



Regional Sports Market Assessment & Business Plan

Cincinnati, Ohio

HSP worked alongside sports planning experts at Clancy's Sports Properties (CSP) to conduct a regional sports market assessment for the Cincinnati USA Sports Commission. HSP and CSP worked to create a Strategic Operational Framework through a strategically phased approach and methodology that included a variety of work sessions, stakeholder interviews, and reviews of existing reports. The phases flowed from Discover, Alignment, Operational, and Implementation to the final phase of Sustainment. This methodology bridges HSP and CSP's expertise to execution and ultimately empowers organizations to create long-term success.

The objectives of the study included a comprehensive facilities review, in which the team evaluated gaps in the regional facility supply from spectator to participatory venues; an organizational review of the Commission's current vision, mission, values and strategic intent to ensure alignment with the current organization's design or proposed recommended changes based on the analysis; a review of the inter-agency alignment and process needs between CUSA, the Cincinnati CVB, and Northern Kentucky CVB; and a review of the current funding model, local public and private economic environment, and recommendations on future options.

CSP and HSP then developed a business plan based upon all of the previously described tasks. The business plan included the facilities review, the opportunities identified, event calendar, recommended short- and long-term business development strategies.

Client: Cincinnati USA Sports Commission

Time Period: 2018 - 2019