

Southwest Regional Athletic Complex

Southwestern Salt Lake County, Utah

The Project

Herriman City is exploring the construction of the Southwest Regional Athletic Complex, a facility home to **multiple rectangular sport fields**. **The City is partnering with Salt Lake County** and other entities for funding, construction, and operation of the complex.

The City hired Victus Advisors to study the feasibility for the complex. Demand is high for such a facility, including for hosting regional or national tournaments and as a home for regular programming. Construction of the Southwest Regional Athletic Complex would meet a **major community need** and provide a significant, **positive economic**

Victus Advisors collected feedback from a variety of sporting groups, including football, soccer, and rugby teams and regular tournament organizers. **Demand already exists for a 16 to 18-field complex**, with more needed in the future. Tournament organizers prefer at least 8 fields for regional events and up to 20 for multi-state events, preferably with all fields at the same location. Tournaments tend to attract dozens or over a hundred teams, resulting in hotel stays, restaurant visits, and other economic benefit.

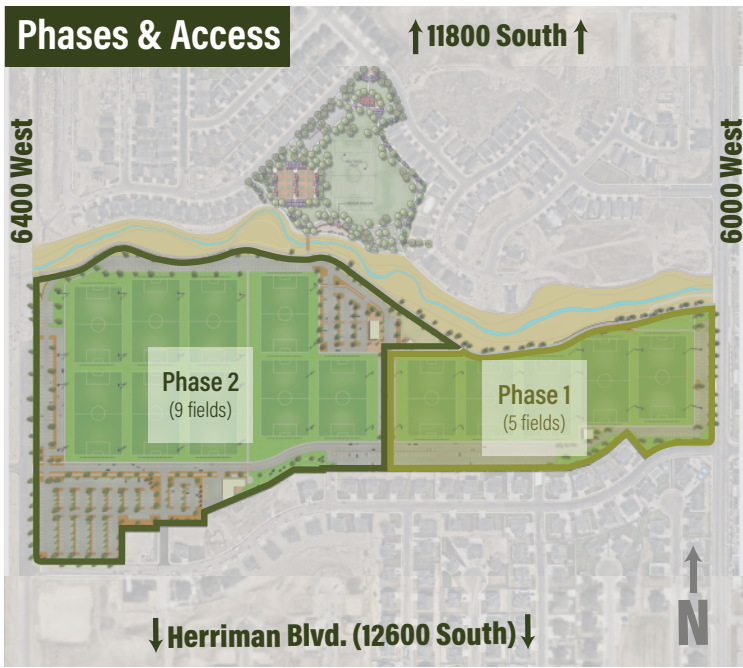
The Need

What is the need?	NOW	16-18 fields	5-10 yrs	20-22 fields
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Tournament organizers are looking for...	8+ fields (regional events) 20+ fields (multi-state events)
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Phases & Access



Note: The depicted complex layout is conceptual. Other field configurations are possible. Phase locations are subject to change.

Economy

Annual financial projection at Phase 2 build-out

Annual net direct spending impact on Salt Lake County

In-facility	\$844,600	=	\$22,773,096
Out-of-facility	\$21.93 million		

• "Net" direct spending accounts only for spending occurring in S.L. County by outside visitors
• Total estimate adjusted for displacement

Annual hotel impacts

Annual Salt Lake County tax revenue

\$5,938,440 (42,000 nights)

\$589,000

Over 30 years:

Direct spending

\$1.04 billion

Hotel nights

1.26 million

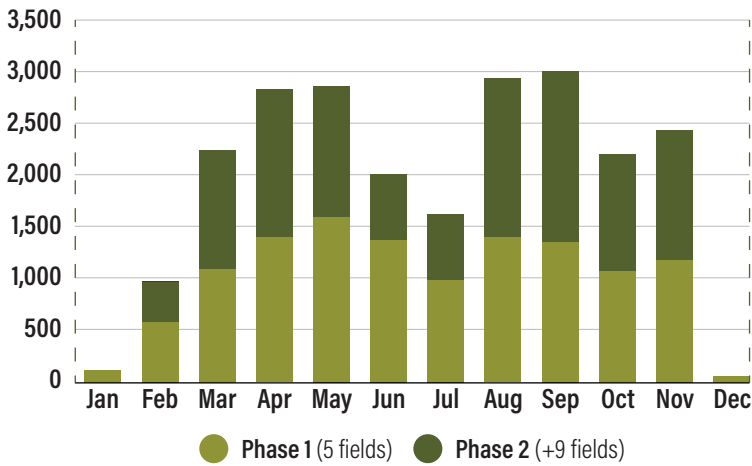
S.L. County tax revenue

\$27.8 million

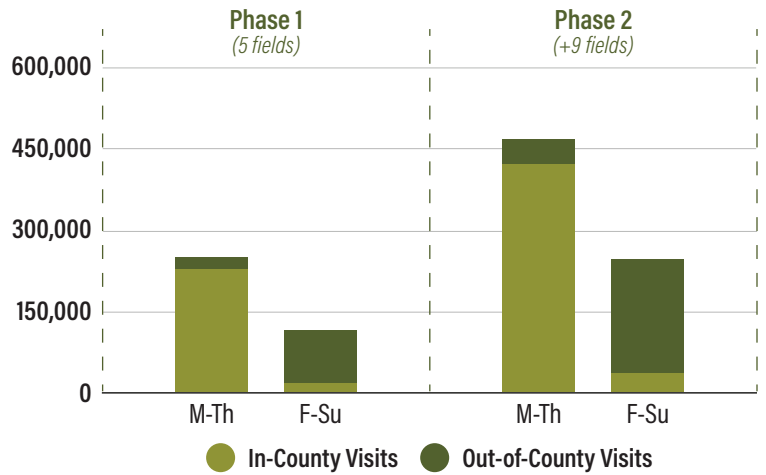
Usage

Southwest Regional Athletic Complex Feasibility Study Projections

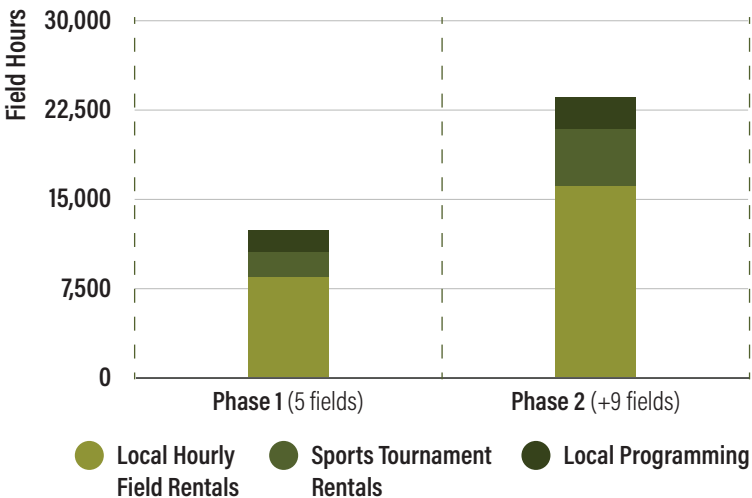
Visitors by Month



In/Out-of-County Visitors by Weekday/Weekend



Field Utilization (Field Hours) by Phase



Financial Annual Projections

