



Indoor Recreation Facility Financial Feasibility Analysis

Holland Charter Township, Michigan

Hunden Strategic Partners worked with Holland Charter Township to perform a market, financial, programming and impact analysis for a new community recreation center at Quincy Park. The purpose of the analysis was to determine the opportunity and viability of a new recreation, sports and event center development, including optimal facility, recommended physical program, likely demand and financial performance and local impact.

The study included a site analysis, profiles of local competitive supply, profile of local user organizations and existing parks and recreation programs, a recreation and sports supply and demand analysis, comparable facilities case studies, a state and regional sports facilities and tournament opportunity analysis, recommendations, demand and financial projections and economic, fiscal and employment impact.

HSP also considered the meetings and events market, as well as the competitive sports tournament market as potential users of the space. The recommended facility included gym space, weight rooms, public and multipurpose rooms, training spaces, locker rooms and other amenities. Outdoor space included a splash park and outdoor sports fields. The costs and benefits of the project were determined as well, to fully prepare the community.

Client: Holland Charter Township

Time Period: 2016 - 2107