



Project Data

Key Scope Items:

- Privately-Owned, Publicly-Incentivized Facility
- Expansion Study
- Analysis of Historical Operations and Future Projections

Development Budget: \$4,600,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2003

Newport Aquarium

Newport, Kentucky

Mr. Hunden was the primary consultant evaluating the application to the KTDA to develop an expansion to the Newport Aquarium. He led the scope of work, kickoff meeting, developer interview, market analysis, financial modeling and impact modeling.

After the developers determined not to pursue the full process, Mr. Hunden tailored the research into a report that the developer was able to use to pursue private financing. This included a full aquarium industry analysis on historical operations and future performance projections.

Also analyzed was the character of the demand that had been using the Aquarium to-date and the markets from which travelers originated. This is another example of unique analysis applied to unique projects.