



Sports & Recreation Market & Financial Feasibility Study

Green Bay, Wisconsin

Hunden Partners worked with sports architects and Perkins & Will to complete a financial feasibility study for a new sports and recreation complex in Green Bay, Wisconsin. The CVB and the Oneida Nation were looking to determine the market opportunity for a new youth sports tournament complex. This type of development has been trending around the country, as the complexes drive significant economic impact for many cities.

Hunden determined the opportunity by identifying the current market supply, by conducting demand interviews, and by analyzing successful case studies and comparable facilities around the country. Based on the research and data gathered from interviews with market experts, tournament organizers, and other stakeholders, Hunden recommended the development of a youth sports complex.

The team provided two potential development options for the CVB and the Oneida Nation. The first option included 8 basketball courts and 2 full-sized indoor multi-purpose turf fields on approximately 37 acres. The second option is similar to the first, with the addition of one full-sized ice sheet and an elevated running track on approximately 41 acres.

Hunden presented findings to the public and the media in December of 2020.

Client: Green Bay CVB and the Oneida Nation

Time Period: 2020