



Project Data

Key Scope Items:

- Ice Facility Market Feasibility Study
- Demand & Financial Projections
- Recreation and Sports Comparable Facility Analysis

HSP Professionals Involved in Project: Rob Hunden, Evan Holmes, Rob Smitherman

Time of Service: 2011

Chicago Park District Youth Ice Facility

Chicago, Illinois

A private developer approached the Chicago Park District about joint development and management of a two-sheet ice-facility to serve the needs of the southern portion of Chicago. Understanding the neighborhood's low ice sport participation rate as well as nearby facilities offering similar programming, the CPD enlisted Hunden Strategic Partners (HSP) to assess the feasibility of the facility. The analysis included:

- A profile of existing ice sport participation locally and regionally
- An analysis of current recreational center trends
- A study of comparable and competitive facilities in the region
- Demand and financial projections of a new facility

In its analysis, HSP completed three operational and financial scenarios of the facility. In the best case scenario, the facility was projected to break even operationally, but not recover its capital costs. As a result, the CPD was able to make a fiscally prudent decision on a costly project and focus its efforts on more productive uses of capital.