



Multi-Purpose Sports, Events & Meetings Complex

Placer Valley, California

Placer Valley Tourism engaged Hunden Strategic Partners and design sub Convergence Design to perform a market and financial feasibility study for a multipurpose indoor sports, recreation, event and meetings facility in Placer Valley, California, a trio of smaller communities outside of Sacramento. Sports tournaments are a strong tourism driver in Placer Valley. The area is well provided with outdoor sports fields at a new sports complex, but lacks facilities for indoor sports, recreation and meeting space.

The Team examined the potential market demand for a new facility of between 8 and 16 multipurpose hardwood courts for basketball and volleyball, as well as meeting space and recreational areas. HSP conducted a tournament market analysis and provided competitive and comparable facility case studies. The Team also performed a local hotel market profile in order to understand what is driving visitors and where a recommended facility might best be situated. Lastly, the Team recommended a site for the new facility and provided conceptual drawings and budgets.

In February 2019, the Placer Board of Supervisors voted to approve the Placer County Sports and Event Complex project, to be located at the renovated @the Grounds development, previously the Placer County fairgrounds site. The 160,000 square-foot, multi-use indoor facility will be capable of hosting large trade shows and meetings. It will also accommodate indoor sports tournaments for volleyball, wrestling, dance, cheer, basketball, and gymnastics. There is a possibility for a second phase of construction to include 30,000 additional square feet of meeting space and a 6,000 square-foot culinary building. The complex is now under construction.

Client: Placer Valley Tourism

Time Period: 2015