



New Sports Stadium & Entertainment Venue Study

Newnan, Georgia

HSP performed a third-party review and financial feasibility assessment of a private proposal to develop a new baseball stadium and entertainment facility in Newnan. The project was proposed to be a baseball multi-sport complex to serve as an anchor facility for a new team franchise in the Coastal Plain League. The CPL is a wood-bat collegiate summer baseball league that has 16 teams and features college players recruited from all across the U.S. The proposal also suggested that the facility also act as a venue for various concerts and other entertainment events.

HSP reviewed all of the proposal documents, business plans, financial information and preliminary pro formas provided by the private developer. HSP then compared the projected project plan with comparable and competitive facilities and complexes around the country. This analysis included a high-level look at the opportunity for USL soccer use at the stadium. The analysis and comparisons ultimately helped HSP to determine the viability and accuracy of the project.

HSP's analysis provided feedback and implications related to the demand and financial projections for the proposed stadium facility. HSP helped the City to know whether the project as proposed was viable and whether it was the best financial investment for the City to make moving forward.

HSP's findings revealed that there was an opportunity for a new baseball stadium in Newnan with attached meeting space and a possible restaurant/brewery. There was a demand for non-baseball events, as well, including concerts, private rentals and self-created events. CPL stadiums have a proven track record of hosting these kinds of events, and Newnan was greatly lacking in entertainment options.

Client: City of Newnan

Time Period: 2019