



Youth Sports, Hotel & Conference Center Feasibility

Henderson, Kentucky

HSP worked with the Henderson County Tourism Commission to evaluate existing facilities, youth sports potential and determine the feasibility of a new recreational/ sports development in Henderson, Kentucky. The feasibility analysis also included an assessment of how such a facility could be used for meetings, conventions and other non-sports related events. The primary purpose of a development would be to better accommodate and recapture local groups, programs, and events that were leaving Henderson or using less preferred facilities to host an event.

HSP analyzed the opportunity for both youth sports and hotel and conference activities, given the lack of both in the community. HSP also interviewed nearby Owensboro and Evansville sports leaders to understand how Henderson could piggyback onto their efforts and create a more powerful sports package.

HSP's study profiled existing and new sports facilities in the local and regional market, evaluated youth and adult recreation/ sports programming, made recommendations and analyzed the economic impact of the proposed facility.

The recommendations revealed that a new outdoor youth sports complex and a hotel with function space would serve a local audience well. A youth sports complex would provide space for soccer, baseball, softball, and other field sports. A conference hotel would provide space for meetings and events, as well as provide the hotel and hospitality package needed for participants of youth sports tournaments and events.

Client: City of Henderson

Time Period: 2016-2017