



Ice Arena & Community Recreation Center Market & Financial Feasibility Study

Garden City, Kansas

Hunden Strategic Partners, along with architects at Convergence Design, was engaged by Garden City to study the market and financial feasibility of the development of a new ice arena and community recreation center. The City Commission had recently indicated in its City Commission Goals a desire to explore the potential for a new community ice arena and recreation center, as the closest existing facility is roughly 51 miles from the City's center. The vision for the Project is to create an active ice arena and rec development with the ability to capture local and regional market demand and offer an improved quality of life to residents of southwest Kansas.

The Team was tasked with an analysis of Garden City's current sports facilities in order to determine viability of a new facility, including the local YMCA, stadium, community college athletic complex and arena, soccer and tennis complexes, and others. The scope of services included a comprehensive market feasibility study to determine the recommended size of the potential Project components, number of sheets of ice, and costs of constructing and operating the facilities. At the City's request, possible risks and benefits of utilizing a third-party management contractor were also outlined.

Hunden and CD are currently assessing the market opportunity for all identified Project components, as well as profiling comparable multi-purpose area and recreation complexes to provide real-world examples, best practices and lessons learned.

Client: City of Garden City

Time Period:

2022 - Present