



Multi-Purpose Sports Facility Feasibility Study & Developer Selection Process

South Bend- Mishawaka, Indiana

Hunden Strategic Partners worked with Visit South Bend Mishawaka (VSBM) to study the need and opportunity for the development of a multi-purpose indoor and/or outdoor youth athletic complex.

HSP performed a market assessment, revenue projections and operation costs for the project. The analysis also included a comprehensive market analysis for various sports and facilities to determine the local need as well as any potential opportunity to host tournaments. HSP determined the potential funding for a sports facility in South Bend-Mishawaka. The study profiled existing and new youth and/or adult sports facilities in the local and regional area in order to understand the current demand, future uses and the economic impact and feasibility of recommendations.

VSBM was interested in understanding how a sports facility could best serve the community by providing an improved quality of life, hotel stays, new jobs and economic impact. HSP is helping VSBM understand the physical and budgetary challenges it faces in embarking upon the construction and management of these facilities. Part of HSP's assistance was through the Request for Expressions of Interest (RFI) Process. HSP assisted VSBM in locating interested operators, programming and funding through this process. As part of this process, HSP conducted a review of governance structures and management options for the new facility.

Client: Visit South Bend Mishawaka

Time Period: 2015 - 2018