



## Multi-Purpose Sports Complex Study & Business Plan

*Fort Collins, Colorado*

Hunden Strategic Partners worked with the City of Fort Collins, alongside professionals at Perkins & Will, to assess the market demand, financial feasibility and economic impact of a proposed sports complex development in Fort Collins.

HSP performed a market assessment, revenue projections and operation costs for the project. The analysis also included a comprehensive market analysis for various sports and facilities to determine the local need as well as any potential opportunity to host tournaments. HSP determined the potential funding for a sports facility in Fort Collins. The study profiled existing and new youth and/or adult sports facilities in the local and regional area in order to understand the current demand, future uses and feasibility of program recommendations.

Fort Collins was interested in understanding how a sports facility could best serve the community by providing an improved quality of life, hotel stays, new jobs and economic impact. HSP assessed the options of having an indoor or outdoor facility to attract weekend events and reduce travel for Fort Collins residents. HSP outlined a business plan for the proposed project, which included a review of demand and financial projections, governance, funding and marketing strategies, and economic, fiscal and employment impact projections.

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**Client:** City of Fort Collins

**Time Period:** 2018 - 2019