



Arena & Sports Complex Market, Financial Feasibility & Economic Impact Study

Fishers, Indiana

Hunden Strategic Partners was engaged by the Town of Fishers, Hamilton County Convention and Visitors Bureau and the Hamilton County Sports Authority to conduct a feasibility study for the development of a major youth sports complex to support this nearly 100,000-person community.

The youth sports complex, a medium sized multipurpose facility was recommended to serve existing needs as well as plan for future growth. This facility included basketball courts, an indoor turf field suitable for soccer or rugby as well as support facilities such as locker/changing rooms, restrooms, offices and conference rooms. The facility also includes outdoor space for baseball and softball batting and pitching practice.

The analysis included comparable facilities and operational models as well as the study of local and national markets to determine existing and potential use of the facilities. An in-depth study of the Indianapolis' market's ability to support a minor league franchise was also studied to determine the viability of a new team in this market, in a new mid-sized arena in a suburban area. Ultimately, three models were completed, with the smallest recommended.

This facility will include 32 basketball courts, an indoor turf field suitable for soccer or rugby as well as support facilities such as locker/changing rooms, restrooms, offices and conference rooms. The facility will also include outdoor space for baseball and softball batting and pitching practice. Attached is a proposed 4,200-seat arena.

Client: Hamilton County CVB

Time Period: 2012