



Elkhart Sports & Recreation Complex Feasibility Study

Elkhart, Indiana

Hunden Strategic Partners (HSP) was retained by the Elkhart County CVB to study the market and financial realities associated with developing an athletic complex in Elkhart at the interchange of the Indiana Toll Road (Interstates 80 and 90) with Indiana State Road 19, north of downtown Elkhart. The northern portion of the site is known as North Pointe Plaza, while the southern portion is referred to as the Belvedere Inn site.

The northern site area is currently dominated by underutilized or vacant retail and the southern portion includes a shuttered hotel. Due to its location at a major Indiana Toll Road interchange, it also has excellent visibility and is surrounded by numerous hotels and restaurants. These two facts combine to make the site a prime redevelopment candidate and one that could potentially support a tournament athletic complex.

HSP performed a market assessment, revenue projections and operation costs for the project. The analysis also included a comprehensive market analysis for the various sports and facilities to determine the local need as well as any potential opportunity for tournaments. A review of competitive and comparable sports facilities in the area as well as across the country was also conducted to determine if there is enough excess demand that a new facility in Elkhart could attract. HSP then performed demand and financial projections for the proposed complex and provided multiple development scenarios.

Client: Elkhart County CVB

Time Period: 2013 - 2014