



## Developer Proposal Review: Great Wolf Lodge Near Collier County Sports Complex

*Collier County, Florida*

Hunden Strategic Partners worked with Collier County to conduct a third-party market and financial feasibility study to determine the viability, financial gap and fiscal impacts of a proposed Great Wolf Lodge waterpark/resort development adjacent to the Paradise Coast Sports Complex development.

HSP conducted due-diligence market and industry research to understand how this type of attraction had worked in other areas, the incentives provided, and the estimated financial results and economic impact potential of the project. The County used this analysis to make a determination regarding any incentives to offer the developer. Ultimately, HSP's study guided the County's negotiations regarding the new development.

The developer was proposing a plan that required a financial partnership between their entity and the County, in order to overcome hurdles and deliver a financially feasible project. HSP's study determined whether that was true through market and financial feasibility analysis, and if so, what size of incentive package would be in the County's best interest to provide.

HSP provided the County with a preliminary review of the developer's proposal and a high-level memo outlining current realities in August 2020. HSP then worked through the full study process on behalf of the County and presented findings in early 2021.

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**Client:** Collier County

**Time Period:** 2020 – 2021