



Minor League Baseball Stadium Feasibility Study

Lubbock, Texas

HSP worked with Southpaw Sports and Entertainment to study the feasibility for a new Minor League Baseball Stadium and team in Lubbock, Texas. The primary purpose of the study was to determine the optimal size, scope, quality, and performance of the potential project, as well as the economic impact that a new minor league baseball stadium would have on the City of Lubbock. This project was unique because in addition to looking at the feasibility of a new MiLB stadium, HSP also examined the feasibility of sharing the new MiLB stadium with the Texas Tech University baseball program and/or the College Baseball Hall of Fame.

HSP evaluated the market and demographic trends, compared the market metrics of the Double-A Texas League, the Triple-A Pacific League, the Big 12 Conference and other key market analysis tasks, as well as other comparable tenant models to arrive at recommendations for a sustainable baseball stadium. The findings of the analysis suggested that a demand does exist for a new MiLB stadium and the City of Lubbock can support a MiLB Franchise, based on the growth of Lubbock, Lubbock's surrounding capturable market and the overall interest in the proposed project.

Client: Southpaw Sports & Entertainment

Time Period: 2016