



## Public Golf Course Facility Needs Assessment

*Collier County, Florida*

Hunden Strategic Partners worked with the County to perform a facility market needs analysis of publicly owned golf courses for Collier County. The HSP Team, including recreation architects at Sink Combs Dethlefs, explored the demand for and viability of adding a public, municipally-owned golf course to the current recreational facility offerings.

The County was already home to several golf courses, including many that were in need of improvements or redevelopment. Prior to moving forward with a new development, the County was looking for answers through the study regarding demand and viability for a new course. The golf study included an outline of golf industry participation trends, detailed analyses of current facilities, examples of publicly-owned golf courses in south and central Florida and performance metrics for each, and an outline of implications. The implications included discussion around financial realities, maintenance costs, management, amenities, marketing plans, and high-level revenue and expense projections.

Prior to the golf study, HSP worked with Collier County to perform a market and needs assessment study regarding community sports, training, special event and performance facilities and infrastructure throughout the County. HSP reviewed the County facility's physical condition, activity levels, opportunity to renovate and/or expand, overall operations, financial performance, potential future revenue opportunities, and other opportunities for renovation, expansion or new facilities that would help the County capture the growing sports tournament market. During Phase II, HSP worked with professionals at Clancy's Sports Properties and design experts BEA Architects to estimate the benefits and development costs associated with a new competition venue or stadium, to produce conceptual drawings, and to configure a sports marketing plan.

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**Client:** Collier County Parks & Recreation Division

**Time Period:** 2017