



Aquatics & Recreation Facilities Needs Assessment

Bettendorf, Iowa

Hunden Strategic Partners (HSP) teamed with Perkins and Will to perform an aquatics and recreation facility needs assessment and financial feasibility study for the City of Bettendorf. The City had three aging recreation facilities that provided a variety of services to the community but at a high cost in terms of renovations, operations and other expenses. The City wanted to investigate the possible consolidation of the facilities into a new facility with greater potential opportunities.

HSP conducted a market analysis which included identification of the service area of a new facility, community demographics, competitive market analysis and then compared Bettendorf to national and regional statistics and trends. HSP also conducted existing facility assessments and programming/operations. HSP conducted focus group sessions and interview to determine public opinion and provided future aquatics and recreation facility recommendations.

Client: City of Bettendorf

Time Period: 2018 - 2019