



## Saginaw Youth Sportsplex Feasibility Study

*Saginaw, Michigan*

Hunden Strategic Partners was engaged by the New Era Community Group in Saginaw, Michigan to study the need and opportunity for the development of a multi-purpose indoor and outdoor youth athletic complex. HSP performed a market assessment, revenue projections, operation costs for the project and economic impact analysis. The analysis also included a comprehensive market analysis for the various sports and facilities to determine the local need as well as any potential opportunity for tournaments. A review of competitive and comparable sports facilities in the area as well as across the country was conducted to determine if there is enough excess demand that a new facility in Saginaw could attract. HSP also performed demand and financial projections for the proposed complex.

New Era and the City were 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 determined that the project was *not market and financially feasible* and that the market would have a concern about hosting events in downtown Saginaw, given its reputation.

However, since the original study wrapped in 2015, the market revealed new opportunities for development. With strong funding support from several grant awards, the 200-acre year-round complex is moving forward. The “Mega Tournament Sports Complex” has a tentative soft ground breaking scheduled for fall 2018.

**Client:** New Era Community Group

**Time Period:** 2014 - 2015