



# City Stadium Re-Use Analysis

*Richmond, Virginia*

Hunden Strategic Partners worked with the City of Richmond to study the potential highest and best sports and entertainment uses of the City Stadium site. The City of Richmond was exploring all potential means for the use and redevelopment of the City-owned City Stadium.

The stadium was built in 1929 and was once home to the University of Richmond football team, USL Richmond Kickers and the ACFL Richmond Rebels. With the loss of longtime tenant University of Richmond, the City was exploring the best use of the facility, which may include the renovation of the existing facility or the redevelopment of the property into a sports/entertainment venue or youth sports complex.

The City was interested in providing sports and entertainment facilities to its residents and visitors, while doing so in a manner that was both market and financially feasible. The City Stadium site was an opportunity for the City to improve and expand the local youth sports facilities and become a more attractive destination for youth sports tournaments that generate new economic activity.

In its analysis, HSP assisted the City to determine the level of public support for the facility, as well as how it might perform from a market and financial standpoint, as well as the impact it could have on the community once redeveloped.

**Client:** City of Richmond

**Time Period:** 2013 - 2014