



Lexington Sportsplex Market, Financial & Impact Study

Lexington, Kentucky

Hunden Partners (Hunden) was engaged by the Bluegrass Sports Commission to perform a market and financial analysis and economic impact study regarding the potential development of a sports complex in Lexington, Kentucky.

The athletic facility is envisioned to be a unique contribution to the region so as to recapture community participation and sports spending as well as bring in out of state and/or regional visitors to capture their spending.

Hunden explored the optimal facilities and sport types for inclusion in the complex so as to be self-sustaining (based on market opportunity and existing leagues/organizations), recommended best management practices, size, physical components and design concepts as part of a feasibility study, and assessed construction, total project costs, operational costs and revenues, and an economic, fiscal and employment impact of the project.

Client: Bluegrass Sports Commission

Time Period: 2015