



Hamilton County Fairgrounds & Agriculture Arena Market Analysis

Hamilton County, Indiana

Mr. Hunden worked for the Hamilton County Convention and Visitors Bureau (HCCVB) to perform a market and financial analysis for the Hamilton County Fairgrounds. Hamilton County is located directly north of the City of Indianapolis and includes the fastest growing suburbs in the State of Indiana.

The HCCVB, supported by a fairgrounds task force, engaged Mr. Hunden to conduct an organizational, financial, market and facilities review of the Hamilton County Fairgrounds with the following objectives:

- Determine if the organizational structure of the Fairgrounds is the most appropriate for its mission, use and quality;
- Review the facility management, marketing and booking policies to determine if changes could positively benefit the Fairgrounds and County;
- Conduct a market analysis of the area to determine the potential to increase demand at the Fairgrounds;
- Conduct a financial analysis of the facility; and
- Review the current facilities and potential for expanded grounds and facilities.

From this study, strategic recommendations were made to enhance the Fairgrounds' operation and administration.

Client: Hamilton County CVB

Time Period: 2002