



Outdoor Tournament Sports Complex Feasibility Study

Jefferson Parish, Louisiana

Hunden Strategic Partners worked with the Louisiana Stadium and Exposition District (LSED) to study the need and opportunity for the development of a multi-purpose indoor and outdoor athletic development.

HSP performed a market assessment and provided revenue projections and operation costs for the project. The analysis included a comprehensive market analysis for the various sports and facilities to determine the local need, as well as any potential opportunity for tournaments. A review of competitive and comparable sports facilities in the area, as well as across the country, was conducted to determine if there was enough excess demand that a new facility in Jefferson Parish could attract. HSP also performed demand and financial projections for the proposed complex.

The study revealed that the demand for outdoor sports was not accommodated by existing facilities. There was a lack of outdoor facilities in the area, specifically for baseball and soccer. HSP recommended a tournament level facility to attract state, regional and national events. Additional recommendations included proactive governance and management strategies, a nearby hotel development, and additional restaurant and retail.

Client: Louisiana Stadium and Exposition District

Time Period: 2013 - 2015