



## Monroe Multi-Sports Complex Re-Use Analysis

*Monroe, Michigan*

The City of Monroe, Michigan engaged Hunden Strategic Partners, along with design partner Sink Combs Dethlefs, to perform a market and needs assessment study regarding the future use of the Monroe Multi-Sports Complex (MMSC).

The 74,000-square foot Monroe Multi-Sports Complex, once a beacon of “Hockey Fever”, had been beset with challenges to its current operational and financial structure, based on a much-reduced demand level for hockey. The HSP team determined the facility’s optimal future use by taking into account the current physical condition, operations and financial performance, potential revenue and re-use opportunities.

The study included a market opportunity analysis, which identified and quantified data in order to make recommendations on three scenarios: 1) The MMSC as a well-attended and financially sustainable indoor-recreation facility; 2) the MMSC as a mixed-used facility encompassing both sports and non-recreational uses; 3) the sale or lease of the MMSC and possible non-municipal uses. HSP spent extensive time assessing non-public uses like meeting, banquet, commercial, retail and other uses.

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**Client:** City of Monroe

**Time Period:** 2015