



Tourism & Placemaking Action Plan; Five Feasibility Studies on Priority Projects

Folsom, California

Hunden Partners was engaged by the Folsom Tourism Bureau to perform a community-wide Tourism Assets Assessment Plan that will serve as a guide for the planning of future multi-use tourism and visitor related facilities. Hunden's analysis will involve community stakeholders and leadership to help identify needs and recommended product development opportunities for new revenue-generating facilities.

Hunden's analysis considered the natural strengths of the area as a destination for outdoor recreation and "outdoor adventure" opportunities, along with community sentiment favoring developments such as glamping, boutique hotels, event facilities, wedding venues, boathouses, and others.

After conducting multiple market asset analyses related to Hunden's pillars of place – including products and destination-enhancing uses such as festivals and events; community and regional sports facilities; wineries, breweries, and food halls; retail and dining nodes; parks, trails, and outdoor spaces; conference and meetings spaces; and others – Hunden provided the Client with product development recommendations.

The recommendations were followed by a prioritization plan. The plan advised the Client on which assets were most critical to future growth, and the order by which each should be studied further and pursued. Short- and long-term goals identified by the Folsom Tourism Bureau and community stakeholders were a driving force of Hunden's recommendations, as the purpose of the plan was not only to induce visitation but improve quality of life for residents of Folsom. Hunden is now completing five full market and financial feasibility studies for the top priority projects identified at the conclusion of the Placemaking Action Plan process: outdoor sports, hotel, amphitheater/music and entertainment venue, indoor sports, and events strategy.

Client: Folsom Tourism Bureau

Time Period: 2023; 2024 - Present