



Velodrome Market & Demand Analysis

Northwest Arkansas

Hunden Strategic Partners was engaged by a private client in Northwest Arkansas to conduct a comprehensive market, financial feasibility and economic impact analysis to determine whether a new velodrome would be responsive to the current and projected needs and interests of cycling and the community.

A comprehensive feasibility study was conducted, which included a sports tourism and opportunities assessment, sport participation trends, comparative market analysis and market demand, stakeholder interviews, audit of regional cycling offerings and cycling groups, recommendations, demand and financial projections including job creation, and a sustainable funding model and public-private partnership structures.

HSP considered options, such as a premier indoor, 250m, wood velodrome with multipurpose courts in the center of the track, concessions, meeting rooms and a pro shop. The second scenario included the development of a premier covered 250m-333m, concrete and wood velodrome. Other scenarios were also considered that would include multipurpose space and/or a mixed-use multipurpose facility and campus. Demand, financial and impact projections were made for the various scenarios considered and recommended.

Client: Private Client

Time Period: 2018