

Case Study



Youth/Prep Sports Market & Facility Assessment City of Fort Wayne, Indiana

Reference:

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Victus Advisors recently helped the City of Fort Wayne, Indiana, develop a comprehensive youth sports tourism plan, including facility, economic, organizational, and marketing recommendations. We worked with the City's Steering Committee, representing Parks & Recreation, the Convention & Visitor's Bureau (CVB), and other key sports/event stakeholders, to implement a detailed study approach that included:

Community Facility & Existing Market Assessment

Our in-depth analysis of the local market included:

- Local market analysis & facility inventory
- Comparative market analysis of similar cities
- Comprehensive public engagement process, including interviews, focus groups and online surveys
- Historical analysis of marketing/branding efforts by CVB and the existing sports corporation

Interim Report

We presented an interim report to the City's Steering Committee summarizing our findings from the Facility & Market Assessment, so the Committee could provide feedback and input prior to the Market Potential Study.

Market Potential Study

This phase focused on identifying and quantifying future opportunities for youth sports development that would be unique to Fort Wayne:

- Creation of a sports market trend/opportunity analysis
- Provide feedback from event operators in order to help quantify interest in bringing new events to the City
- Development of facility recommendations
- An economic and fiscal impact analysis
- Development of marketing and branding recommendations

Final Report & Detailed Road Map

We presented the City and the Steering Committee with an actionable road map for becoming a premier regional youth sports destination. This Final Report included:

- Recommendations regarding establishment and positioning of a new sports commission
- Sport-specific recommendations
- Facility recommendations
- Presentation of marketing/branding recommendations
- Assessment of potential risks/rewards of various courses of action by the City
- Suggestions for any next steps or future studies

We highly encourage that you contact Al Moll, Executive Director of Fort Wayne Parks & Recreation, for more details on the quality of service and actionable recommendations provided to the City of Fort Wayne on this study.



Because you deserve a sporting chance

Trust the experts to create an achievable road map for driving new sports tourism dollars to your market



Our Team specializes in facility and economic analysis, both critical factors in identifying sports tourism trends and quantifying your city's opportunities.



We also apply our sports marketing and branding expertise to develop a comprehensive local, regional and national communication strategy that will help your city fully achieve its goals.



Local support is a critical piece to developing an achievable road map, so we talk with the leaders, influencers and participants from your sports community to develop a strategy that is actionable and impactful.

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