

## SCHEELS OVERLAND PARK SOCCER COMPLEX, KANSAS

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**Client:** City of Overland Park, Kansas  
**Project Type** Feasibility  
**Years of Service** 2007

The City of Overland Park (City) retained HVS to conduct a preliminary analysis of an outdoor athletic field complex. This complex was intended to serve the needs of local recreational sports organizations and enable the City to attract local, regional, and national sports tournaments. HVS provided a market and feasibility analysis, projecting event demand, attendance, and financial operations. The City moved forward with the HVS recommendations and approved the project in May 2007. The facility opened in 2009.

## ROBERT CROWN PARK COMMUNITY CENTER, EVANSTON, ILLINOIS

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**Client:** City of Evanston, Illinois  
**Project Type** Feasibility  
**Years of Service** 2011

The City of Evanston hired HVS to provide a market validation, financial feasibility, and an operating analysis of the Robert Crown Park Community Center. The facility had struggled to maintain an optimal level of financial or operating performance as it aged and the demand for recreational activities increased. Community assets are critically important to Evanston's profile as it continues to support and stimulate economic development and favorable population trends. The anticipated redevelopment would reconfigure the site, replacing the existing Crown Center with a new and larger facility with 2 full-sized ice sheets, new parking, and redevelopment of the existing park and athletic fields.

## RIVERVIEW ICE HOUSE, ROCKFORD, ILLINOIS

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**Client:** Rockford Park District  
**Project Type** Feasibility  
**Years of Service** 2017-2018

The Rockford Park District hired HVS to analyze a potential expansion of the Riverview Ice House (RIH) located on the Rock River in downtown Rockford. The RIH includes a NHL regulation-size ice arena with seating for 750 spectators, an instructional studio rink, as well as concessions, a meetings room, and ice skate rental. The RIH is operated by the Park District and hosts a wide variety of events from public skate, lessons, and numerous league play. The Park District was considering expanding the RIH and potentially adding a second NHL-sized rink and supporting spaces, which will allow the venue to accommodate the strong demand for ice time. The goal of a feasibility study is to guide an implementable vision for the Rockford Park District skating and hockey programs that includes both physical and programmatic planning criteria. Our analysis also included economic impacts, preliminary costs, and determined the parking needs.

## CROWNE PLAZA HOTEL, AQUATIC AND SPORTS COMPLEX, GOODARD, KS



**Client:** Iberia Bank  
**Project Type** Feasibility and Appraisal  
**Years of Service** 2015, 2016

In 2015, Iberia Bank hired HVS to conduct an appraisal of the proposed Crowne Plaza Hotel, Aquatic Center and Sports Complex in Goodard, Kansas. The project will include a 141-room hotel with 5,400 square feet of meeting and banquet space, an 8-lane Olympic-sized competition pool, a 6-lane training pool, and a baseball complex with four regulation fields, and associated amenities. As part of the appraisal analysis, HVS estimated the event demand from the Aquatic Center and Sports Complex, as well as projected room nights generated from that demand by type of event and month. Our analysis provided a combined financial proforma for all the elements of the development. In 2016, HVS was asked to update our report for financing purposes.

## PROPOSED OUTDOOR SPORTS COMPLEX, ST. LOUIS, MISSOURI



**Client:** St. Louis County Economic Council  
**Project Type** Feasibility  
**Years of Service** 2013, 2015

The St. Louis County Economic Council, in collaboration with St. Louis County government, hired HVS to conduct a feasibility and economic impact study of the development a large-scale soccer complex in or near the County-owned property. The soccer complex, as currently contemplated, would include 13 full-sized, artificial turf, heated, lighted fields; 2 small fields (for use by kids and for warm-ups, practice, etc.); building(s) – field-house, lockers, concessions, restrooms, etc.; and surface parking. This complex is intended to serve the needs of local recreational sports organizations and also enable the County to attract regional and national sports events and tournaments. HVS provided its findings in 2013 and was hired to update the analysis in 2015.

## SPORTS KINGDOME, EAST FISHKILL, NEW YORK



**Client:** Confidential  
**Project Type:** Feasibility and Appraisal  
**Years of Service** 2015

HVS was engaged to provide a feasibility and appraisal of the proposed Sports KingDome in East Fishkill, NY. The Sports KingDome is an 8-acre, air-supported indoor dome expected to host year-round games, tournaments, and practices for athletic organizations, both locally and regionally. The property will feature three multipurpose artificial turf fields that can be configured to support a variety of sports and field sizes. The facility will be configurable into three large multipurpose fields, 12 small multipurpose fields, or 6 six youth baseball fields, allowing for a variety of field combinations and multiple simultaneous users. Other elements include a 5,000 square foot restaurant, a 3,450 square foot performance enhancement center, a 1,000 square foot retail shop, a concessions area, an arcade, and a viewing area and lounge. The venue will open in 2018.

## SOUTHLAKE FAMILY YMCA EXPANSION, CROWN POINT, INDIANA

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**Client:** Centier Bank  
**Project Type** Feasibility Study  
**Years of Service** 2017

Centier Bank engaged HVS to conduct a feasibility study of a renovation and expansion for the Southlake Family YMCA in Crown Point, IN (“Southlake”). The Southlake expansion would convert the facility from a neighborhood YMCA to a regional center. This \$35 million-dollar project would be financed with \$28 million dollars in contributed capital and a seven-million-dollar loan. The purpose of the HVS study is to assess the ability of Southlake to repay the loan from its net operating income. HVS prepared membership demand and program registration forecasts based on a penetration analysis and prepared a financial forecast for the expanded Southlake facility.

## NATIONAL WESTERN COMPLEX, DENVER, COLORADO

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**Client:** City of Aurora, Colorado  
**Project Type** Market and Impact Analysis  
**Years of Service** 2011

HVS was hired to perform a market and impact analysis for a proposed relocation of the National Western Complex (“NWC”). NWC is a multi-purpose facility that includes a 7,000+ seat arena, 34,000 square foot exposition hall, and various additional event spaces and is the site of the annual National Western Stock Show (“NWSS”) which runs for sixteen days in January each year. Throughout the remainder of the year, the complex hosts a variety of horse and livestock shows and competitions, consumer shows, sporting events, meetings, and banquets. Our market study assessed the event and attendance demand potential for the proposed relocated NWC facilities and the associated financial operations, tax generation, and economic and fiscal impacts of the proposed complex.

## PROPOSED MULTI-PURPOSE EVENTS CENTER, MEDFORD, OREGON

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**Client:** City of Medford, Oregon  
**Project Type:** Feasibility  
**Years of Service** 2016

The City of Medford hired HVS Convention, Sports & Entertainment to conduct a feasibility analysis of a proposed multi-purpose events center and sports complex in Medford, OR. The venue could enhance the demand potential of sports and conference events in Jackson County, allow it to compete more effectively for business against regional competitors, and offer the community a valuable asset for physical activity. HVS studied the market, surveyed and interview users and key stakeholders, provided case studies of comparable venue, developed building program recommendations, and project demand and attendance through a stabilized year. A Phase 2 of the analysis included financial projections, economic impacts, financing strategies, and site evaluation.