Introduction

As a group of young, hip, fun people with some money to spare you are very into rides and theme parks. Finding as an experienced world theme park traveler, there is not a park that has yet to meet your need for thrill and desire for fun filled rides. As a group you have decided to take your money, motivation and open your own theme park, to target your generation. Using your knowledge of target markets and demographics, you are challenged to create an amusement park to fit your needs and expectations.
The Task

In order to put together a park to suit your group's desires and needs, you will need to do the following:

- Research three different amusement parks;
- Create a New Park Proposal;
- Poster for the Park;
- Detailed Park Map;
- Location Analysis, including map of surrounding;
- Each student is responsible for writing a final analysis of the project.

The final project needs to be neat, professional. The group needs to utilize PowerPoint to present their park as part of their oral presentation.
The Process

Step 1: Each person in the group will choose from one of the following roles:

A. Researcher: this person will be responsible for finding, organizing, recording all data and references, to include all websites.
B. Marketing Director: this role includes creation of poster, shopping areas, entertainment venues, restaurants, logos, sponsors and ride names.
C. Business Manager: In charge of all operational aspects of the park, location, surrounding areas and ride creation.
Step 2: Research three different existing amusement parks. Include the following information:

A. Name of Park
B. Number/Name of Roller Coasters

C. Name of park sections/areas
D. Ten other rides (types and names)
E. Water rides
F. Available food and beverage
G. Entertainment offered
H. Location of park
I. Surrounding cities
J. Any other pertinent information you discover
K. Parks hours of operation
L. Admission costs

You can do this by using the following websites:

Cedar Point  Six Flags  Paramount
Search World  Anheuser Busch Parks
Step 3: Create your own Park Proposal. You need to answer the following information: This is to be rough draft written and presented in a PowerPoint presentation.

A. Type of Park
B. What will the overriding theme be?
C. What will you name it?
D. What is your logo?
E. What will your park colors be?
F. Define your target market.
G. Where will your park be located?
H. Why did you choose this location?
I. What are the demographics of your location?
J. Who is the park’s main sponsor?
K. Do you have any other sponsors?
L. What types of sections/areas/divisions will your park have?
M. What are the names of these sections?
N. What kind of rides and names will each section have?
O. How many roller coasters will you have? What will their names be?
P. What other rides will you have? Will they have names?
Q. What kind of shops and how many will you have?
R. What types of entertainment will you have? Where in the park will it be located? Will their venues have name?
S. Your general rules and guidelines.
T. What will be your days and hours of operation?
U. Will there be special characters?
V. What accommodations will you make for handicap guests in the park?
W. Describe the parking facilities. Will you have a shuttle service?
X. Describe the number and location of restroom facilities.
Y. Describe any other pertinent information about the park.
Z. Your Admission Costs
AA. Cost analysis of ten rides (breakdown of how much it costs to purchase rides).

You can get some resource information by using the following websites:

Itali International  University Of Nevada
Preston & Barber  Industry History  About  Discovery

Step 4: Prepare a poster or poster for your Park. The poster should include all the pertinent park information.

Step 5: Detailed map of your park

Step 6: Park location analysis. This section should tell about the city in which the park is located and its surrounding area. You should also include a map or link to a map of this area.
## Evaluation:

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Presentation</strong></td>
<td>Well-rehearsed with smooth delivery that holds audience attention.</td>
<td>Rehearsed with fairly smooth delivery that holds audience attention most of the time.</td>
<td>Delivery not smooth, but able to maintain interest of the audience most of the time.</td>
<td>Delivery not smooth and audience attention often lost.</td>
<td></td>
</tr>
<tr>
<td><strong>Workload</strong></td>
<td>The workload is divided and shared equally by all team members.</td>
<td>The workload is divided and shared fairly by all team members, though workloads may vary from person to person.</td>
<td>The workload was divided, but one person in the group is viewed as not doing his/her fair share of the work.</td>
<td>The workload was not divided OR several people in the group are viewed as not doing their fair share of the work.</td>
<td></td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Covers topic in-depth with details and examples. Subject knowledge is excellent.</td>
<td>Includes essential knowledge about the topic. Subject knowledge appears to be good.</td>
<td>Includes essential information about the topic but there are 1-2 factual errors.</td>
<td>Content is minimal OR there are several factual errors.</td>
<td></td>
</tr>
<tr>
<td><strong>Mechanics</strong></td>
<td>No misspellings or grammatical errors.</td>
<td>Three or fewer misspellings and/or mechanical errors.</td>
<td>Four misspellings and/or grammatical errors.</td>
<td>More than 4 errors in spelling or grammar.</td>
<td></td>
</tr>
<tr>
<td><strong>Creativity/Originality</strong></td>
<td>Product shows a large amount of original thought. Ideas are creative and inventive.</td>
<td>Product shows some original thought. Work shows new ideas and insights.</td>
<td>Uses other people's ideas (giving them credit), but there is little evidence of original thinking.</td>
<td>Uses other people's ideas, but does not give them credit.</td>
<td></td>
</tr>
<tr>
<td><strong>Sources</strong></td>
<td>Source information collected for all graphics, facts and quotes. All documented in desired format.</td>
<td>Source information collected for all graphics, facts and quotes. Most documented in desired format.</td>
<td>Source information collected for graphics, facts and quotes, but not documented in desired format.</td>
<td>Very little or no source information was collected.</td>
<td></td>
</tr>
<tr>
<td><strong>Requirements</strong></td>
<td>All requirements are met and exceeded.</td>
<td>All requirements are met.</td>
<td>One requirement was not completely met.</td>
<td>More than one requirement was not completely met.</td>
<td></td>
</tr>
<tr>
<td><strong>Time Management</strong></td>
<td>Consistently used time efficiently</td>
<td>On task most of the time</td>
<td>Sometimes on task</td>
<td>Inefficient time management</td>
<td></td>
</tr>
<tr>
<td><strong>Attractiveness</strong></td>
<td>Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation.</td>
<td>Makes good use of font, color, graphics, effects, etc. to enhance presentation.</td>
<td>Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content.</td>
<td>Use of font, color, graphics, effects etc. but these often distract from the presentation content.</td>
<td></td>
</tr>
</tbody>
</table>
Conclusion

Congratulations, you have created your own amusement park. In doing so you should have learned to research, access the factors involved in finding a perfect location and putting together the correct configuration of rides and venues, for your target market. Finally, you should have created a successful way to market and present your park through a poster and PowerPoint to your class.