

THE WINNING DESTINATION

HOME TO GRAND PARK AND OTHER CHAMPIONSHIP-CALIBER VENUES.

Noblesville Scores Winning Shot with New Arena

Hamilton County is well-known for its prowess in the youth sports industry. Close to 1 million athletes and spectators attend a youth or amateur sporting event each year at one of more than 25 sports facilities in the county.* But recently, Hamilton County hub city Noblesville announced it's going pro.

The Indiana Pacers recently received approval from the City of Noblesville to move its developmental team (NBA G League) based in Fort Wayne to Hamilton County starting in the 2024-25 season. The city is committing \$36.5 million for a 3,400-seat basketball venue at Finch Creek Park, a key multi-use area that already has attractions for all ages.

"We are excited about coming to the Hamilton County market," said Pacers Vice President of External Affairs and Corporate Communications Danny Lopez. "It makes sense for us from a basketball operations standpoint and there's nothing like this anywhere in the G League, being connected to youth facilities like we will be in Noblesville. It can be a whole new model."

Bringing the Pacers G League team to Hamilton County is a boon on many levels. For the Pacers, a new home in Noblesville brings its young players closer to the parent franchise in Indianapolis. Players in the G League go up to the NBA and back all the time, as 54% of players on current NBA rosters have played in the G League at some point. Getting players back and forth will be easier and more efficient. For Hamilton County and the City of Noblesville, a new G League team will be an economic driver, tourist attraction and another asset for families connected to youth sports.

"It's an exciting addition to the area that is already home to several entertainment options," said Karen Radcliff, director of the Hamilton County Sports Authority and vice president of Hamilton County Tourism. "We think the arena's size is a good complement to our mix of sport and entertainment venues in the county. And the location near hotels and restaurants will make it attractive to other event business."

The city is working with the Pacers and other partners on programming options for the arena on days it is not used by the Pacers. A variety of tournaments and competitions, concerts, conferences, corporate events, and graduations are all on the table for the versatile venue that will be a catalyst for other amenities around the Finch Creek Park area.

Notable future dates around the venue will come into focus over the next year and more approval steps are still in the process of being completed. The Pacers G League team will play at Gainbridge Fieldhouse for the 2023-24 season and work will need to begin this summer to open the venue in the fall of 2024.

**Tourism Economics: Sport and Entertainment Industry Economic Impact in Hamilton County, 2019.*