



Louisville Pickleball & Entertainment Facility

Louisville, Kentucky

Hunden Strategic Partners is evaluating Louisville Pickleball LLC's application to the Kentucky Tourism Development Act (KTDA) to build a new state-of-the-art pickleball facility in the Lyndon neighborhood to serve the local market and to attract out of state visitors. The proposed \$13.5 million project will also include a local brewery and/or distillery with a Kentucky bourbon themed bar and restaurant experience, as well as accompanying retail and equipment outfitter.

The project is proposed to include eight indoor and two outdoor pickleball courts, common lounge spaces, an open entertainment lawn, distillery/brewery experiential food and beverage offerings, and retail. Hunden is completing a full market and revenue study for the facility and determined the economic, fiscal and employment impact for the project. This includes a comparable analysis of existing pickleball tournament facilities in the local and regional marketplace. Hunden is analyzing participation data to develop attendance assumptions and financial projections, while identifying industry metrics that assisted in forecasting the Project's performance.

Bourbon and related tourism will also be analyzed, including attendance, demand, and the size of comparable facilities. The results will be compiled into a detailed economic, fiscal and employment model to help the Commonwealth understand the impact of the project.

Client: Kentucky Tourism & Heritage Cabinet

Time Period:

2022 - Present