



# Multi-Sport & Recreation Facility Study

*Newnan, Georgia*

HSP worked alongside architects at Sink Combs Dethlefs to conduct a market, financial feasibility and impact analysis for a new multi-sport and recreation venue in the City of Newnan, Georgia. The study profiled existing recreation and sports facilities in the local market to understand the current demand and future opportunity. The objective of the study was to determine the needs, programming and performance of a sports facility in Newnan.

The demand analysis of this study included an assessment of how the existing County-operated facilities and Newnan's proximity to Atlanta could impact the opportunity for Newnan to leverage its existing strengths and establish itself as a sports tourism destination. The analysis covered both indoor and outdoor sports, as well as tournaments. HSP met with key stakeholders, interviewed and surveyed existing and potential facility users, analyzed the competition, reviewed the physical and calendar needs of tournaments, analyzed the market, investigated comparable situations and worked within site parameters to identify an optimal development program.

The findings indicated that there was stronger demand and opportunity for a new indoor multi-sport venue for events. Given the quality and capacity of the recommended new indoor facility, inducing major new regional tournaments should be highly achievable. In addition, the study included a recommendation for an outdoor sports facility as a phase II development.

**Client:** City of Newnan

**Time Period:** 2017