



Sports Facilities Market Demand & Feasibility Study

Gulf Shores, Alabama

HSP worked with the Gulf Shores & Orange Beach Sports Commission to assess the market demand and financial feasibility of a new and/or enhanced sports and related facilities, to meet the current and future needs of the community, support athletic programs and to generate recreation spending. The purpose of the study was to determine the market opportunity in Gulf Shores and Orange Beach (GSOB) for a new multisport complex or a renovation and improvement of existing facilities. The study analyzed existing and competitive facilities in the local, state and regional markets to identify gaps in quality and supply. HSP also identified and studied similar public and private examples of athletic facilities from around the nation that would likely not be directly competitive.

The demand analysis of this study included an assessment of how the climate, existing facilities and access issues impact the opportunity for GSOB to leverage its existing strengths and expand its sports offerings. The analysis covered tournaments and indoor and outdoor sports.

The findings indicated that there was demand and opportunity for a new multi-sport venue for indoor and outdoor events. Although there was demand and opportunity for both indoor and outdoor facilities, an indoor facility was recommended as a higher priority. Given the quality and capacity of the recommended new facility, inducing major new regional tournaments should be highly achievable. In addition, the study included a recommendation for an outdoor sports facility as a phase II development.

Client: Gulf Shores & Orange Beach Sports Commission **Time Period:** 2017