Hunden Strategic Partners worked with the Medfield Parks and Recreation Commission to study the market and financial feasibility of community recreation center to meet the current and future demands of the local community. The Medfield Parks and Recreation Commission program offerings from 2015 included more than 500 programs, camps and special events. A new recreation facility for the Town of Medfield had been a topic of discussion for more than 30 years. The MPRC program had been experiencing rapid growth, and the Commission believed that the Town of Medfield would benefit greatly from a new community recreation facility.

HSP evaluated the existing Pfaff Center and its historical operations, the demand and supply of a variety of sports activities, and completed other key market analyses to arrive at recommendations that will lead to a sustainable and market-appropriate project. HSP engaged the community through a number of interviews, public sessions and surveys in order to identify and evaluate the local and regional market, analyze recreation center industry trends, and profile competitive and comparable facilities. The interviews revealed a great deal of support for the project. The study also revealed that certain current Parks and Recreation programs were hindered by the size of the Pfaff Center. Both the size and quality of the Pfaff Center are not up to par with the expectations of the local community and the demand for recreation. At the conclusion of the report, HSP recommended that a Community Recreation Center be developed in Medfield, with opportunities for tournaments and events.

**Client:** Medfield Parks and Recreation

**Time Period:** 2017