

# SPORTS AND CONVENTION FACILITIES

*Market/Financial Feasibility Analyses and Cost Benefit Studies*

## SERVICES OF THE FIRM

### MARKET ANALYSIS

- Identification of market character, gaps and need.
- Definition of market area and key transportation system factors.
- Survey of similar existing and proposed facilities.
- Projection of demand and patronage.

### DEVELOPMENT PROGRAMMING

- Master plan and timing recommendations.
- Site selection and assessment of competitive advantages.
- Development programming, including fees, features, size, capacity, etc.

### FINANCIAL ANALYSIS

- Financial evaluation to include cash-flow projections with estimated revenues and expenses of operations and development.
- Evaluation of methods of financing the facility.

### COST/BENEFIT STUDY FOR PUBLIC FACILITIES

- Projection of impact on host community.
- Assessment of public benefits generated by the facility such as jobs, taxes, food and lodging sales, etc.
- Estimation of costs for facility -- development, operation and community services.
- Analysis of public financing available for facility development.

## ILLUSTRATIVE OF RECENT ASSIGNMENTS

### PRIVATE, INDOOR SPORTS FACILITY

- 60,000 S.F. indoor soccer arena and full-line recreation complex, Washington, DC, metropolitan area. Evaluation of market and financial feasibility for proposed indoor soccer arena/recreation complex. Issues addressed include identification of demand, facility programming, financial analysis and site selection.

### SKI RESORT

- Market analysis and financial evaluation of a private, ultra-luxury ski oriented development. Plan calls for 167 second homes on 8,000 acres of the Rockies: Wildcat Ranch, Aspen, Colorado. Private ski slope and private municipal services as issues. Public approval issues: expert testimony provided. Fiscal impact analysis.

### PUBLIC CONVENTION FACILITY/SPORTS ARENA

- Analysis of mid-size convention market and indoor sports and entertainment businesses for Rockford (Illinois) Metro Center Authority. Issues addressed include impact on, and potential sponsorship of, hotel facilities. Methods of public finance and patronage projections also addressed. Complete cost/benefit analysis.

### CONVENTION AND ARENA FACILITY

- 4,000 seat arena and 1,600 S.F. meeting/banquet space located in South Charleston, WV. Evaluation of utilization, operations and management. Key element of study: the relocation of a minor league hockey team.

#### CONVENTION FACILITY AND HOTEL

- Evaluation of the market potential and financial feasibility of County funded and constructed meeting space in conjunction with a privately developed and managed hotel. Both uses analyzed separately and a coordinated management structure was recommended.

#### UNIVERSITY CONFERENCE CENTER

- Evaluation of the conversion of a Kent State University Satellite branch to conference center use. Mail survey and follow-up interviews conducted with major employers located within a four-hour drive of the facility.

#### GREENWAY RECREATION FACILITY

- Four-mile stretch of the Patapsco River, outside of Baltimore, evaluated for development of a wider range of tourism and recreational uses. Each use analyzed in terms of visitation, financial feasibility and economic impacts. Alternatives investigated included marina, public, and private golf courses, Olympic training facility, conference/training center and sports and cultural museums.

### CLIENTS/REFERENCES FOR SPORTS AND CONVENTION FACILITY SERVICES OF THE FIRM

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