



Theme Park Project



Project Information:

1. Break into groups of 3-5 students.
2. You'll need a computer with Internet access and PowerPoint to complete the project.

Introduction/Scenario:

As a group, you have decided to open up your own theme park. The first step in the process is to identify some key information to be included in your business plan. Because you don't have millions of dollars lying around, you'll need to develop a sound, thorough plan that will appeal to investors who will back your project. You'll also need to create a knock-out presentation that will wow potential investors and persuade them that your theme park is a worthy and smart investment.

Business Plan Development:

Now that you know what you're responsible for, the next step is to create your business plan. The goal of this project is to impress the investors in an effort to persuade them to invest in your park. You must create a "New Park Proposal" which, at a minimum, should include the following basic information:

- * Park name (Wild Rapids Water Park)
- * Park type (Amusement park, theme park, water park, etc.)
- * Park theme (if any)
- * Park's primary attraction (tallest rollercoaster, fastest water slide etc.)
- * Additional park features
- * Number of rides/roller coasters
- * Names of rides/roller coasters
- * Number of additional exhibits/attractions
- * Names of additional exhibits/attractions
- * Number of concessions/snack stands/gift shops
- * Names of concessions/snack stands/gift shops
- * Number of park sections/areas
- * Names of park sections/areas
- * Additional park entertainment offerings (face painting/balloons etc.)
- * Park location (city, state)
- * Information about the market and why it is a good location for a new park
- * Park hours of operation
- * Staffing issues: How many employees will the park require?
- * Merchandise: What kinds of products will you sell? Where will you sell them?
- * Lodging: Where will guests stay? Will you offer lodging on-site?
- * Transportation: How will guests get to and from the park? Will you offer parking? What about shuttle service? Will you charge for that?

Important Note: *Be prepared to explain why you made these decisions as part of your presentation.*



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Business Plan Development (continued):

Your business plan should include more specific details that pertain to the business and marketing strategies you plan to implement. Include the following information:

- * Information relating to other amusement parks (competitors)
- * Information relating to other competitors (other entertainment options are in the area)
- * Identification of a target market
- * Creation financial statements (forecast revenue, predict costs etc)
- * Development of price points and identification of revenue streams
- * Generation of a sales and marketing strategy:
 - Marketing brochures
 - Admission prices and what you'll do to drive attendance
 - Will you have mascots/park characters?
 - Sales strategies
 - Advertising plans
 - Park logo and slogan
- * Facility management information:
 - Detailed park map
 - Location analysis, including map of surrounding area
 - Safety information
 - Key exhibits/themes etc.
 - Parking/ handicap accommodations throughout the park
 - Legal concerns
 - Restroom facilities
- * Sponsorship
 - Will you find a sponsor for the park?
 - How many sponsors? Why will they sponsor?
 - What kind of sponsorship opportunities will you offer (naming rights etc)?

Presentation:

Your group must create a final presentation of your plan to an "investment group" (the rest of class) in PowerPoint. Each group member must participate in the presentation, both developing the PowerPoint and the oral presentation. After each group has presented, we will vote on which theme park we (the investors) have chosen to invest in. Each group will vote on the plan they liked best, second best and third best and *cannot* vote for themselves.