

**Feasibility Study for Potential New
Visitor-Oriented Facility
Development in Orange County, NC**

By the Chapel Hill/Orange County
Visitors Bureau

Purpose of Study

- Conventions, Sports and Leisure International (CSL) was engaged by Chapel Hill / Orange County Visitors Bureau to study the feasibility of potential new convention center, public assembly facility or other visitor-oriented development for the purpose of driving new tourism, hotel room nights and economic impact to Orange County.

Economic impact goal

- An important goal of a facility investment strategy would be to attract and accommodate events, participants, and attendees to Orange County that presently cannot be accommodated by existing facilities—with an emphasis on segments that would be expected to generate new visitation, hotel room nights and related economic impact in Orange County.

Phase One Goal:

- The goal of the Spring 2017 Phase One study effort was to identify one or more facility models that are measured to have sufficient levels of unmet market demand, that could also strategically fit within the local and regional competitive landscape of facilities, and that could serve to drive new visitation to Orange County, while also serving other community objectives in terms of economic development and local use.

Facility types investigated:

- Convention facilities
- Hotel/conference facilities
- Multipurpose event facilities
- Outdoor sports facilities
- Indoor sports facilities
- Other assembly/event facilities

Demand Conclusions:

- Based on the analysis conducted, a summary of key insight and conclusions that can be drawn concerning measured/estimated market demand in Orange County for key event/use segment categories includes the following:
 - Conventions, conferences, meetings
 - Indoor court (tennis, volleyball, pickleball) tournaments/competitions
 - Triangle Field (Baseball and Softball) tournaments
 - Rectangle (Soccer, football, Ultimate Frisbee) field tournaments
 - (Details extracted for review of American Legion Task Force in second presentation herein).