



Youth Sports Complex Feasibility & Economic Impact

Laconia, New Hampshire

HSP worked with the Lakeshore Redevelopment Planning Commission and design professionals at NBBJ to investigate the feasibility of a new sports complex development in Laconia. The Commission was interested in understanding how a sports facility could best serve the community through improving quality of life and generating additional overnight stays and new jobs.

The study examined the market opportunity for a new indoor and outdoor sports complex, outlined the existing supply of sports and recreation facilities in the area, and identified existing gaps in the market offerings. HSP determined the local demand for a new sports complex, as well as the opportunity for Laconia to host impactful state and regional tournaments at a new facility. HSP also studied the local area hotel market and how the existing support amenities could help or hurt the opportunity for development. Based on the comprehensive market analysis, HSP provided recommendations, financial projections and economic impact projections for the feasible scenarios.

HSP found that locally, the lack of available, quality indoor athletic facilities presented a major challenge for area clubs to train and practice during the season and throughout the offseason. The analysis suggested that there was enough demand generated by the Laconia area organizations to fill a new court/gymnasium facility in the evenings throughout the winter season. This demand would drive significant rental revenue to any new indoor complex. HSP recommended a 4-court, indoor facility to offer regulation basketball courts that could convert into 8 volleyball courts to accommodate weekly use for flat-floor sports, as well as smaller regional weekend events.

Client: Lakeshore Redevelopment
Planning Commission

Time Period: 2019