

Placemaking Action Plans

How Economic Developers are Coming Together to Lead the Creation of Great Places



Rob Hunden

President & CEO
Hunden Partners
Chicago, Illinois

#IEDCDENVER



18 Years of Unique Placemaking Studies & Processes

hundreds
partners

Over 1,000

Studies & Processes resulting in over
\$20B

in built assets

175+

destination/
entertainment district
studies

650+
conference,
convention, event
center & hotel studies

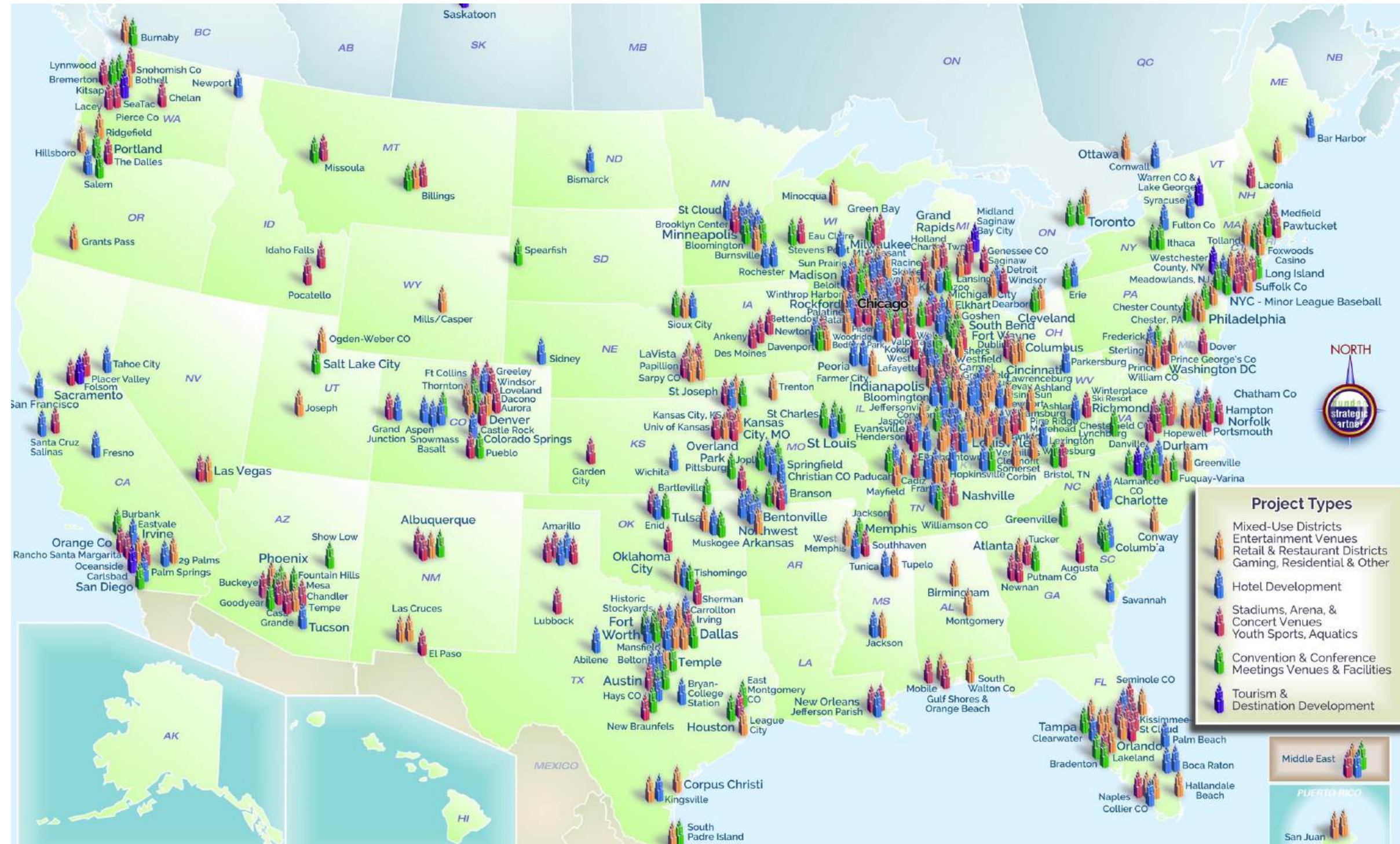
200+

youth sports,
stadium & arena
studies

80%+
studies & processes
for public-sector
clients

12

placemaking plans
in the last 3 years



18 Years of Unique Placemaking Studies & Processes



150+
destination/
entertainment
district studies



600+
conference,
convention, event
center & hotel
studies



Recent Tourism
Destination Development
Studies in:

Dallas, TX
Oceanside, CA
SeaTac, WA
Hamilton County, IN
Durham, NC
Westchester Co, NY
Finney Co, KS
Folsom, CA



200+
youth sports,
stadium & arena
studies



80%+
studies & processes
completed for cities, DMOs
& other public-sector clients

Economic Developers as Placemakers-in-Chief!



Why is placemaking important for EDOs?



Long Perspective and Tenure



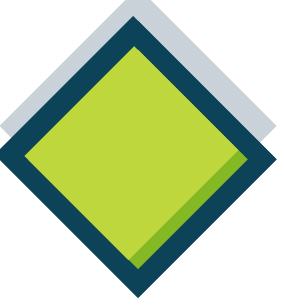
Have Resources



Matches Key Part of your Mission



Understand the whole place best, including quality of life and placemaking gaps



Placemaking is Key to Attracting both Companies and Talent



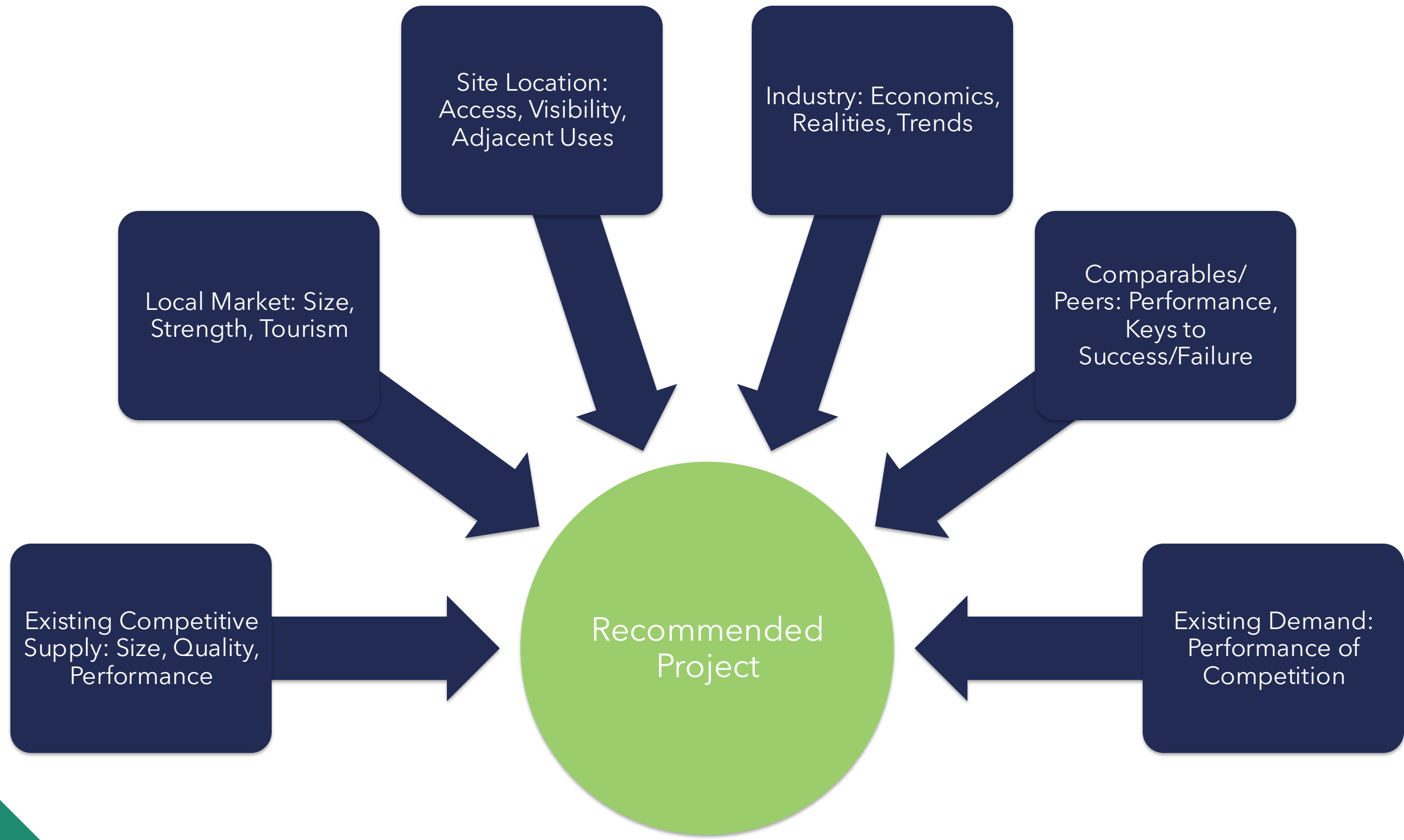
It is imperative that EDOs take on the placemaking leadership mantle.



Place & Product Development is already a growing priority



What Influences Viability and Recommendations?



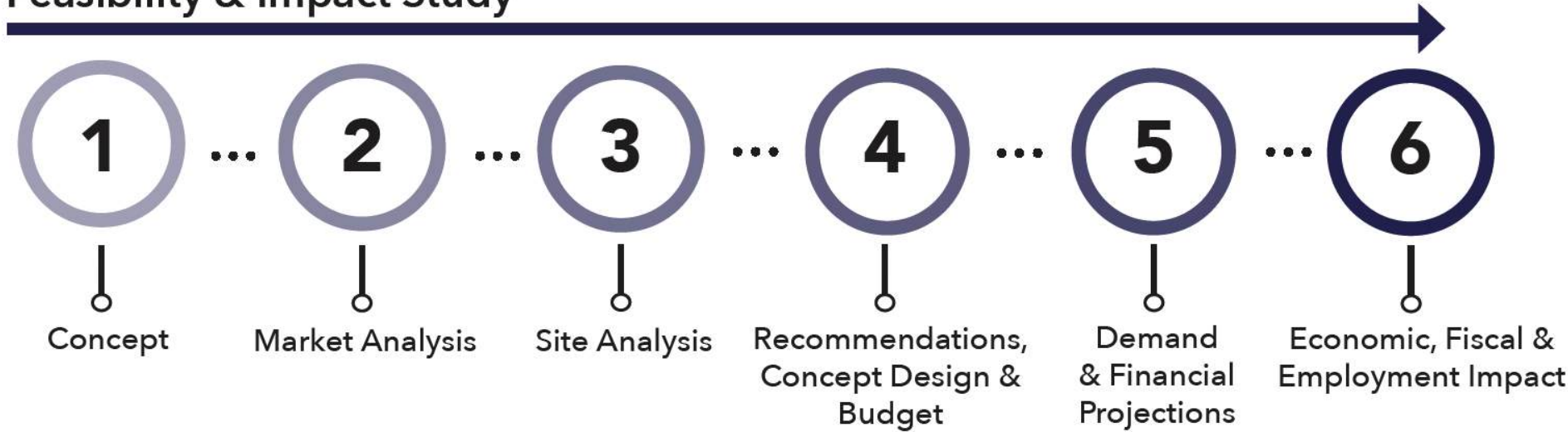
Placemaking Action Plan Process

Placemaking Action Plan

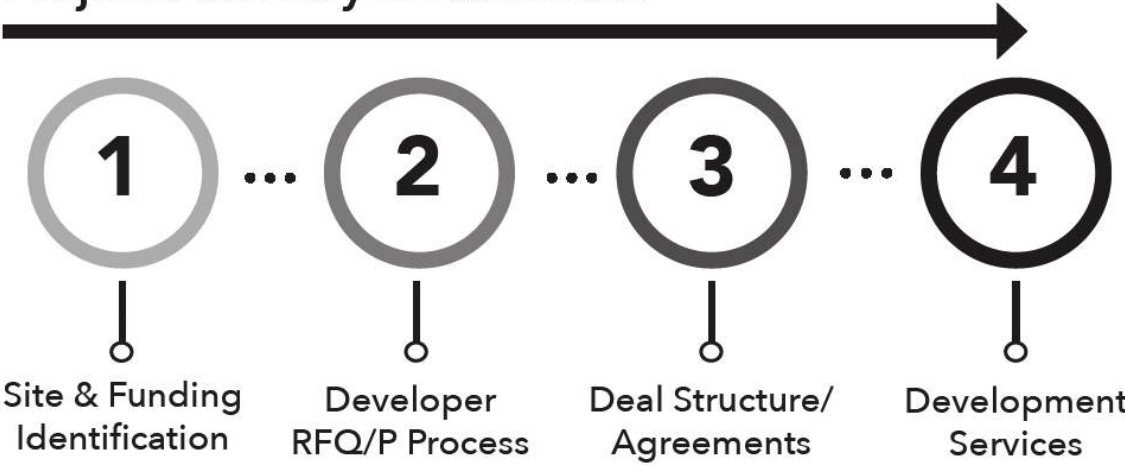


Prior to individual feasibility and impact studies, Hunden's Placemaking Action Plans provide a **comprehensive overview** of your tourism assets and a **roadmap for future investment in placemaking**. Through tools including geofencing and custom mapping, stakeholder interviews, and comparable destination case studies, we can determine the optimal mix of built assets for your environment.

Feasibility & Impact Study



Project Advisory & Execution



Hunden's Placemaking Plan vs. Traditional Master Plans

	Competitor Tourism Plan	Hunden Placemaking Plan
Board Engagement	✓	✓
Stakeholder Engagement	✓	✓
Strategy Document	✓	✓
Pillars of Place Assessment (Detailed Asset Analysis)	✗	✓
Detailed Placer.ai Visitor Assessment by Asset/Event	✗	✓
Peer / Competitive Destination Comparison & Gap Analysis	✗	✓
Best Practices Examples - Placemaking	✗	✓
Best Practices Examples - Financing	✗	✓
Recommended Priority Projects / Events / Efforts	✗	✓
Tactical Gameplan for Executing Priority Projects	✗	✓
Workforce Assessment	Optional	Preferred Partner
Diversity & Inclusion Assessment	Optional	Preferred Partner
Resident Sentiment Survey	Optional	Preferred Partner
Tourist Sentiment Survey	Optional	Preferred Partner

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Placemaking Steps



**Place Assessment
Leads to...**



**Placemaking Action
Plan leads to...**



**Feasibility Studies,
Site/Design Plans Lead
to...**

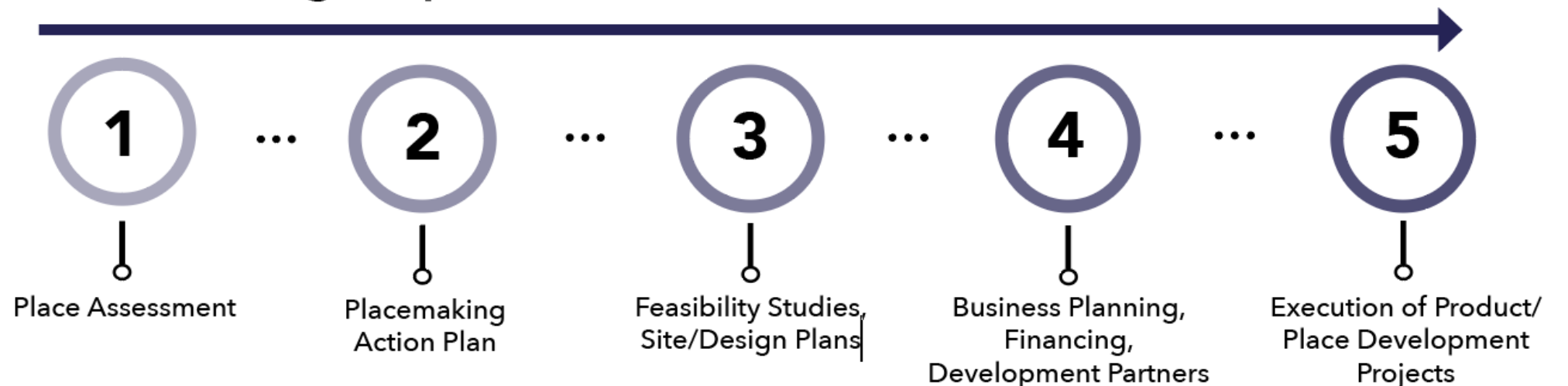


**Business Planning, Financing,
Development Partners lead to...**



**Execution of Product/Place
Development Project and Events**

Placemaking Steps



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Traditional Components



**Broad
Engagement**



**Stakeholder
Engagement**



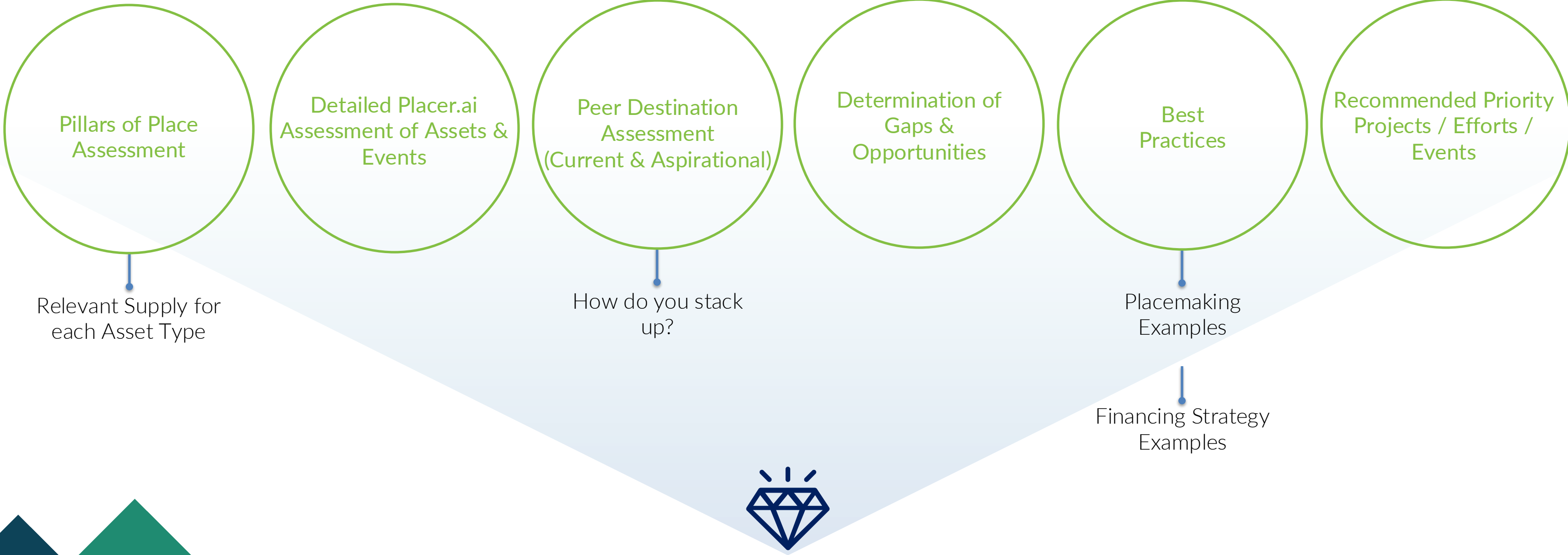
**Strategy
Document**

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Our Placemaking Components

Hunden Proven Process



Gameplan for Success
Strategic & Tactical Go-Forward Plan

How We Assess Pillars of Place

Our Pillars of Place are integral to establishing a compelling destination where people want to live, work, play, and visit. Hunden begins the Placemaking Action Plan by assessing how your destination stacks up in each of the 10 asset categories.



Entertainment



Arts & Culture



Sports



Conventions & Conferences



Recreation & Natural Environment



Events & Annual Festivals



Attractions & Gaming



Authentic Architecture & Inspiring Public Spaces

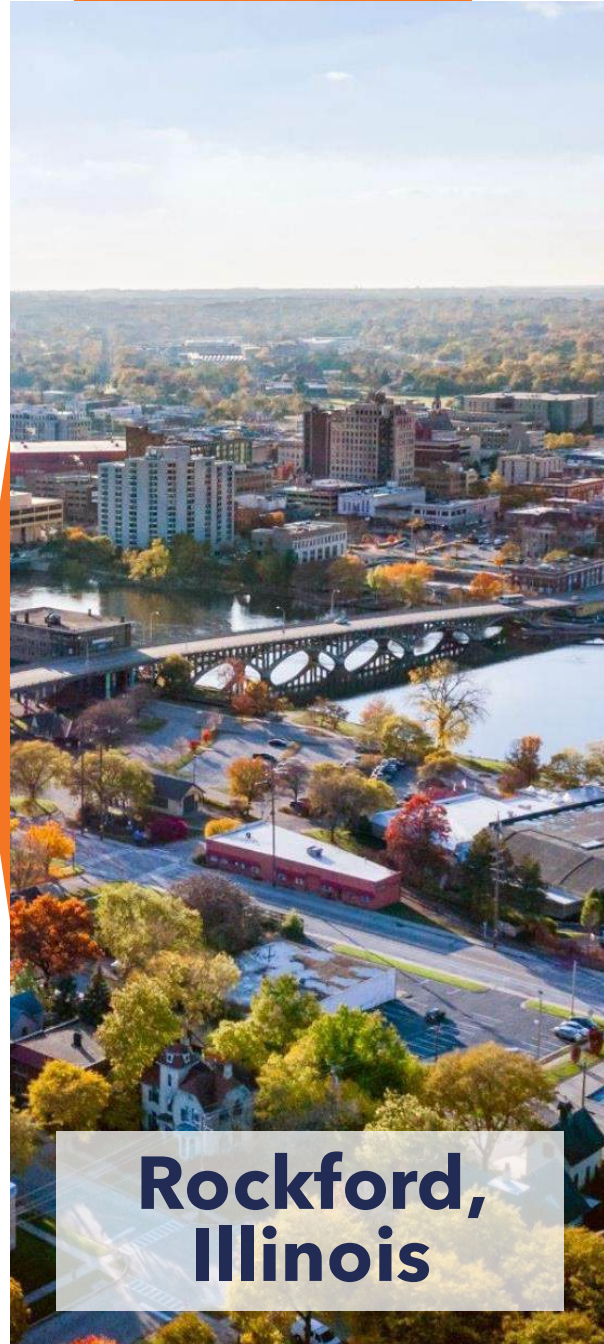


Hotels & Hospitality



Shopping, Dining, Eatertainment & Adult Beverage

Select Placemaking Action Plans



Select Placemaking Action Plans



**Folsom,
California**



**Finney Co,
Kansas**



**Marion Co,
Florida**



**Oceanside,
California**



**Temple,
Texas**



**SeaTac,
Washington**

Placemaking Action Plan Output: **Oceanside, California**



Sample Output Report | Oceanside, CA

Project Objectives

This study defines

- Where Oceanside is as a destination now
- How the city stacks up to comparable destination cities across the country
- The impactful conclusions that identify where strong opportunities lie to take Oceanside to the next level as a destination, based on this analysis



Where you are now

Assessment of Oceanside's tourism assets, including the visitation induced, their attributes and quality, and overall performance.



How you stack up

What have comparable destinations done/are doing that has been successful in driving tourism? What assets do these communities have that may present a strong opportunity in Oceanside?



The opportunities

Based on the assessment of where you are now and how you stack up, Hunden will identify areas that represent strong opportunities to bolster Oceanside's tourism package.



How we get there

How do we execute and implement these opportunities? What is the 10-year strategic action plan?

Sample Output Report | Oceanside, CA

Current Asset Summary Matrix

	Convention / Conference	Entertainment	Hotel Supply	Sports	Shopping Nodes	Dining Nodes	WBD & Food Hall	Rec, Parks, Nature-Assets	Major Attractions, Events
Supply	Minimal	Good	Strong	Strong	Minimal	Strong	Good	Strong	Minimal
Top Assets	<ul style="list-style-type: none"> The Seabird Ocean Resort & Spa 	<ul style="list-style-type: none"> Oceanside Pier Amphitheater Moonlight Amphitheater Frontwave Arena (U/C) 	<ul style="list-style-type: none"> Mission Pacific Resort The Seabird Ocean Resort & Spa 	<ul style="list-style-type: none"> SoCal Sports Complex William A Wagner Aquatics Center Frontwave Arena (U/C) 	<ul style="list-style-type: none"> Downtown Oceanside El Camino North Camino Shopping Center 	<ul style="list-style-type: none"> Downtown Oceanside Oceanside Harbor Village 	<ul style="list-style-type: none"> Beach House Winery Bagby Beer Company South O Brewing Co Black Plague Brewery 	<ul style="list-style-type: none"> SLR River Trail Oceanside Beaches Oceanside Harbor 	<ul style="list-style-type: none"> Oceanside Harbor Sunset Market Triathlon, Super Girl Surf Pro
Hotel Room Nights	Limited / Weak	Moderate	Strong	Good	Limited/Weak	Moderate	Limited/Weak	Strong	Limited/Weak
Visitor Spend	Moderate	Moderate	Strong	Good	Good	Strong	Moderate	Strong	Moderate

Sample Output Report | Oceanside, CA

Tourism Generators

The adjacent map details the **main tourism generators** found within Oceanside categorized by attractions, hotels, major parks, and walkable & unique retail and restaurant areas.

The connectivity between downtown Oceanside and South Oceanside could be strengthened with additional attractions that would ultimately increase the walkability for the destination.

The surrounding area by SoCal Sports Complex and the under construction Frontwave Arena shows opportunity for further development to create an attractive district for tourists.



Sample Output Report | Oceanside, CA

Opportunities Summary Matrix

	Convention / Conference	Entertainment	Hotel Supply	Sports	Shopping/ Dining Nodes	WBD & Food Hall	Rec, Parks, Nature-Assets	Major Attractions, Events
Opportunity	Moderate	Good	Moderate	Limited	Strong	Good	Strong	Good
Priority Level								
1 Short Term (1-5 Years)	OceanKAMP	Frontwave Arena OceanKAMP	OceanKAMP	Frontwave Arena	Connectivity from beach to downtown nodes "activated plaza"		Oceanside Beach Replenishment / Activation	OceanKAMP
2 Medium Term (5-10 Years)	Unique multi-purpose event space (500+ capacity)		Select-service by Arena and SoCal Soccer Complex	SoCal Complex Build-Out	Food Hall / Beverage mixed with event space - "agritourism"		Oceanside Harbor	Major Annual Event
3 Long Term (10-20 Years)		Programming for Oceanside Pier Amphitheater		Leveraging William A. Wagner Aquatics Center				

Sample Output Report | Summary Matrix

Comparable Destination Analysis

How you stack up

Category	Asset	Oceanside, CA	Peer Destinations Out of 4
Convention	Convention Center	⊗	0
	Conference Hotel	⊗	2
	Special Event Space (10,000+ SF)	⊗	4
Entertainment	Outdoor Entertainment Venue (1,000+ capacity)	✓	2
	Indoor Entertainment Venue	<i>Under Development</i>	3
	Major Family Entertainment Attraction	<i>Under Development</i>	4
Hotel	Luxury Hotels & Resorts	✓	3
	Select Service Hotels	✓	3
	Boutique & Independent Hotels	✓	2
Sports	Professional Sports & Amateur	<i>Under Development</i>	1
	Major Outdoor Youth Sports Development	✓	0
	Major Indoor Youth Sports Development	⊗	0
	Outdoor Sports & Events (Triathlon, Surfing, etc.)	✓	3

Source: Hunden Partners, Various

Sample Output Report | Summary Matrix (cont'd)

Comparable Destination Analysis

How you stack up

Category	Asset	Oceanside, CA	Peer Destinations Out of 4
Shopping & Dining Nodes	Downtown, "Main Street"	✓	4
	Upscale Shopping Mall or Strip Mall	✓	3
	Outlet Mall	✗	1
	Walkable Plaza / Open-Air Concept	✗	4
Winery, Brewery, Distillery & Food Hall	Strong Downtown District (Bars & Restaurants)	✓	3
	Wineries & Distilleries	✓	1
	Food Halls, Local Cuisine & Eateries	<i>Under Development</i>	4
	Tours & Events	✓	2
Recreation, Parks & Nature-Oriented Assets	Parks & Trails	✓	4
	Beaches	✓	4
	Nature-Oriented Tours & Events	✓	2

Source: Hunden Partners, Various

Sample Output Report | Oceanside, CA

Summary Matrix Execution

How you get there



1

Vision
Alignment

Leadership & community alignment on the vision for Oceanside



2

Feasibility
Analyses

Deep dive feasibility on key opportunity items. Detailed market demand & financial, and economic, fiscal and employment impact analyses



3

Financing
Strategy

Develop a detailed strategy on the financing of new projects & county mission items



4

Development
Strategy

Run a developer solicitation & selection process to attract a developer to the project



5

Plan
Execution

Follow through on the strategic action plan

Research Tools & Analytics



Research Tools & Analytics

Unmatched Interpretation of Leading Industry Research Tools

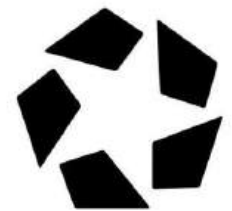


Placer.ai



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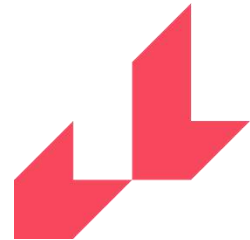
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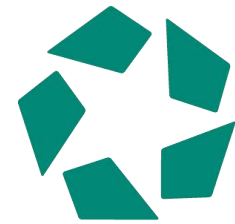
CoStar Group[™]

STRAVA[™]

AIRDNA



Lightcast

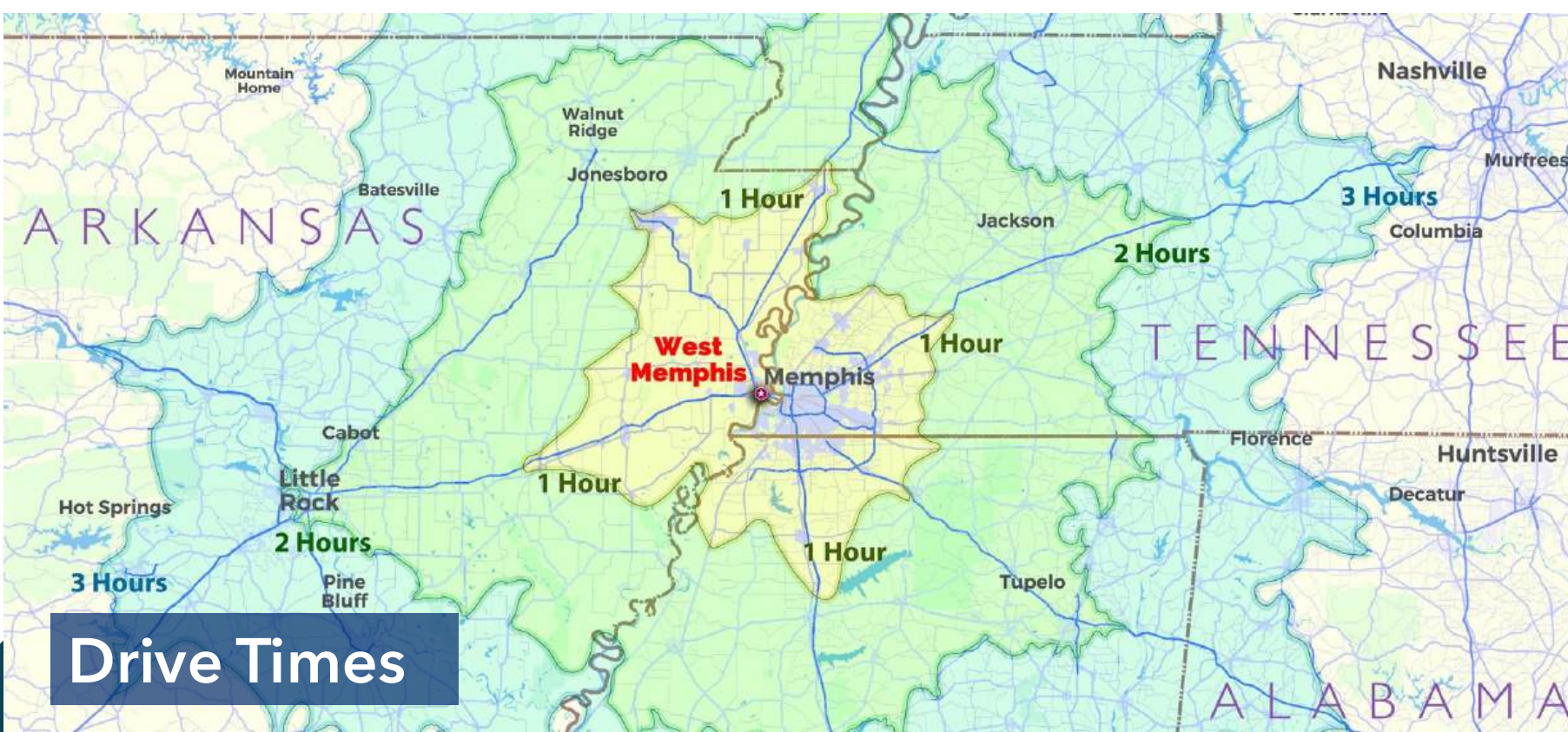
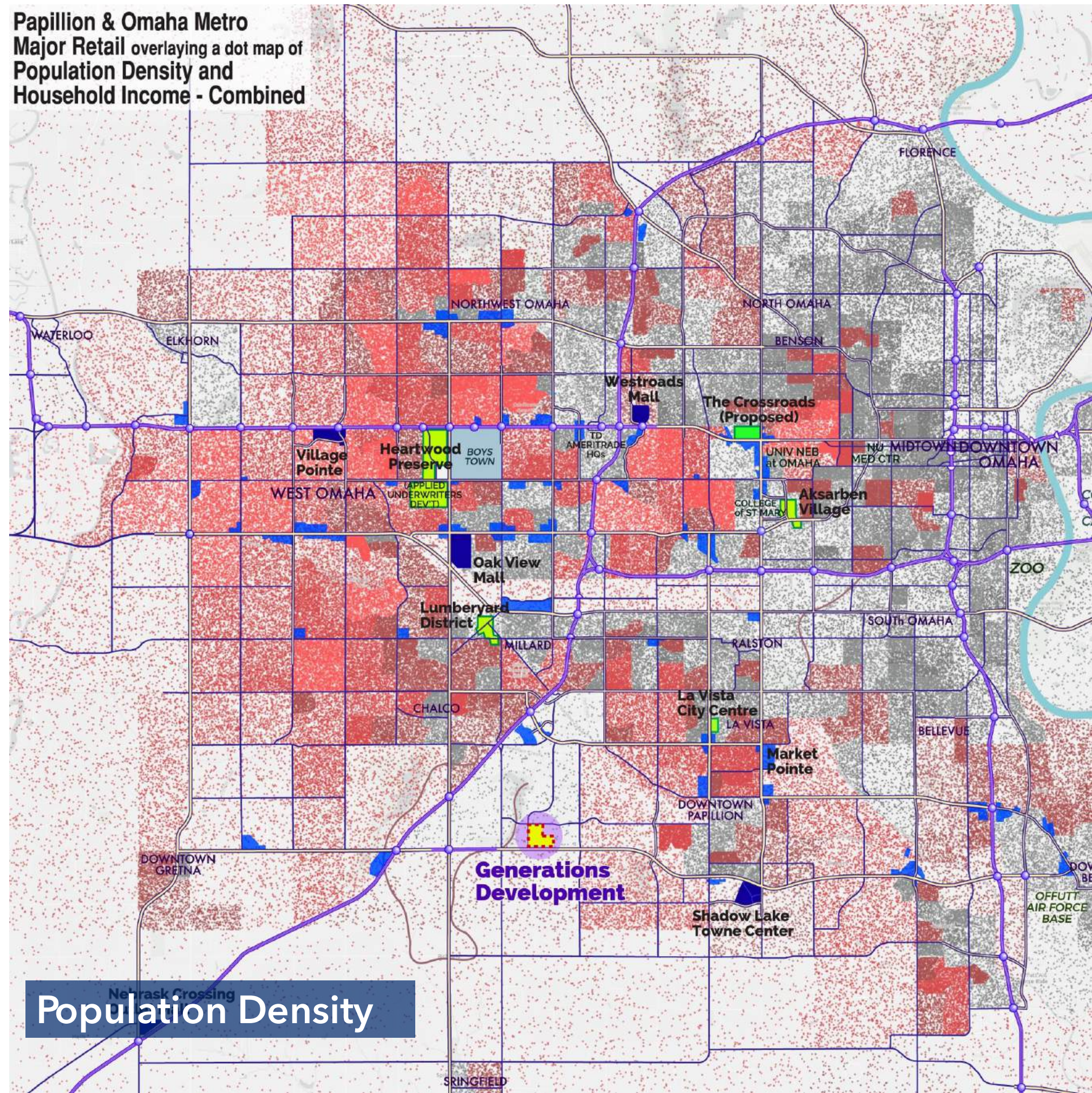
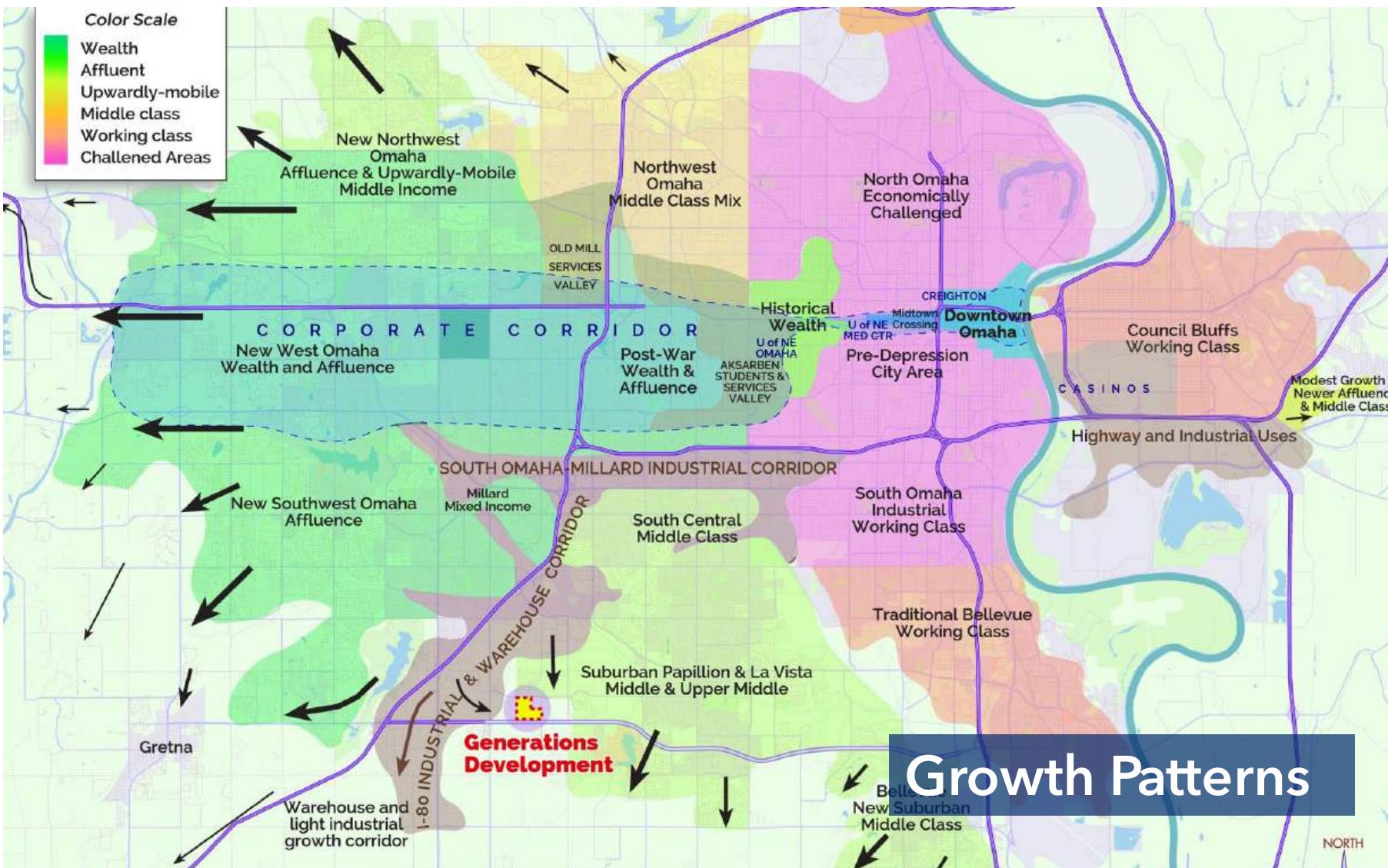


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IMPLAN

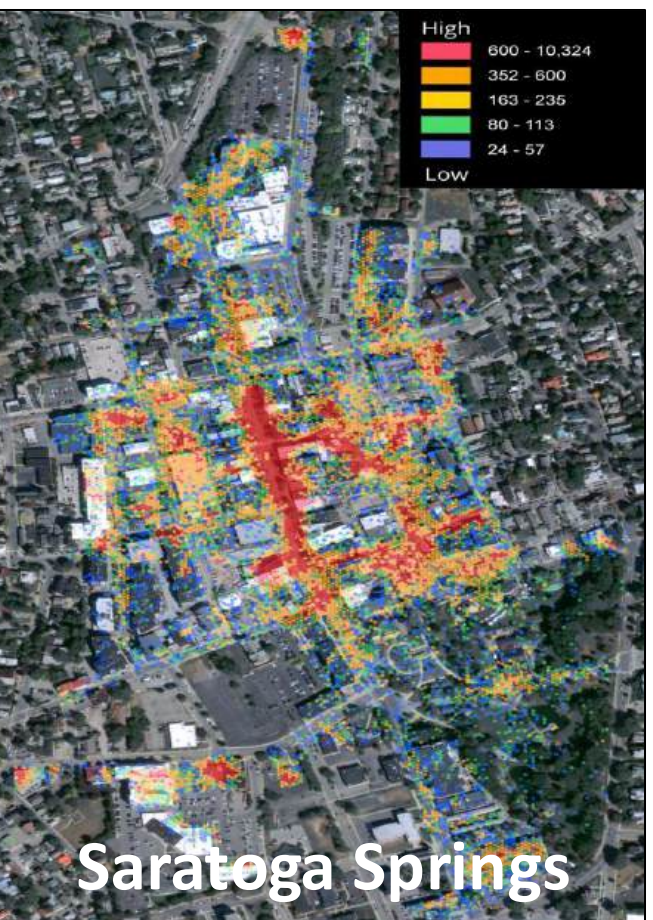
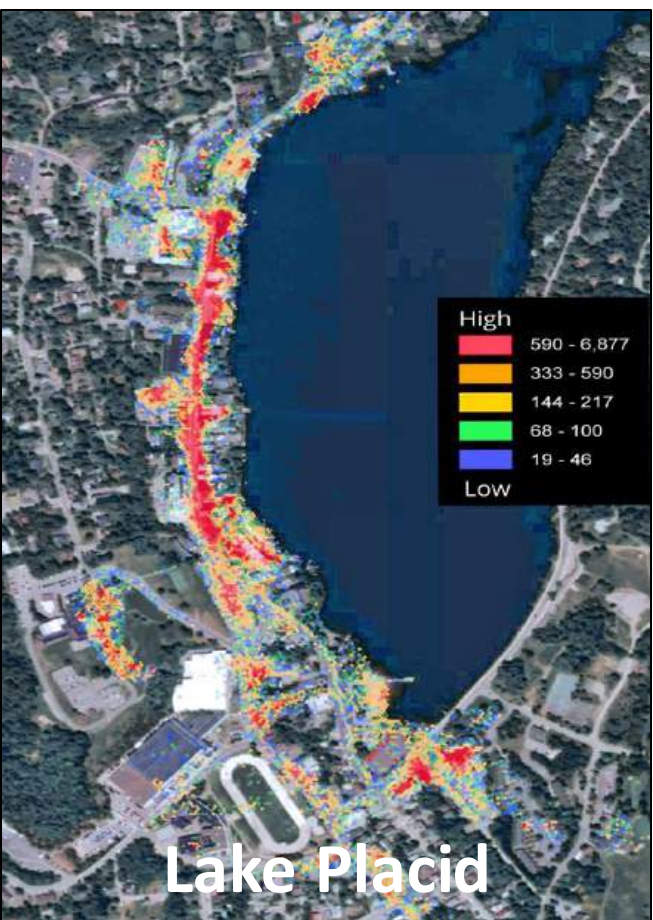
POLLSTAR

Custom Mapping

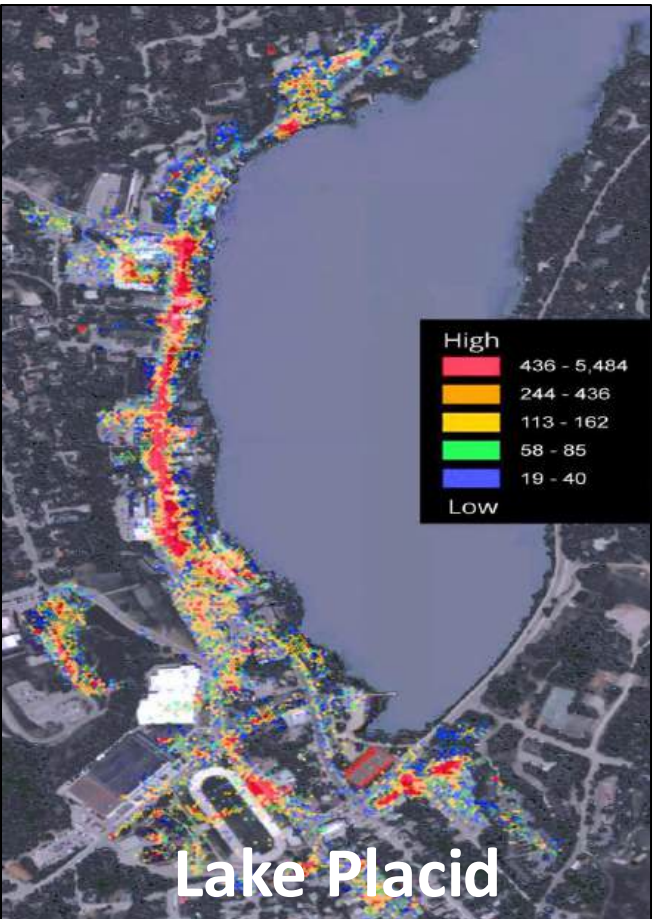


Sample Output: Seasonal Tourism

Summer Foot Traffic Heat Map



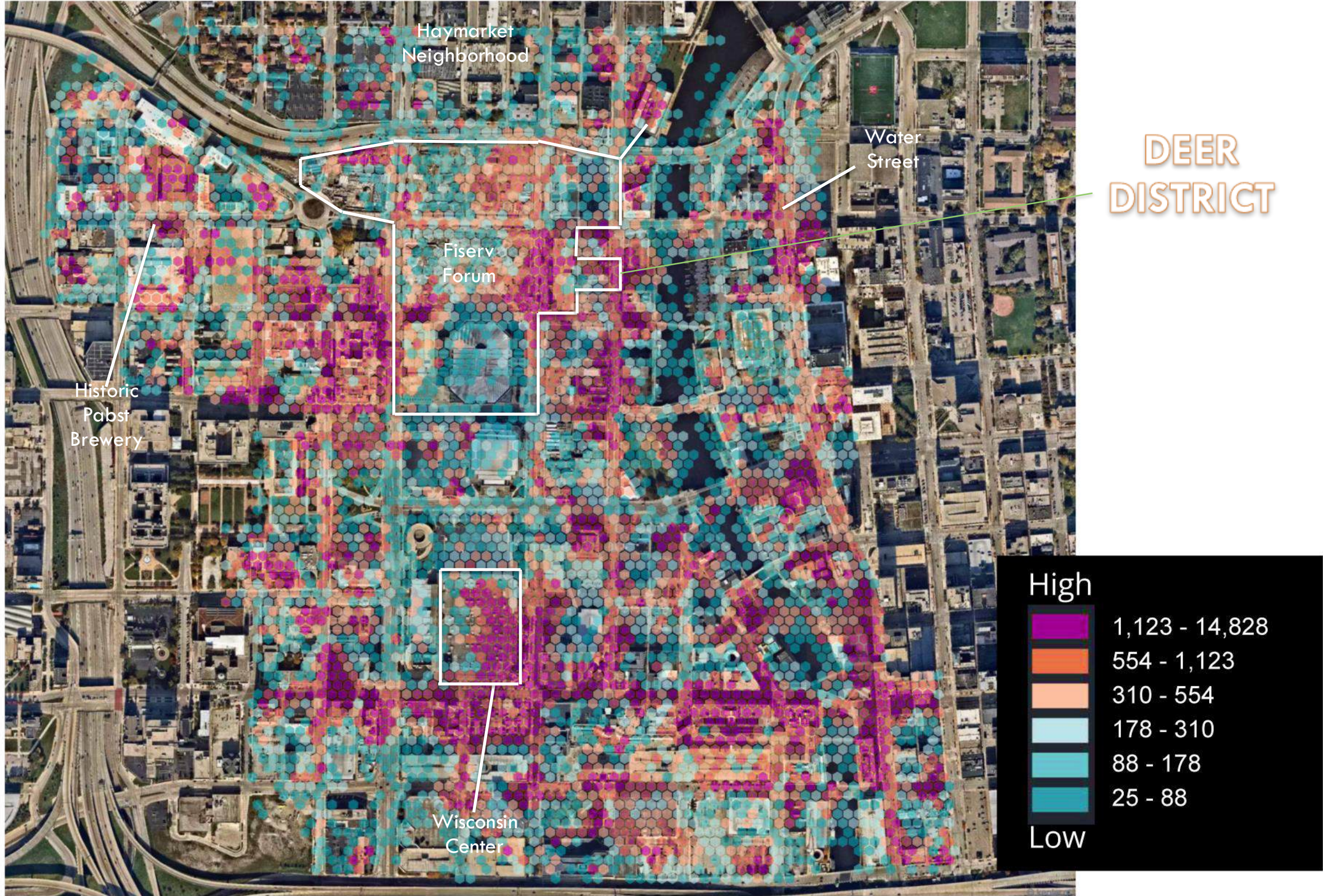
Winter Foot Traffic Heat Map



Sample Output

Milwaukee's West Side Daytime Weekday Heat Map

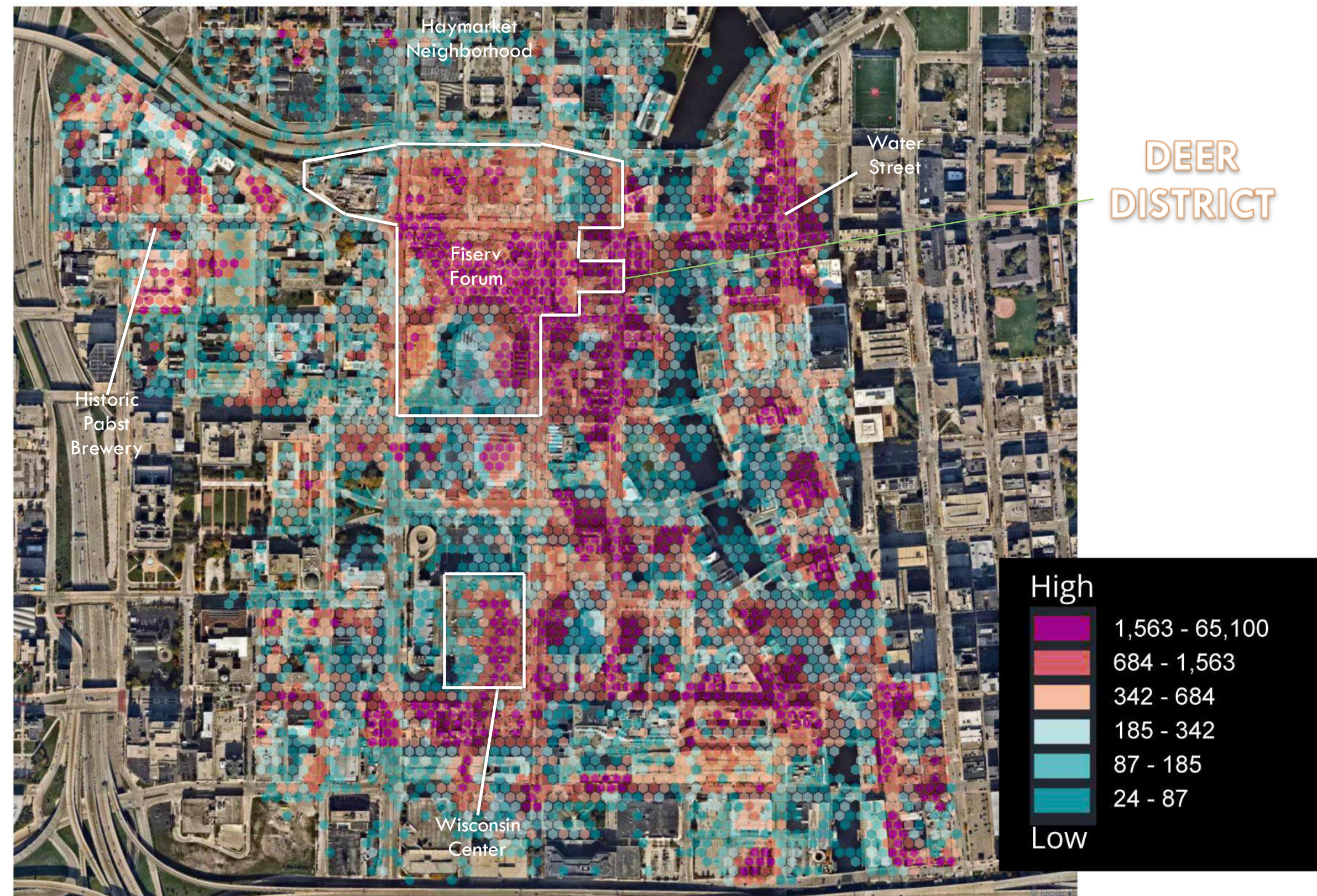
Weekdays, Monday through
Friday, from 7 am until 5 pm



Sample Output

Milwaukee's West Side After 5pm Heat Map

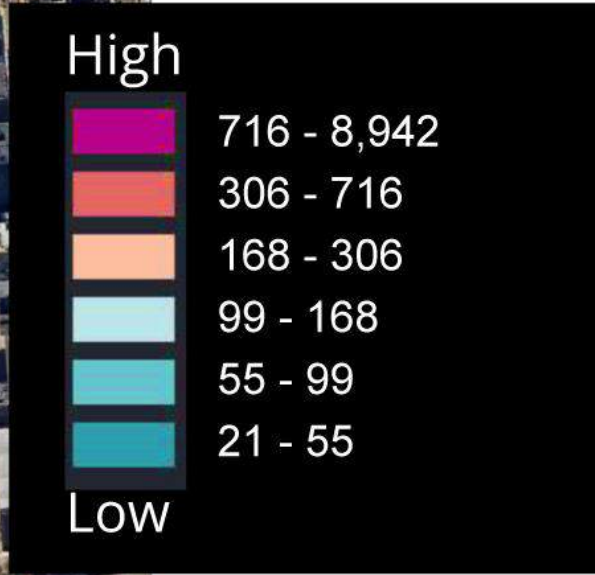
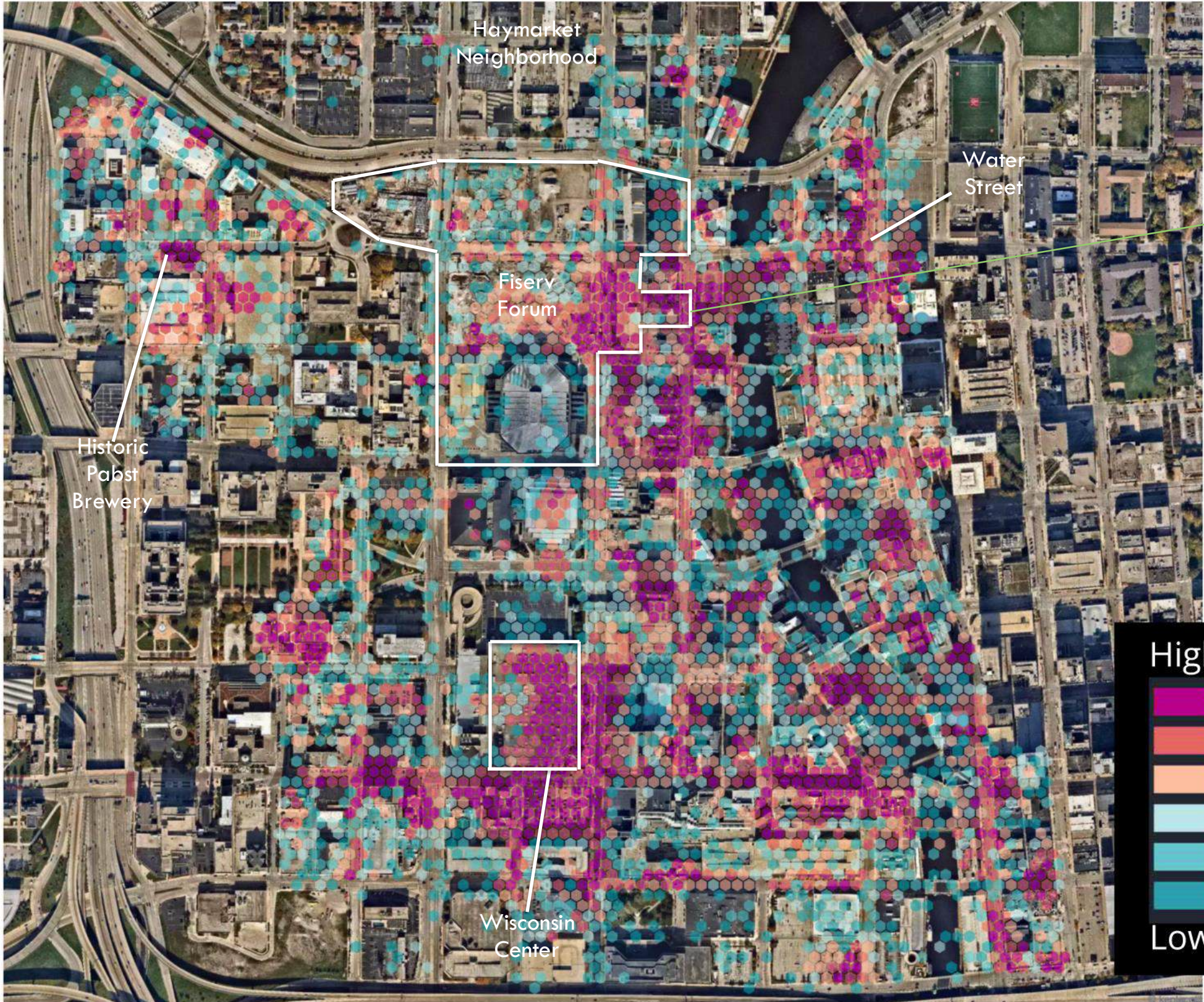
After 5pm, every day including weekends, until 2 am



Sample Output

Milwaukee's West side Weekend Days Heat Map

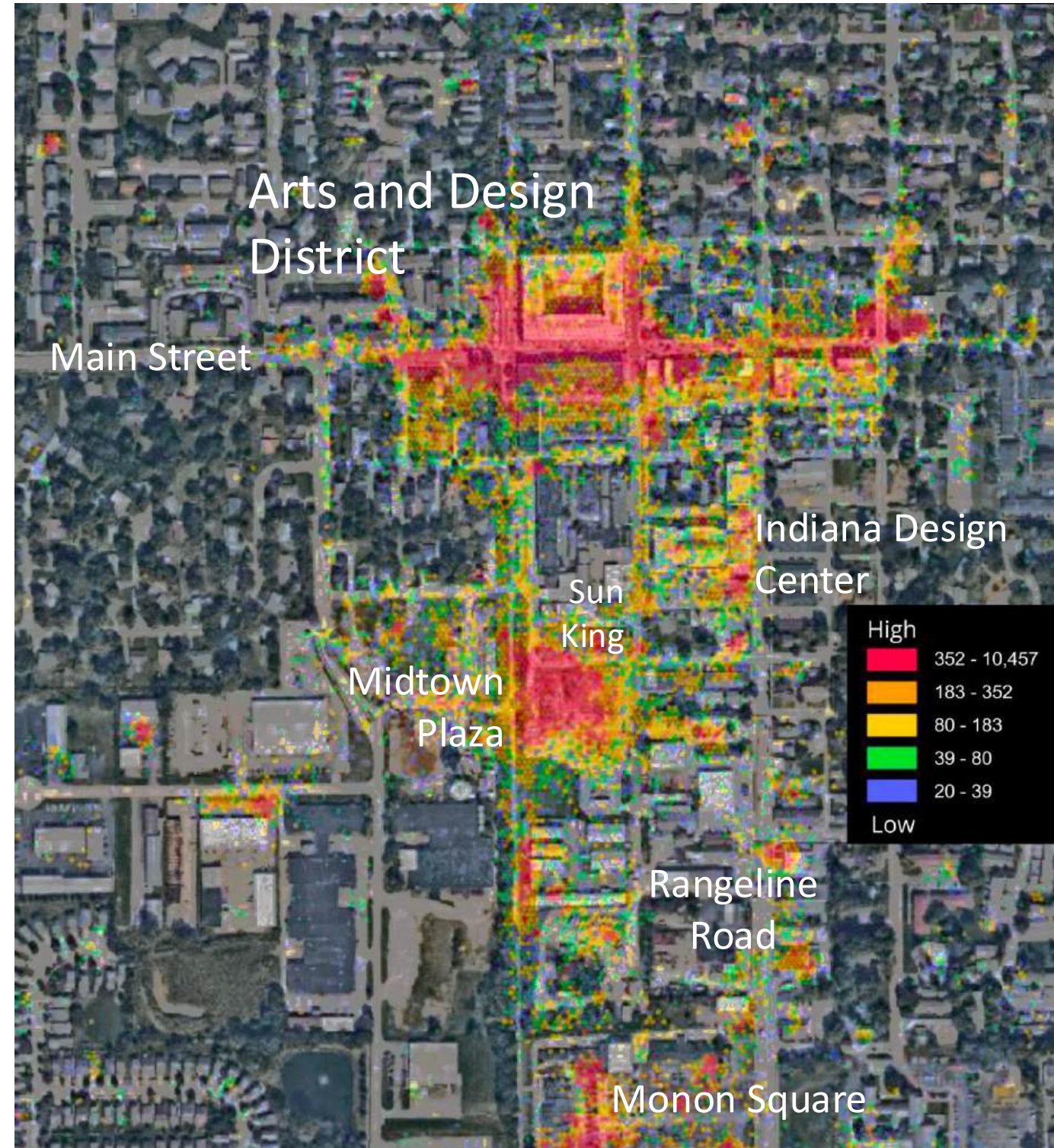
Weekend Daytimes, Saturday and
Sunday, from 7 am until 5 pm



Walkable Districts Pedestrian Traffic – 2022

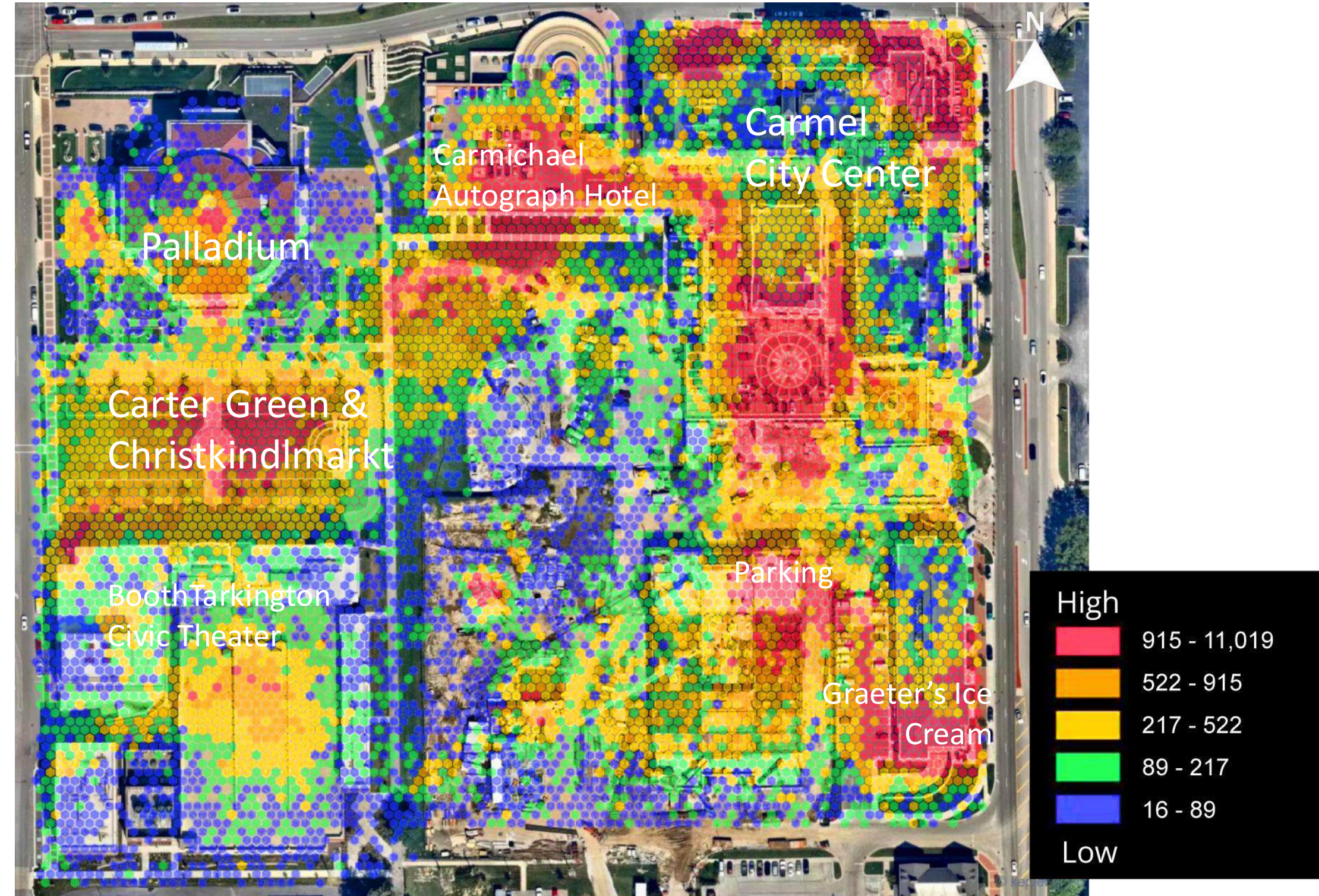
Carmel Arts & Design District

3,410,000 visits - 743,000 visitors



Carmel City Center

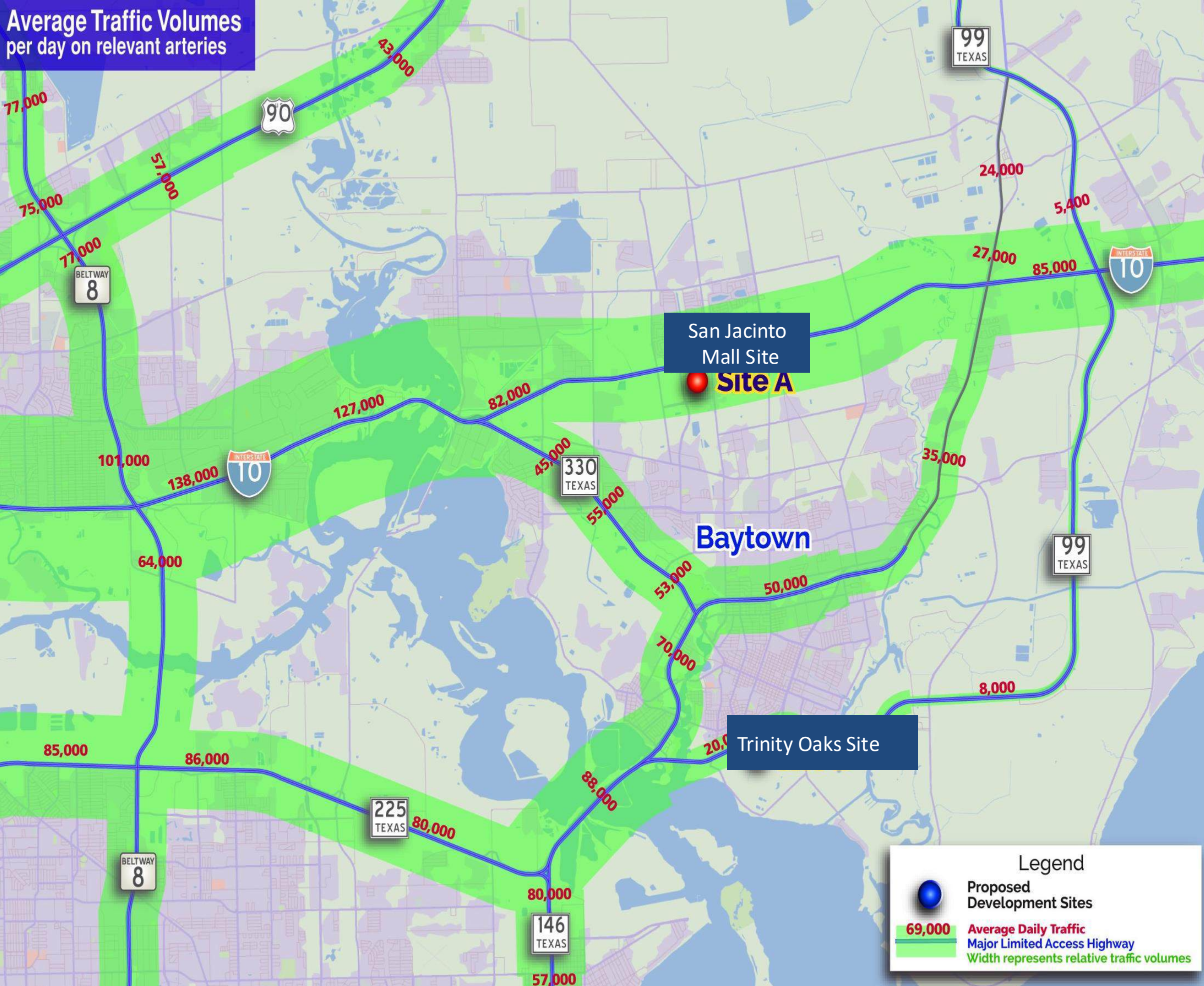
1,700,000 visits - 710,000 visitors



Site Comparison: Traffic Counts

Visibility and Accessibility is key for entertainment venues for naming rights values and visitation attraction.

The San Jacinto Mall Site is located adjacent to I-10, which on average, has a traffic count of roughly 86,000 cars per day. Comparatively, the Trinity Oaks Site is located off Highway 99, which on average, has a traffic count of roughly 20,000 cars per day.

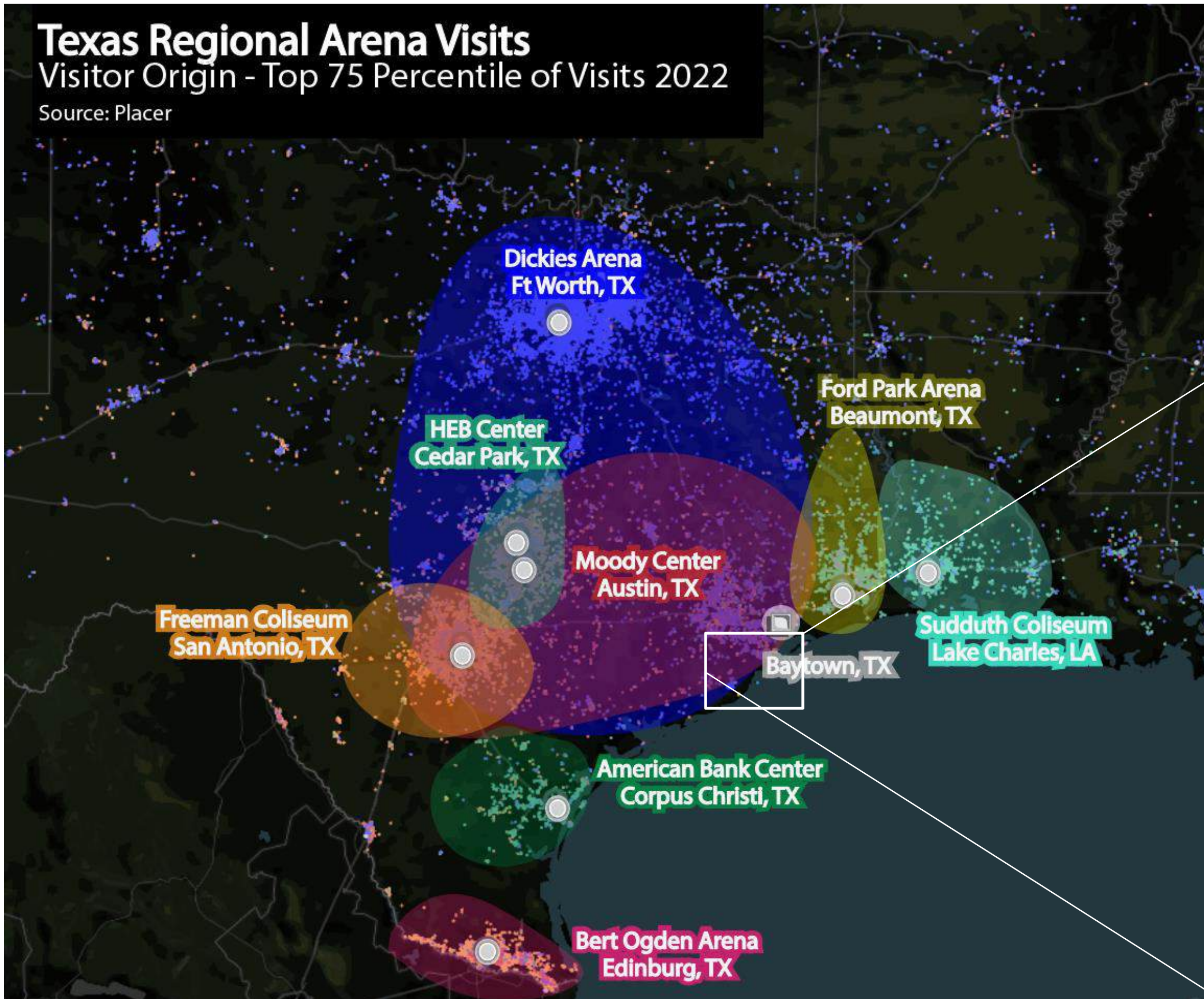


District Retail Overview: Future Opportunities

Texas Regional Arena Visits

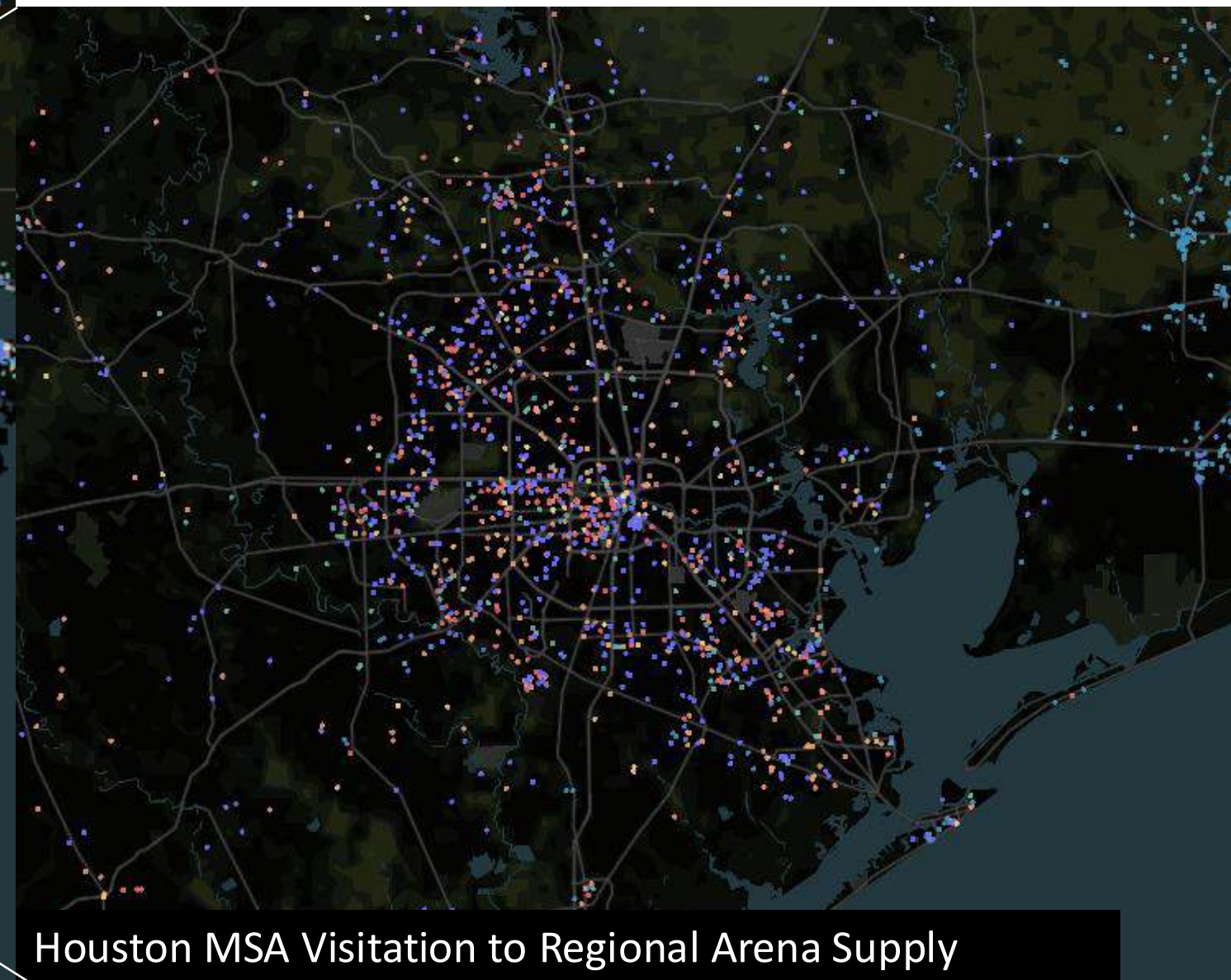
Visitor Origin - Top 75 Percentile of Visits 2022

Source: Placer



Dickies Arena and the Moody Center attracted the most visitation from the Houston MSA in 2022.

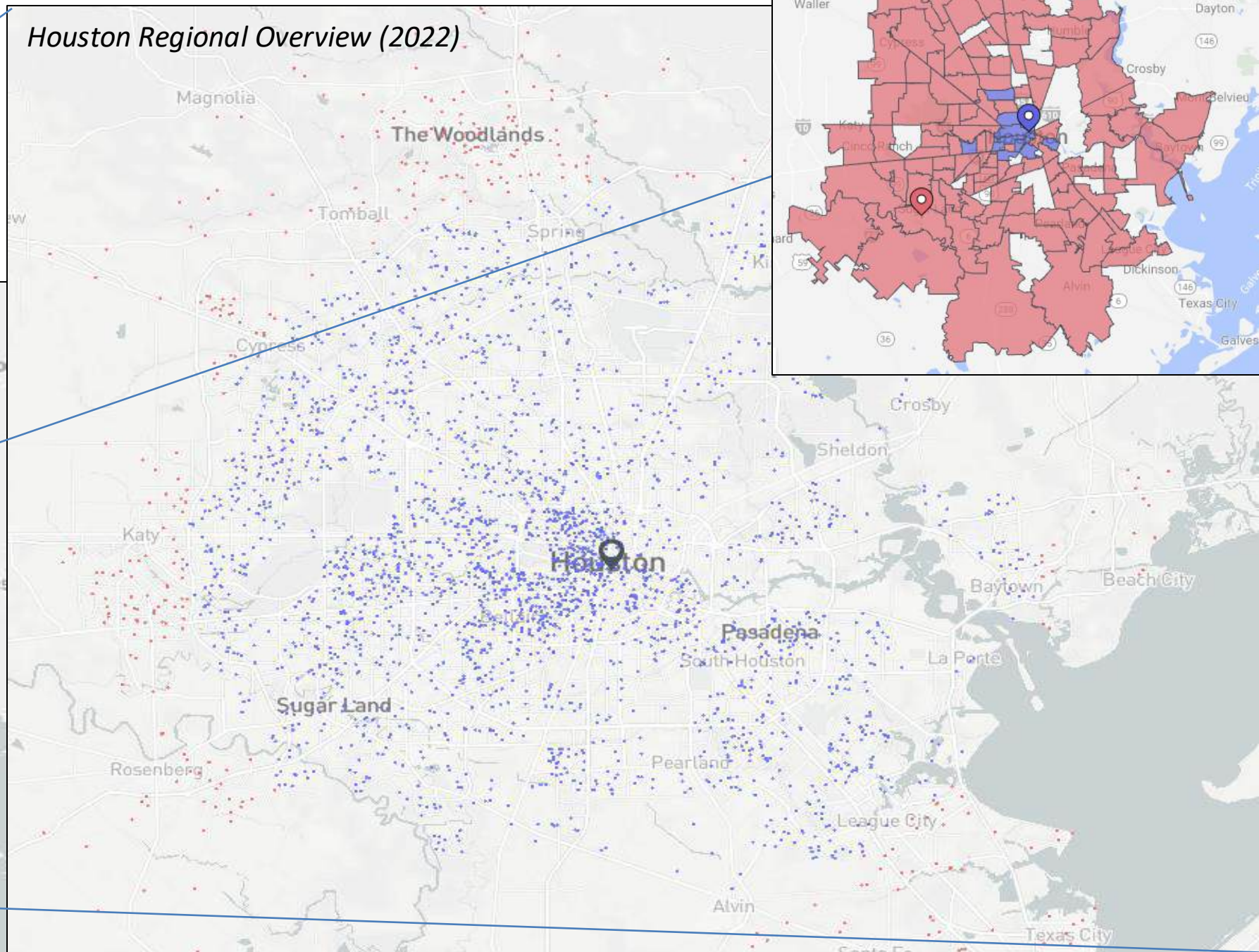
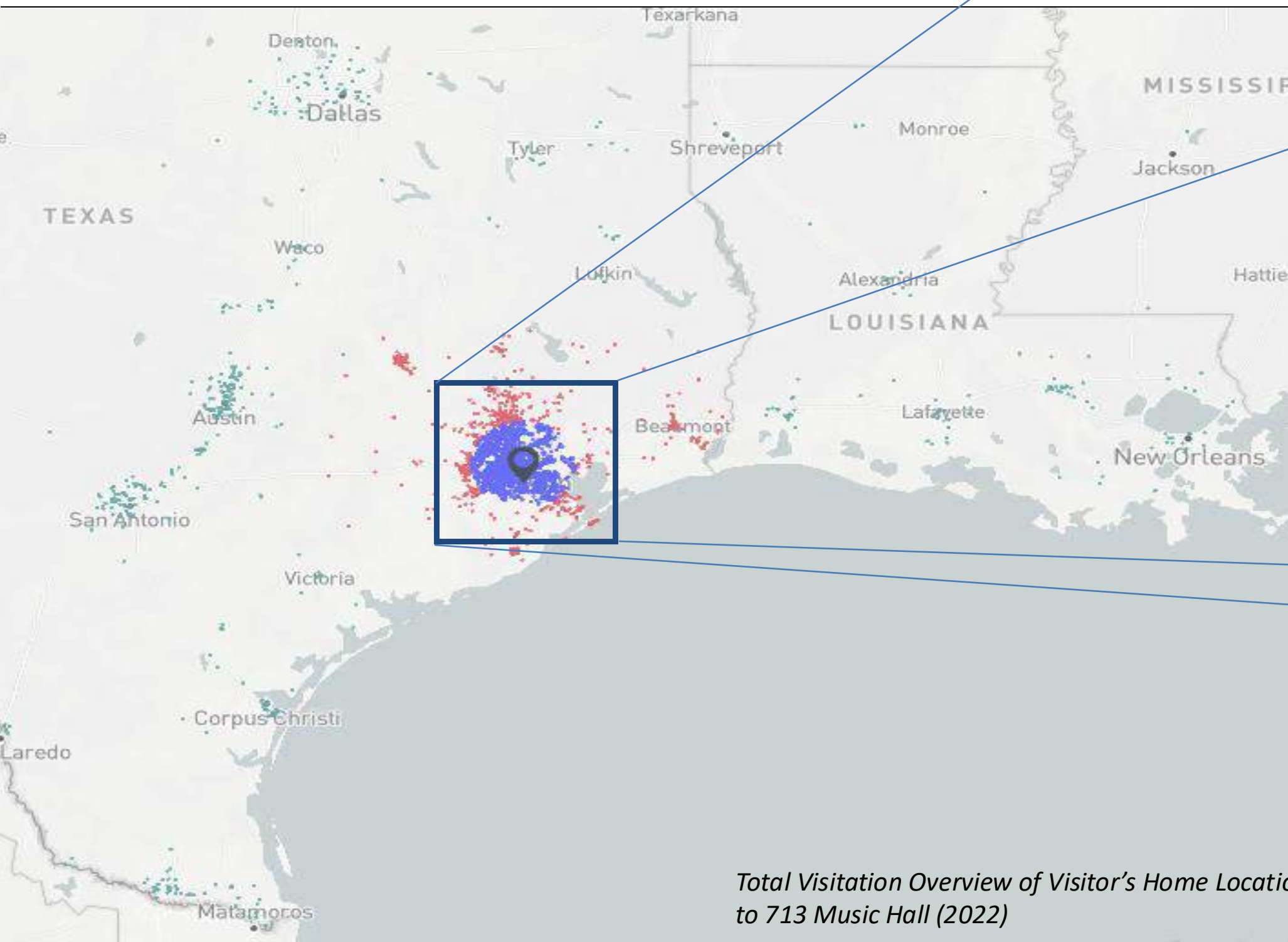
There is evidence of visitation in the Houston MSA to all the regionally competitive venues, showing the demand within the market for concerts, family shows, sporting events and other ticketed shows.



Houston MSA Visitation to Regional Arena Supply

Sample Output: 713 Music Hall Visitation

Like the Smart Financial Centre, 713 Music Hall attracted visitation from across Texas and Louisiana in 2022. Within the Houston MSA, the venue attracted higher visitation from within the downtown core than the suburban cities when compared to the Smart Financial Centre.



713 Music Hall
Houston, TX

Smart Financial Centre at Sugar Land
18111 Lexington Blvd, Sugar Land, TX 77479

713 Music Hall - Houston, TX January 2022 - December 2022					
Visitor Origins by Distance from Site	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	151,700	68%	131,200	66%	1.16
Regional Distance - Between 25 and 100 miles	30,000	13%	27,600	14%	1.09
Long Distance only - Over 100 miles	42,200	19%	39,800	20%	1.06
Total Visits	223,900	100%	198,600	100%	1.13

Total Visitation Overview of Visitor's Home Location to 713 Music Hall (2022)

Source: Placer.ai

Grand Park Visitation Overview

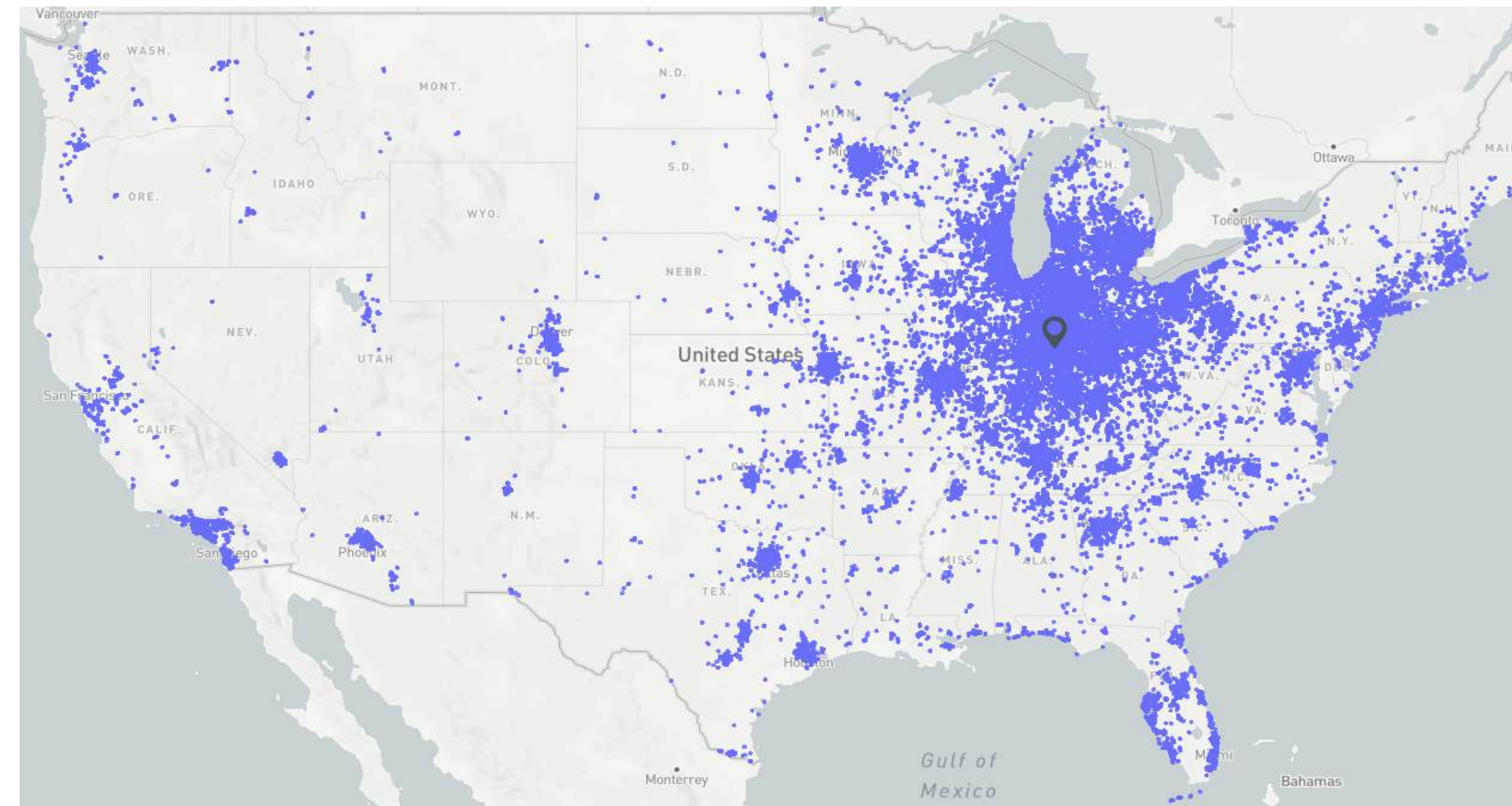
According to Placer.ai, since 2017, Grand Park has attracted nearly 37.5 million visitors.



Competitive National Sports Developments (2017-2023)

Rank	Name	Location	Est. Visitation 2017 - 2023	Visitation % Beyond 100 Miles (2017-2023)
1	Grand Park Sports Campus	Westfield, IN	37,484,109	47%
2	ESPN Wide World of Sports Complex	Orlando, FL	30,655,545	82%
3	National Sports Center	Blaine, MN	26,282,065	19%
4	Spooky Nook Sports	Manheim, PA	25,719,924	22%
5	LakePoint Sports Campus	Cartersville, GA	20,434,463	45%
6	SilverLakes Sports Complex	Norco, CA	18,729,164	12%
7	TBK Bank Sports Complex	Bettendorf, IA	13,129,577	18%
8	The St. James	Springfield, VA	10,180,760	6%
9	Mercyhealth Sportscore Two	Loves Park, IL	9,852,109	16%
10	Bell Bank Park	Mesa, AZ	8,997,901	34%

Source: Placer.ai

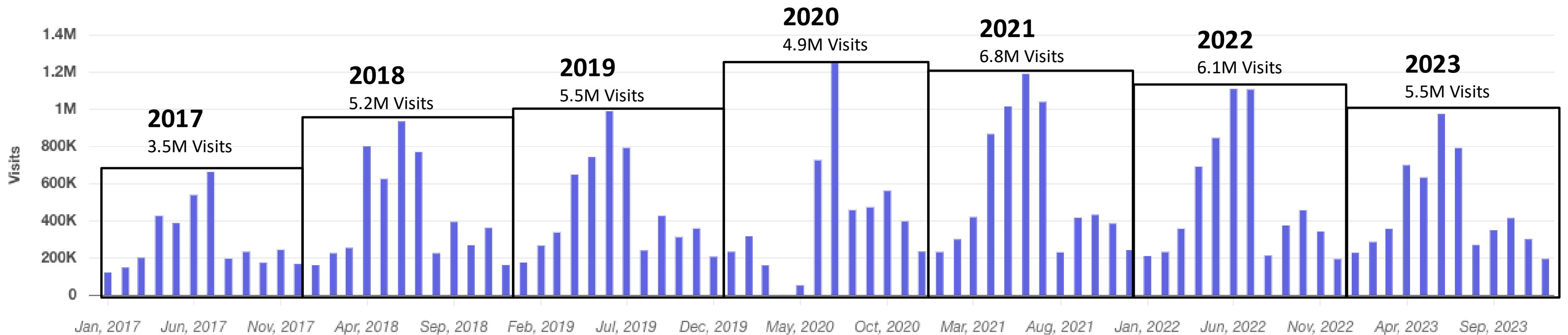


Grand Park Annual Visitation Trends

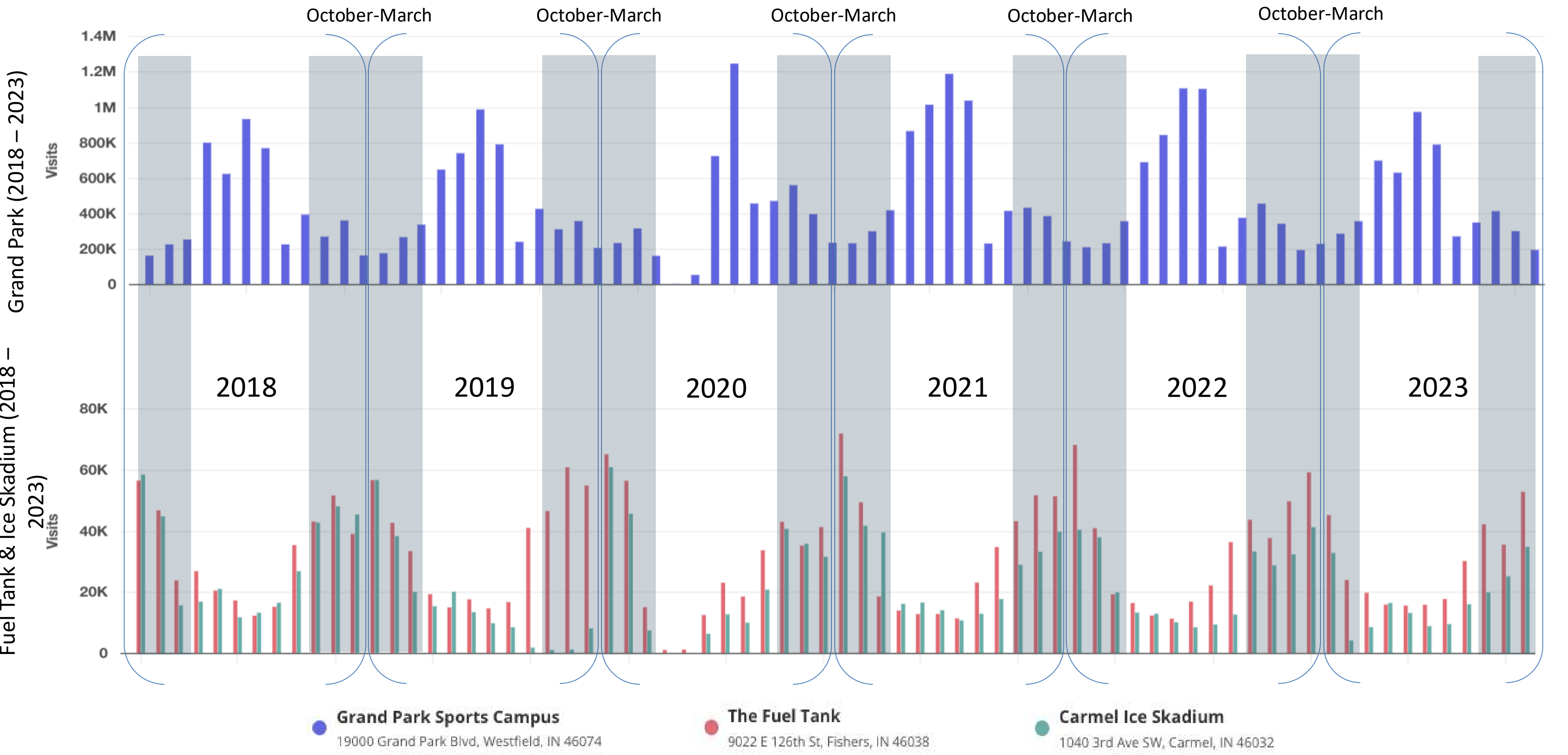
Grand Park experienced positive increases in visitation between 2017 and 2019. In 2020, annual visitation decreased, mainly due to the COVID-19 pandemic. Visitation recovered in 2021, but decreased by roughly 10 percent year over year in 2022 and 2023.

Year	Visits	Percent Change
2017	3,500,000	–
2018	5,200,000	49%
2019	5,500,000	6%
2020	4,900,000	-11%
2021	6,800,000	39%
2022	6,100,000	-10%
2023	5,500,000	-10%

Source: Placer.ai



Ice Facility Visitation Vs. Grand Park



Regional Supply of Outdoor Youth Sports Facilities

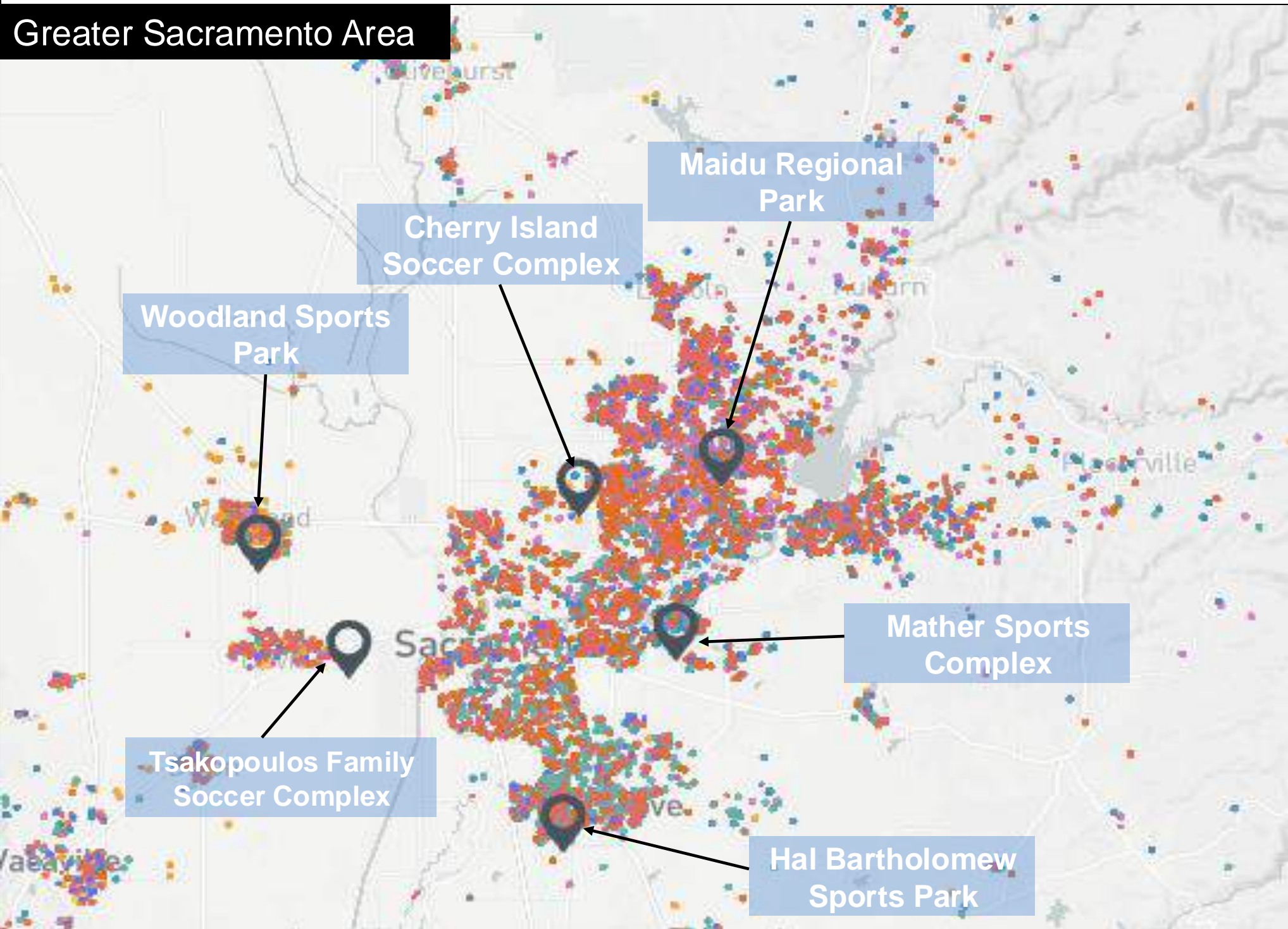
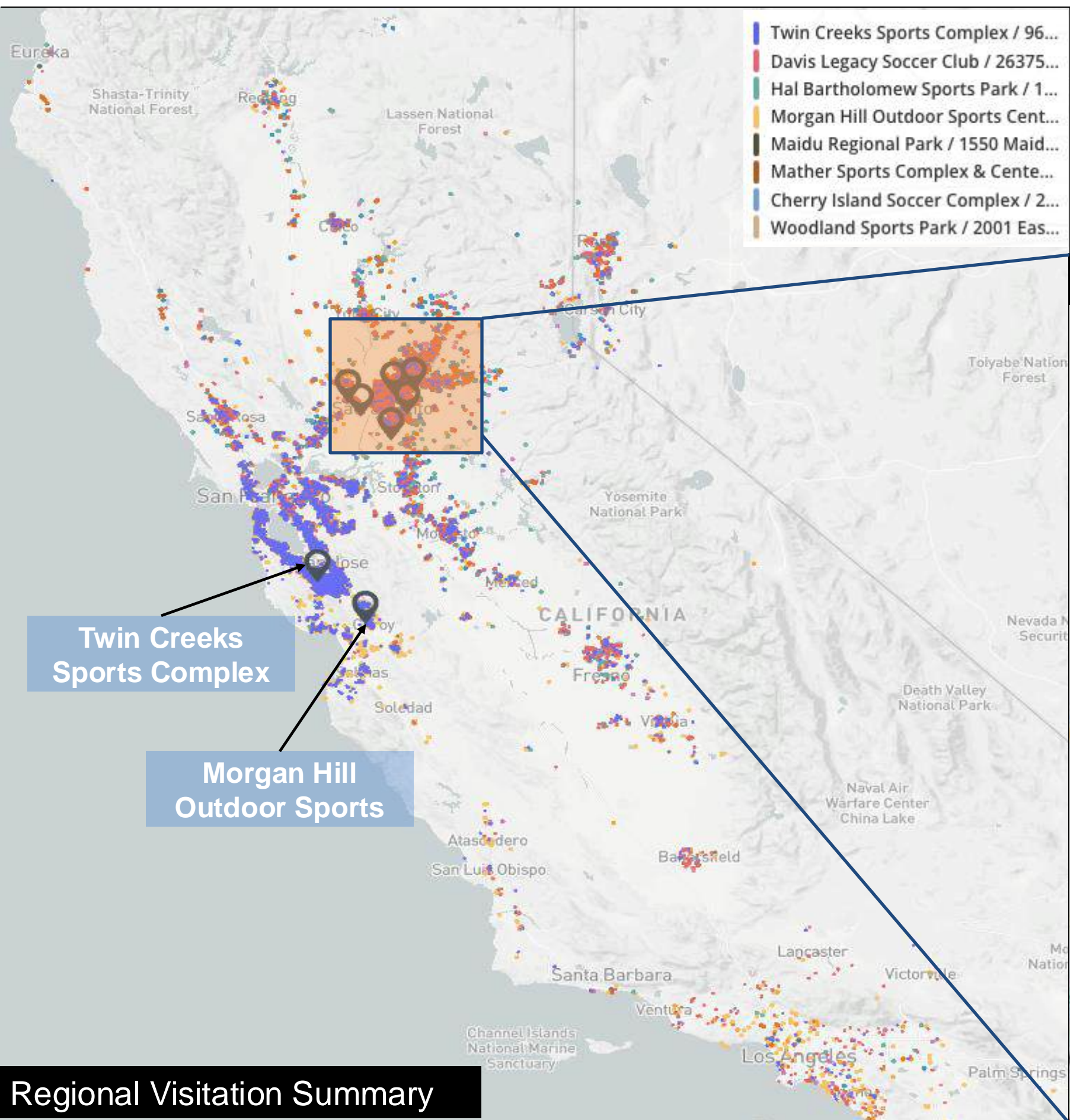


Folsom Regional Youth Outdoor Sports Facility Supply

Facility Name	Location	Distance from Folsom (Miles)	Outdoor Turf Field	Outdoor Grass Field	Diamonds	2022 Visits	2022 Visitors
Maidu Regional Park	Roseville, CA	9.7	-	5	4	233,130	80,470
Mather Sports Complex & Center	Mather, CA	12.1	5	-	4	245,858	79,002
Cherry Island Soccer Complex	Rio Linda, CA	14.0	-	10	-	226,899	94,186
Elk Grove Softball Complex	Elk Grove, CA	27.1	-	-	7	117,320	39,124
Hal Bartholomew Sports Park	Elk Grove, CA	30.9	4	-	4	421,629	102,683
Tsakopoulos Family Soccer Complex	Davis, CA	32.1	-	12	-	718,939	204,857
Woodland Sports Park	Woodland, CA	38.0	5	-	4	278,883	77,478
Stockton Soccer Complex	Stockton, CA	50.7	-	9	-	57,496	16,714
Regional Sports Complex	Stockton, CA	63.9	-	4	4	126,955	22,430
Legacy Fields Sports Complex	Tracy, CA	79.4	-	4	10	202,082	55,365
Turlock Regional Sports Complex	Turlock, CA	110.0	-	10	6	87,913	35,306
Milpitas Sports Center	Milpitas, CA	131.0	2	4	4	150,224	36,910
Twin Creeks Sports Complex	Sunnyvale, CA	136.0	10	-	10	1,012,679	194,934
Morgan Hill Outdoor Sports Center	Morgan Hill, CA	158.0	2	9	-	376,806	157,003
Big League Dreams Redding	Redding, CA	164.0	4	-	5	251,347	49,673
Total/Average		70.5	32	67	62	300,544	83,076

Source: Google Maps, Placer.ai

Regional Facilities Visitation Overview



Sample Output

Peak Visitation versus Non-Event Days

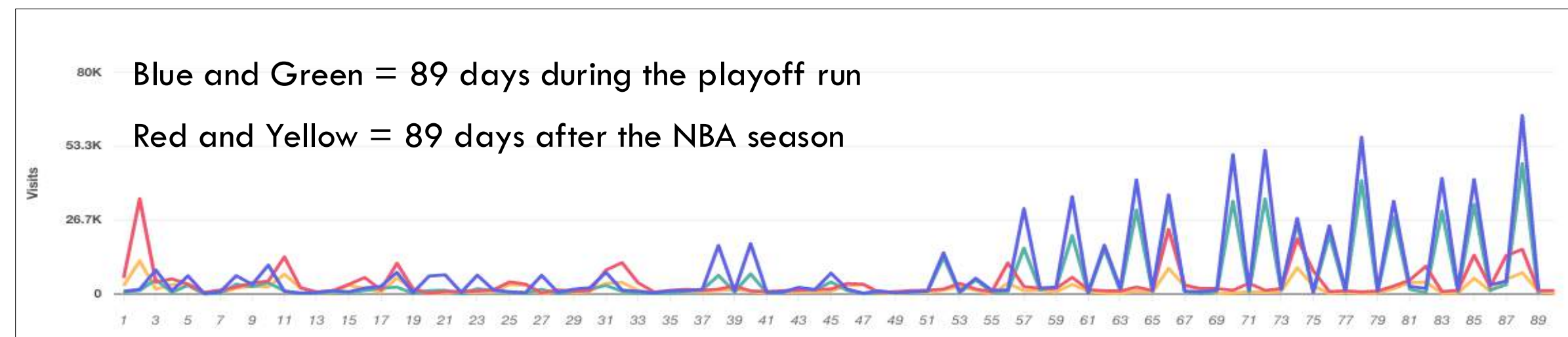
This comparison table illustrates the difference between visitation to both the arena and the restaurants in the new Deer District by themselves, during the NBA season and when no games are played.

If it is assumed that the best attendance possible was during the Bucks' NBA Championship run from mid-April to mid-July, then the attendance of the restaurants and plaza by themselves are shown here to be heavily dependent on events at Fiserv Forum.

Visitation numbers for the Plaza and restaurant buildings for the three-month period between July 21 (after the Bucks' parade) and October 12 (just before the first regular season game) had only 23% of best attendance.

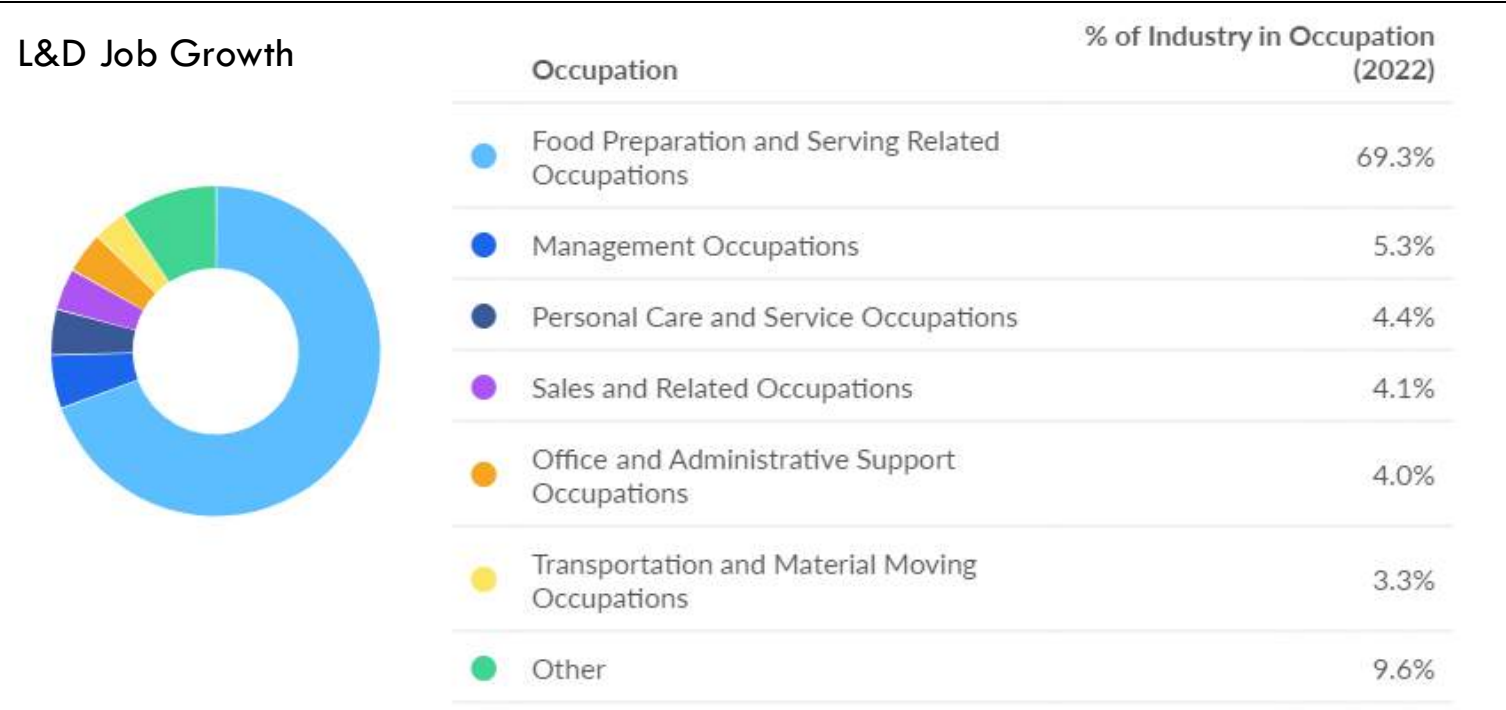
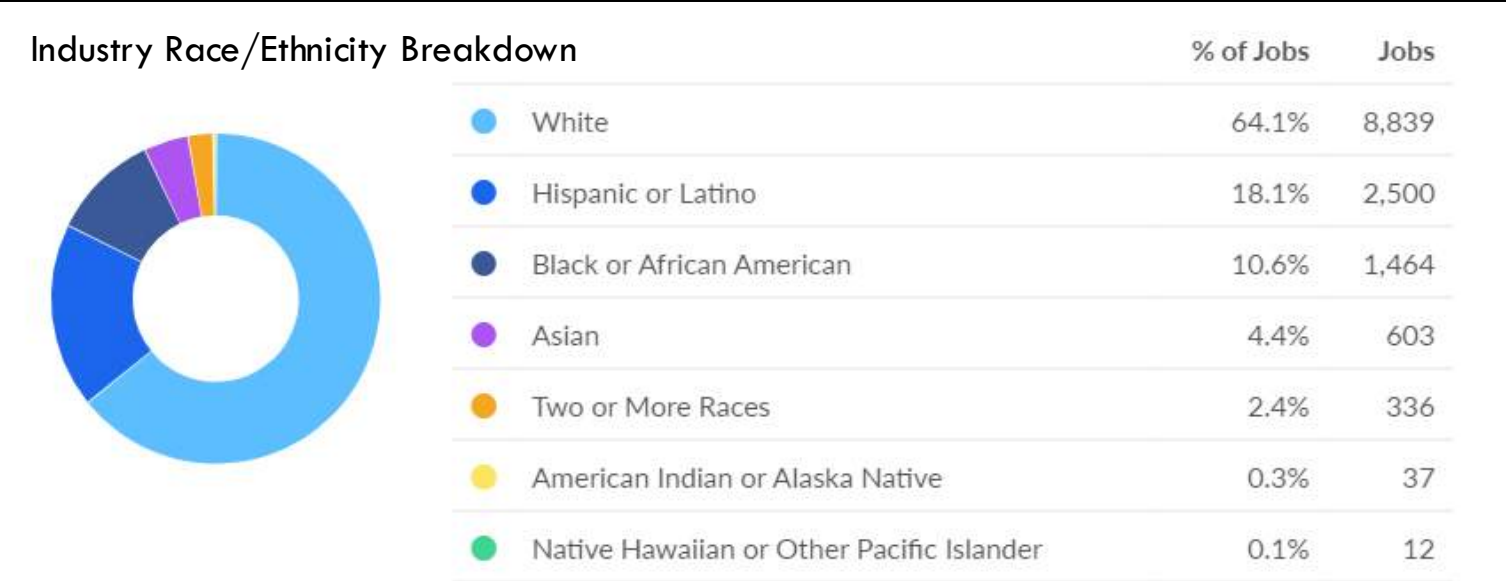
Deer District's Destinations - Comparing Visitation With and Without Bucks Home Games			
Area and Three-Month Time Period	April 15 to July 12, 2021	July 21 to October 18, 2021	
	During End of Bucks Season and Playoffs	Very few scheduled arena events	
Deer District - All blocks <i>Including</i> Fiserv Forum	Total Visits	774,000	358,000
	Percent of Best Attendance	100%	46%
	Percent from over 50 miles away	73%	67%
ONLY the Plaza and New Entertainment Buildings (not including Fiserv Forum)	Total Visits	526,000	177,000
	Percent of Best Attendance	68%	23%
	Percent from over 50 miles away	74%	62%
Busiest Day of the Week		Thursday: around 24% of the week's total visitation	Saturday: at or over 30% of the week's total visitation

Source: Placer.ai



Sample Output

Lightcast Employment Data



Knowland Convention & Conference Data

Number of Groups at Competitive Meetings Hotels (Most Relevant Year*)

Group Type	The Camby	DoubleTree Phoenix Gilbert	DoubleTree Phoenix Mesa	DoubleTree Phoenix Tempe	Marriott Phoenix Chandler	Marriott Tempe Buttes	Sheraton Mesa @ Wrigleyville	The Wigwam	Westin Tempe	Total
Association	23	4	28	37	9	17	2	45	8	173
Corporate	197	31	67	159	146	171	20	368	73	1,232
Government	2	2	0	5	1	4	1	28	1	44
SMERF	14	8	26	37	13	18	6	83	22	227
Total	236	45	121	238	169	210	29	524	104	1,676

*2019 or 2022, showing most relevant data set available
Source: Knowland

Estimated Group Attendance at Competitive Meetings Hotels (Most Relevant Year*)

Group Type	The Camby	DoubleTree Phoenix Gilbert	DoubleTree Phoenix Mesa	DoubleTree Phoenix Tempe	Marriott Phoenix Chandler	Marriott Tempe Buttes	Sheraton Mesa @ Wrigleyville	The Wigwam	Westin Tempe	Total
Association	4,133	790	5,371	5,671	1,437	1,670	520	13,696	455	33,743
Corporate	25,982	4,424	11,672	17,600	14,992	28,602	2,886	84,263	3,851	194,272
Government	127	494	-	1,097	39	1,194	60	5,674	-	8,685
SMERF	2,041	2,864	5,577	5,217	1,243	3,780	1,707	17,433	1,856	41,718
Total	32,283	8,572	22,620	29,585	17,711	35,246	5,173	121,066	6,162	278,418
Attendance Per Event	137	190	187	124	105	168	178	231	59	166

*2019 or 2022, showing most relevant data set available
Source: Knowland

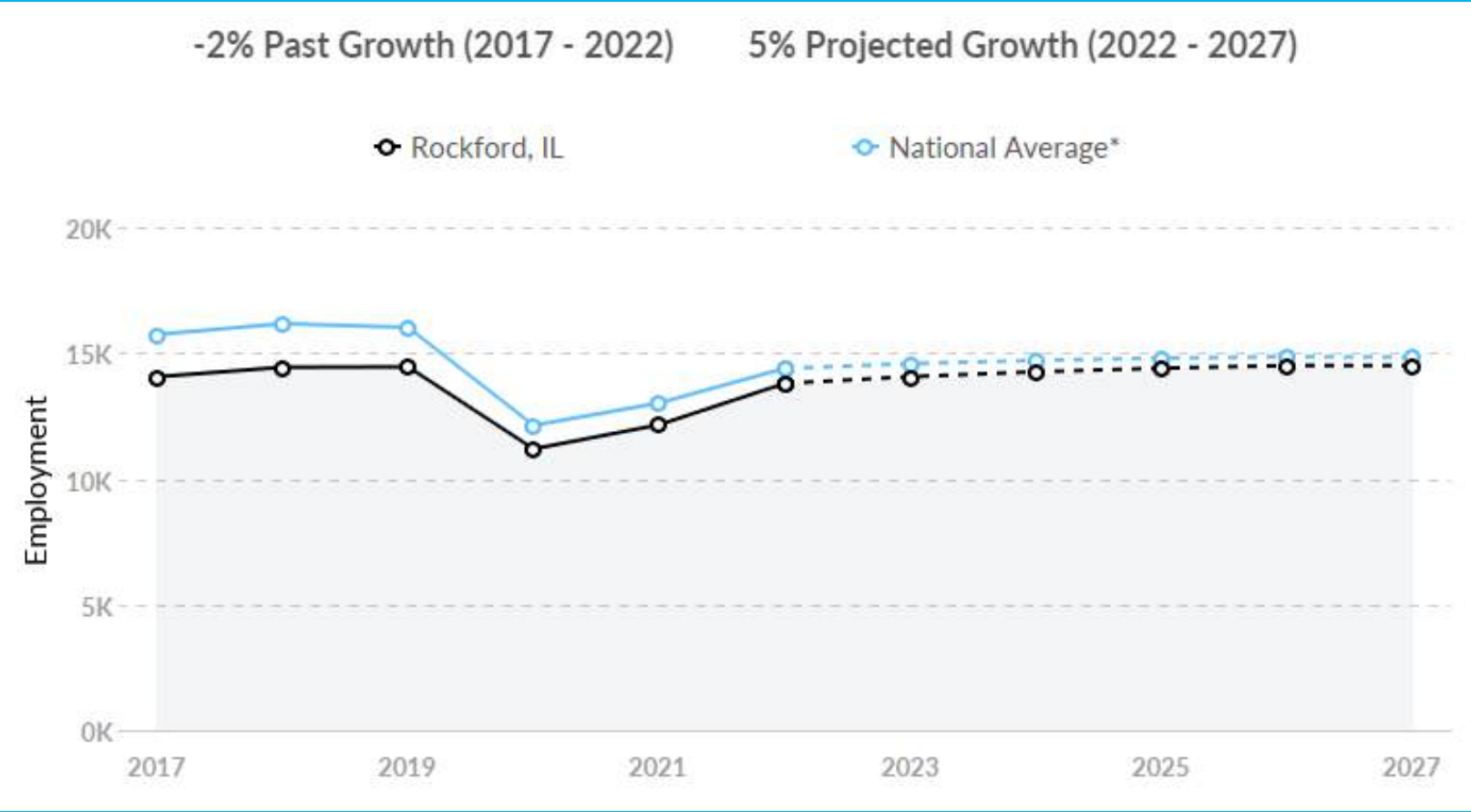
Average SF Required by Group Type at Competitive Meetings Hotels (Most Relevant Year*)

Group Type	The Camby	DoubleTree Phoenix Gilbert	DoubleTree Phoenix Mesa	DoubleTree Phoenix Tempe	Marriott Phoenix Chandler	Marriott Tempe Buttes	Sheraton Mesa @ Wrigleyville	The Wigwam	Westin Tempe	Average
Association	4,859	6,829	5,952	6,345	5,089	2,076	4,160	16,080	5,557	6,327
Corporate	3,613	3,171	4,943	3,007	2,870	4,083	5,927	9,058	2,501	4,352
Government	1,524	5,495	-	4,572	625	6,525	971	8,317	-	4,004
SMERF	2,854	6,973	6,515	4,361	2,462	5,237	6,299	7,671	5,365	5,304
Average	3,212	5,617	5,803	4,571	2,761	4,480	4,339	10,282	4,474	5,060
Total Function Space	16,896	15,252	11,788	17,923	16,950	21,513	15,888	33,306	10,480	17,777
Space Utilization	19%	37%	49%	26%	16%	21%	27%	31%	43%	28%

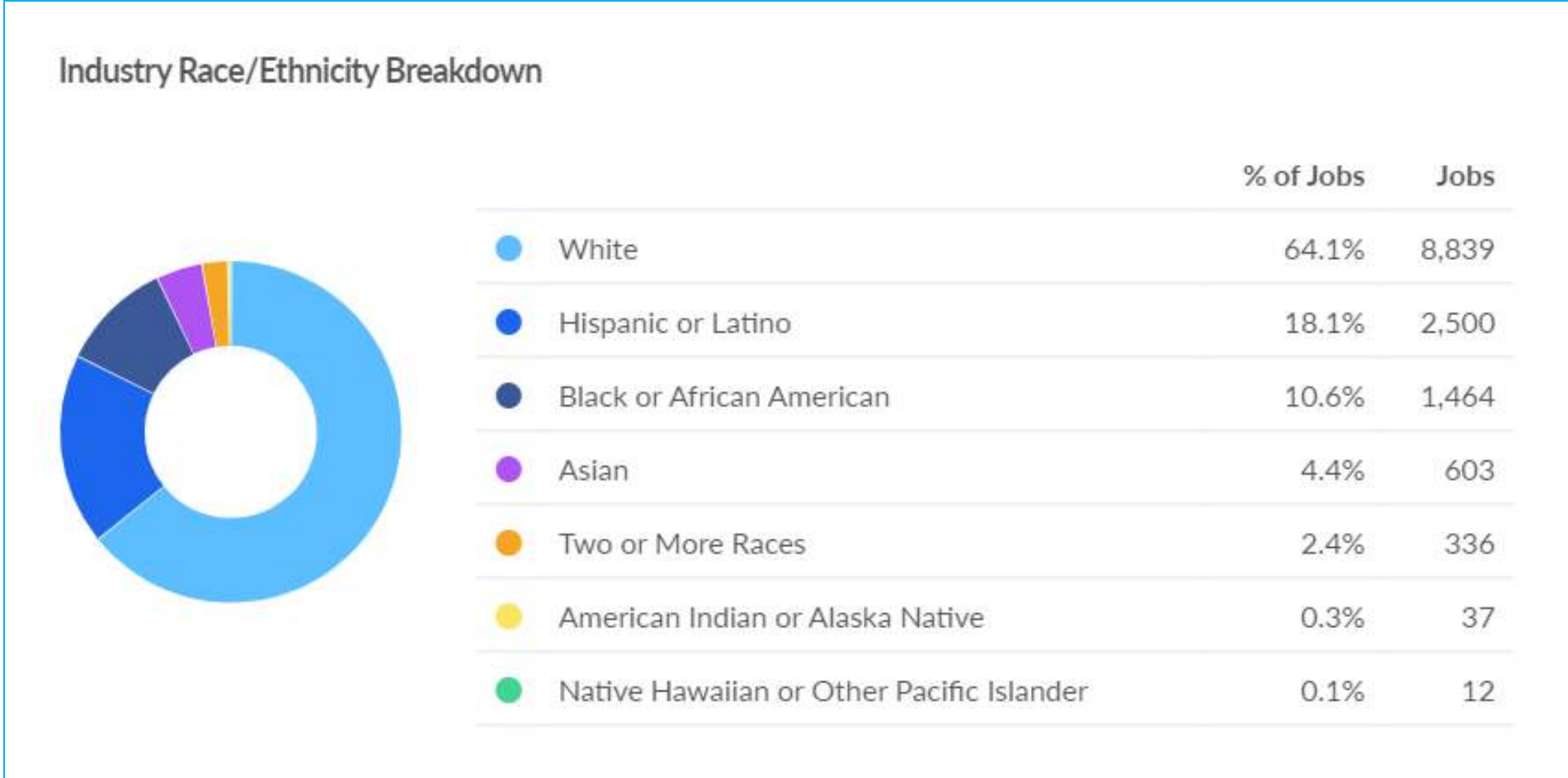
*2019 or 2022, showing most relevant data set available
Source: Knowland

Research Tools: Lightcast Employment Data

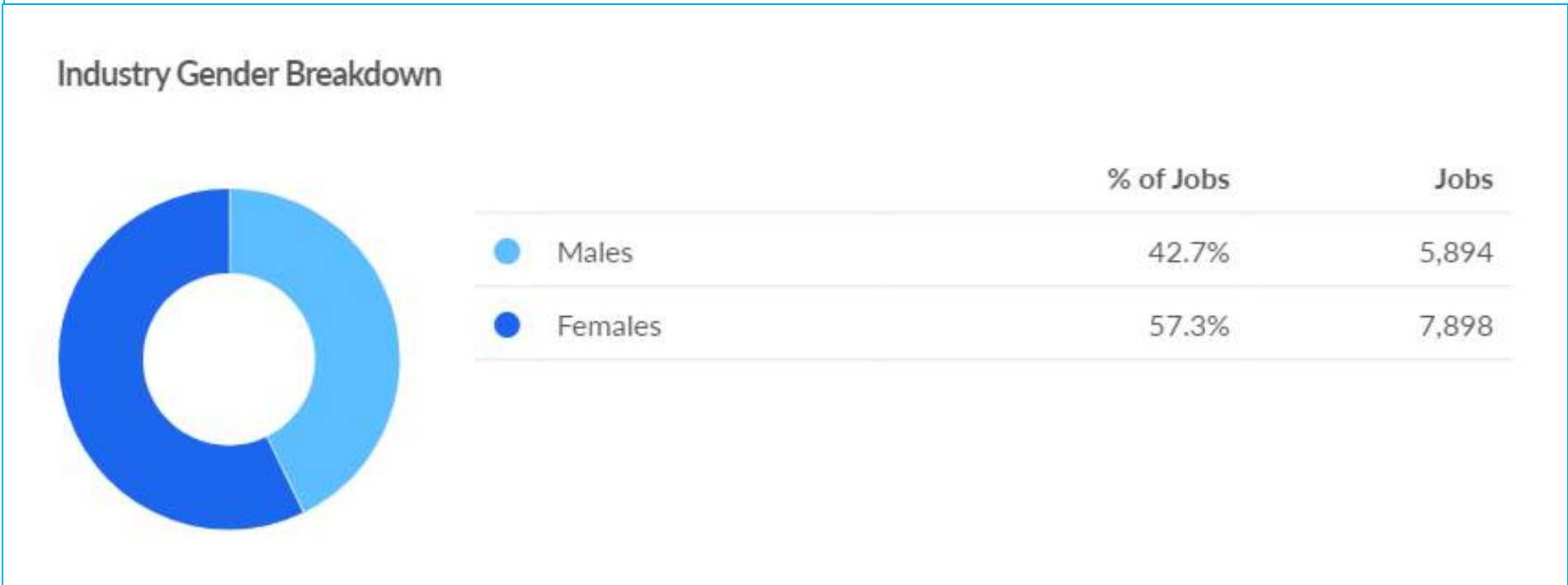
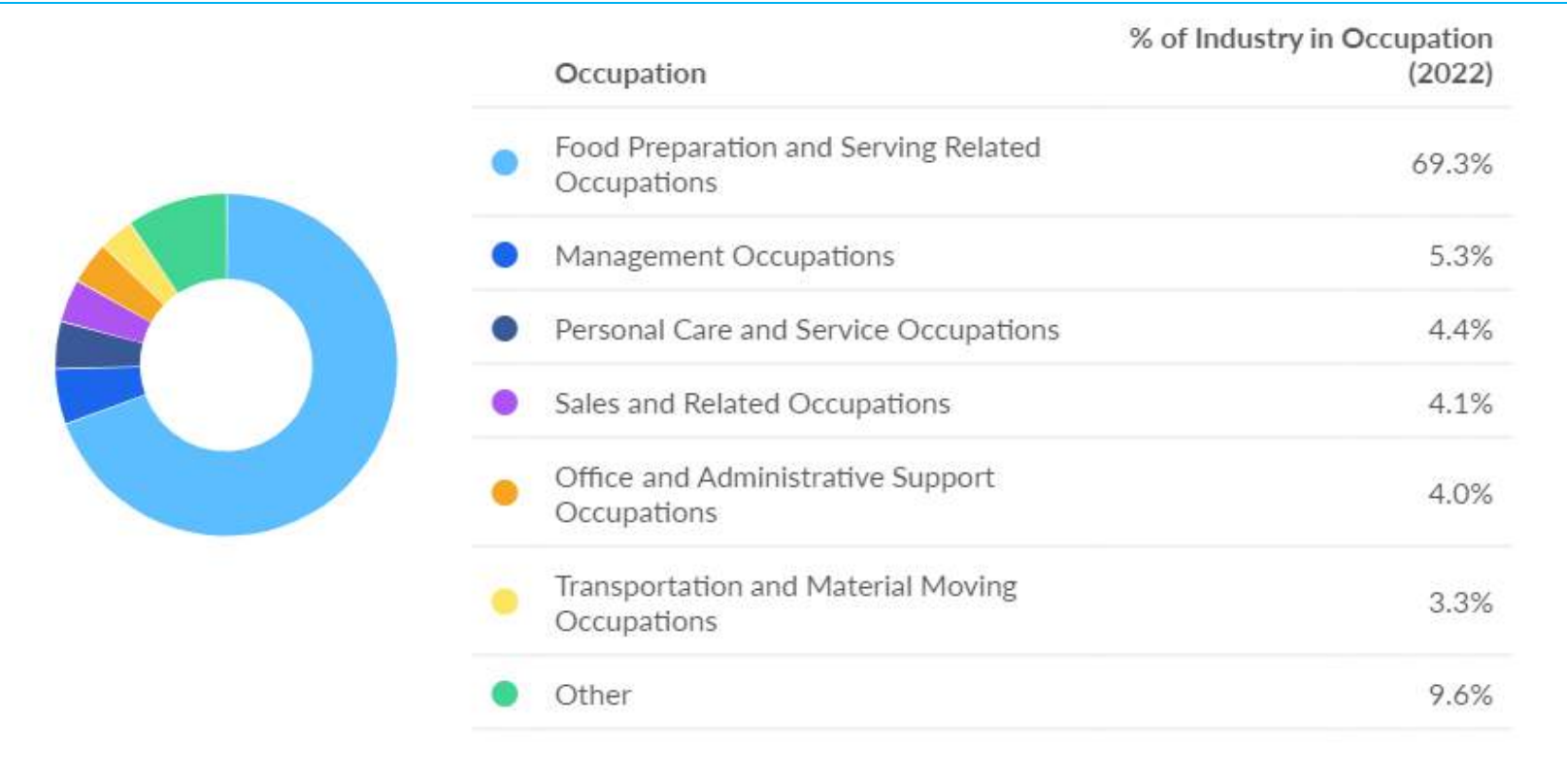
Leisure & Hospitality Jobs



L&D Worker Demographics



L& D Job Growth



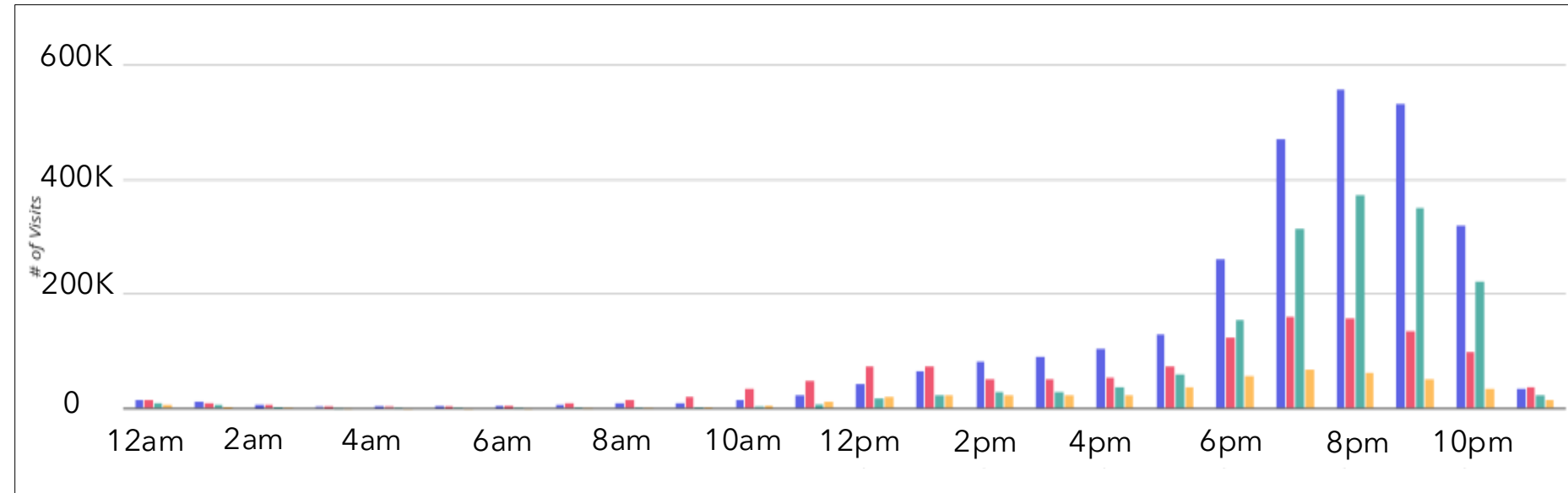
Sample Output

Visitor Demographic Segmentation Mosaic

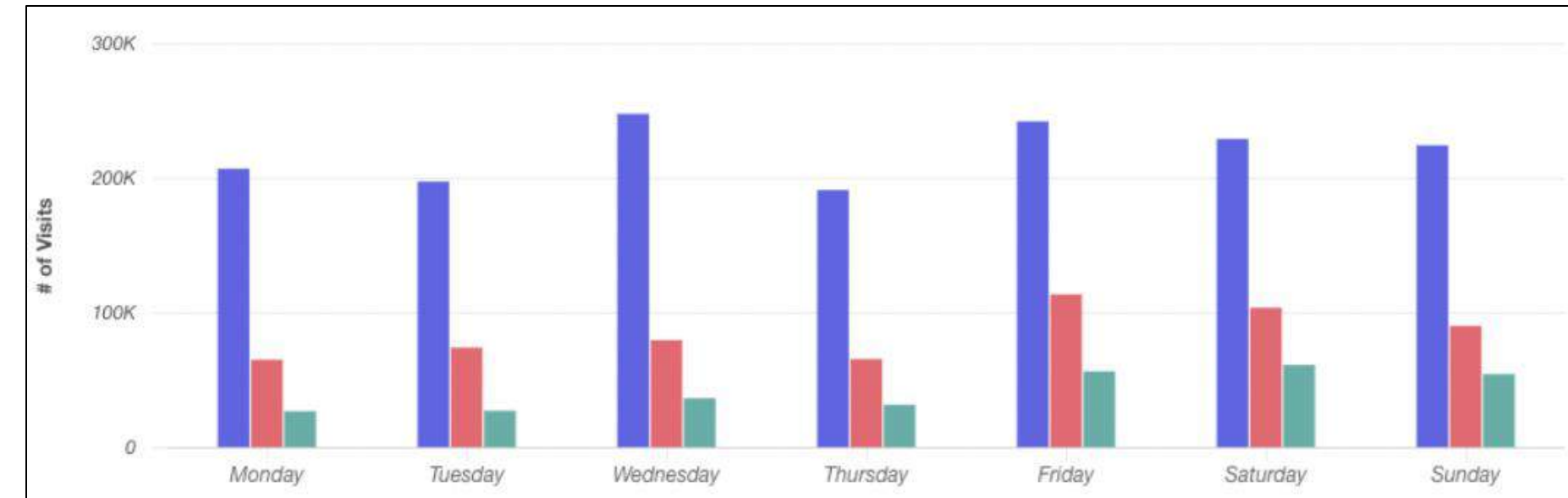
Search Group or Attribute	30 % of Visits	50 % of Visits	70 % of Visits
By Households			
G - Young City Solos	94,181 (23%)	109,975 (15.1%)	121,458 (10.9%)
A - Power Elite	84,902 (20.7%)	137,281 (18.9%)	172,212 (15.4%)
O - Singles and Starters	66,133 (16.1%)	108,706 (15%)	161,727 (14.5%)
C - Booming with Confidence	51,126 (12.5%)	102,025 (14%)	159,236 (14.3%)
B - Flourishing Families ⓘ	23,696 (5.8%)	64,691 (8.9%)	104,415 (9.3%)
E - Thriving Boomers	19,138 (4.7%)	34,195 (4.7%)	55,240 (4.9%)
K - Significant Singles	18,191 (4.4%)	43,337 (6%)	72,892 (6.5%)
Q - Golden Year Guardians	17,599 (4.3%)	34,045 (4.7%)	61,395 (5.5%)
H - Bourgeois Melting Pot	8,138 (2%)	22,221 (3.1%)	50,864 (4.6%)
F - Promising Families	8,012 (2%)	21,599 (3%)	46,649 (4.2%)
D - Suburban Style	4,616 (1.1%)	17,620 (2.4%)	41,525 (3.7%)
P - Cultural Connections	4,080 (1%)	7,696 (1.1%)	12,889 (1.2%)
S - Thrifty Habits	3,439 (0.8%)	5,261 (0.7%)	7,349 (0.7%)
J - Autumn Years	1,702 (<0.5%)	6,174 (0.8%)	18,512 (1.7%)
I - Family Union	1,677 (<0.5%)	4,083 (0.6%)	9,409 (0.8%)
L - Blue Sky Boomers	1,541 (<0.5%)	4,918 (0.7%)	14,173 (1.3%)
R - Aspirational Fusion	1,326 (<0.5%)	2,841 (<0.5%)	6,327 (0.6%)
M - Families in Motion	51 (<0.5%)	209 (<0.5%)	726 (<0.5%)
N - Pastoral Pride	22 (<0.5%)	104 (<0.5%)	323 (<0.5%)

Sample Output

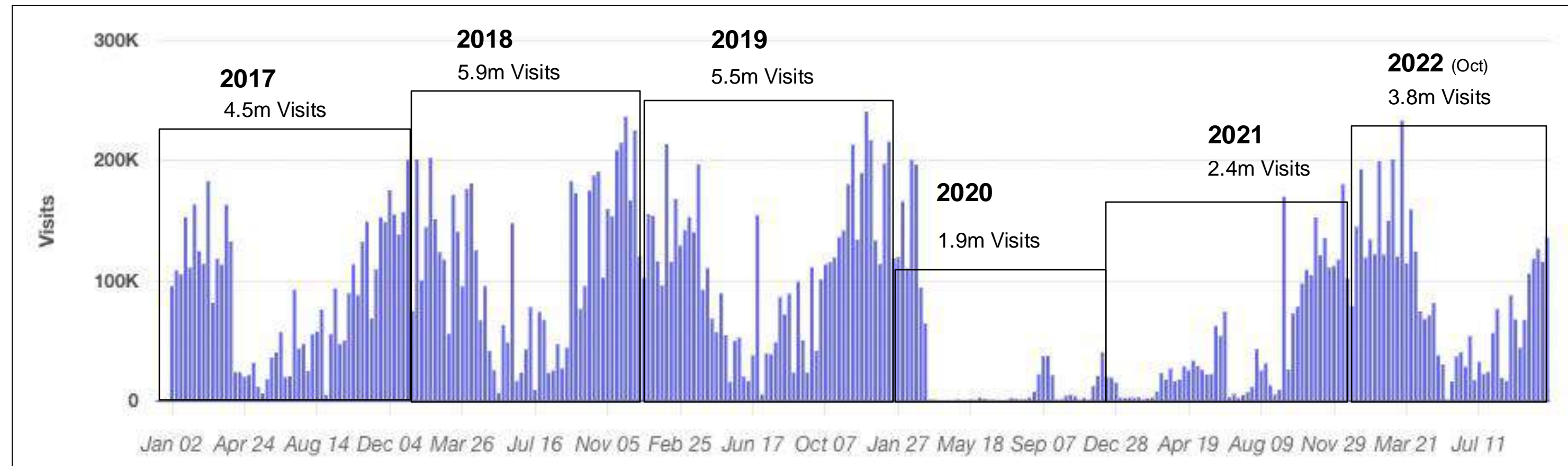
Time of Day



Day of Week

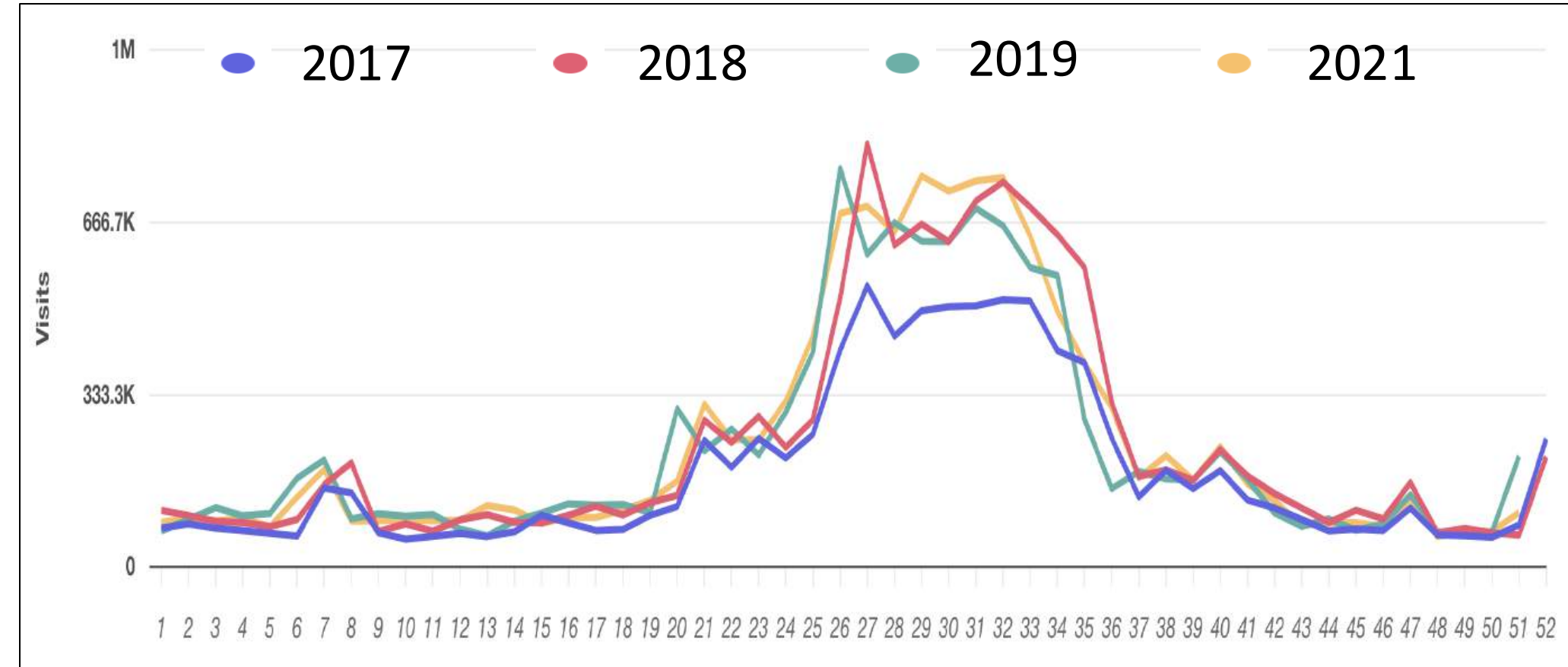
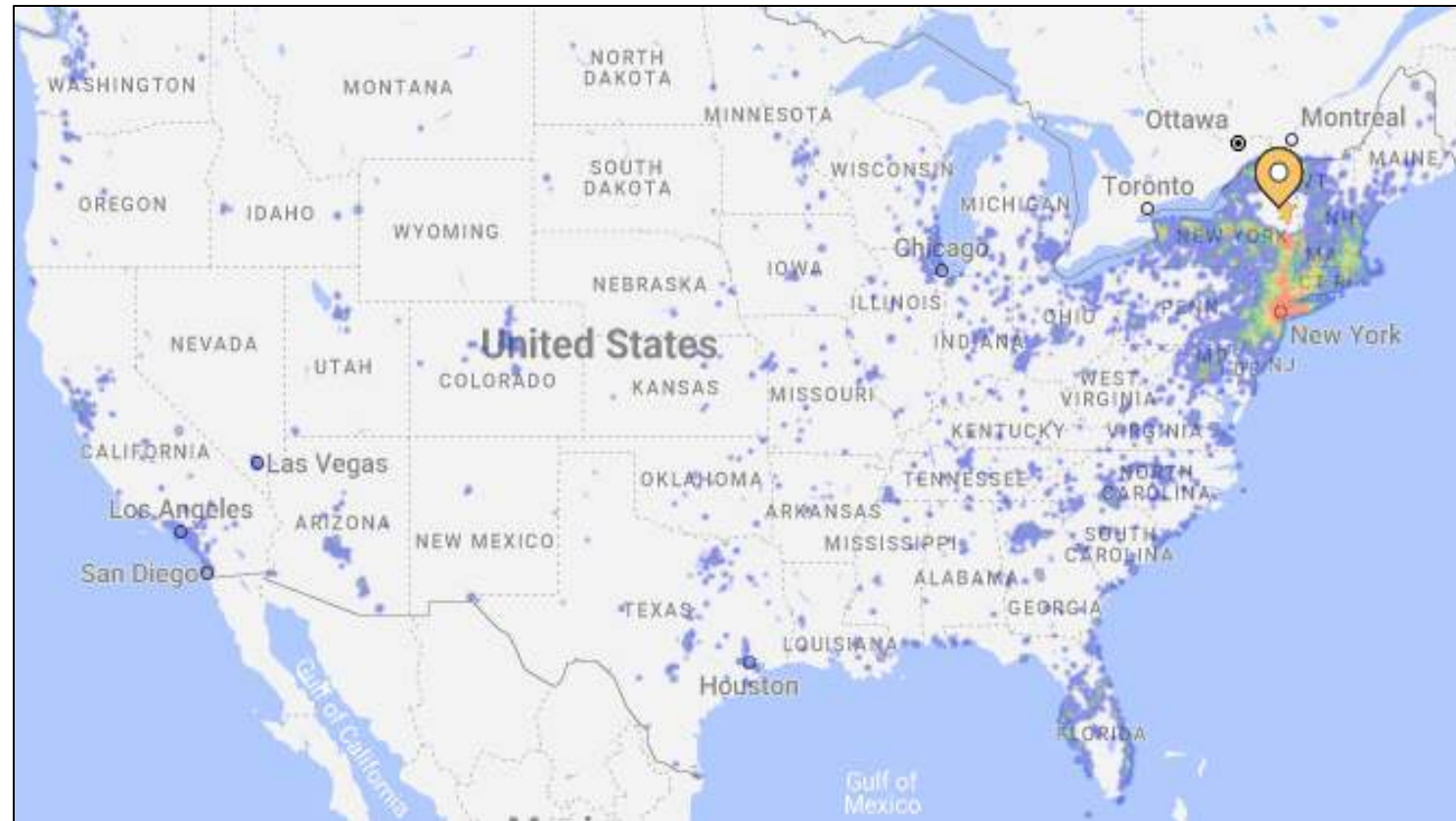


Month & Year



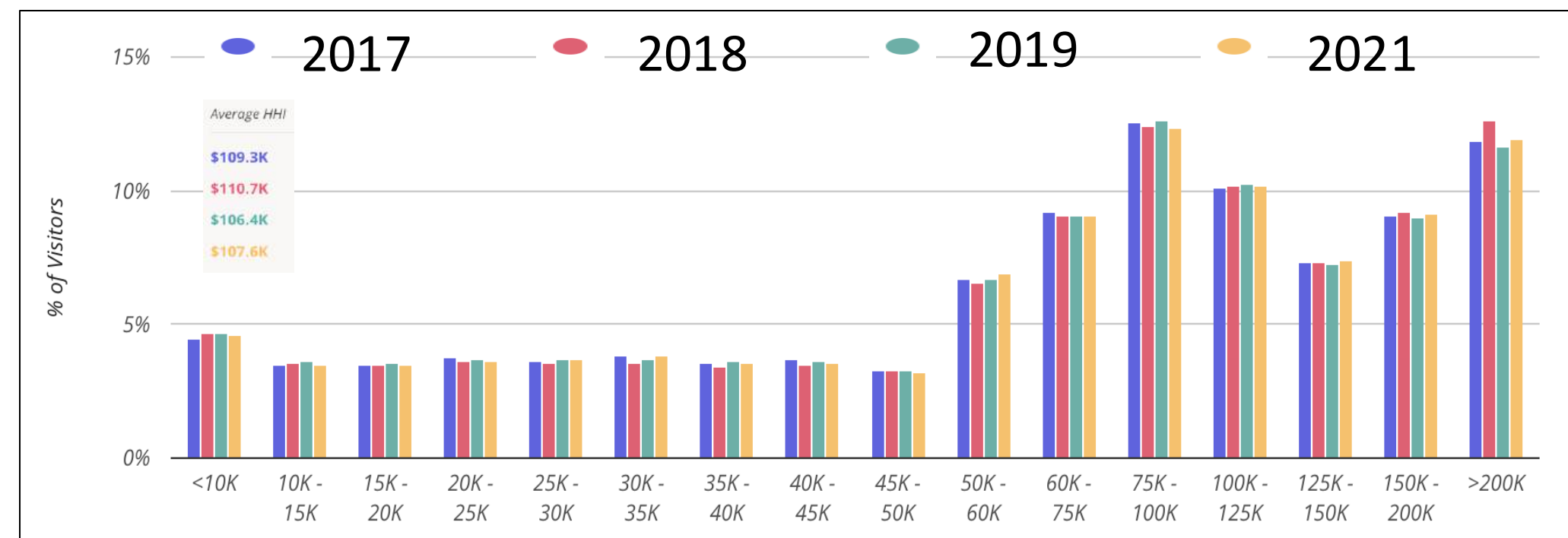
Sample Output

Asset Audit



Visitation			
Year	Visits	Unique Visits	Visit Frequency
2017	9,700,000	1,500,000	6.50
2018	12,500,000	2,000,000	6.23
2019	12,100,000	2,000,000	6.00
2021	12,600,000	2,100,000	6.09

Source: Placer.ai



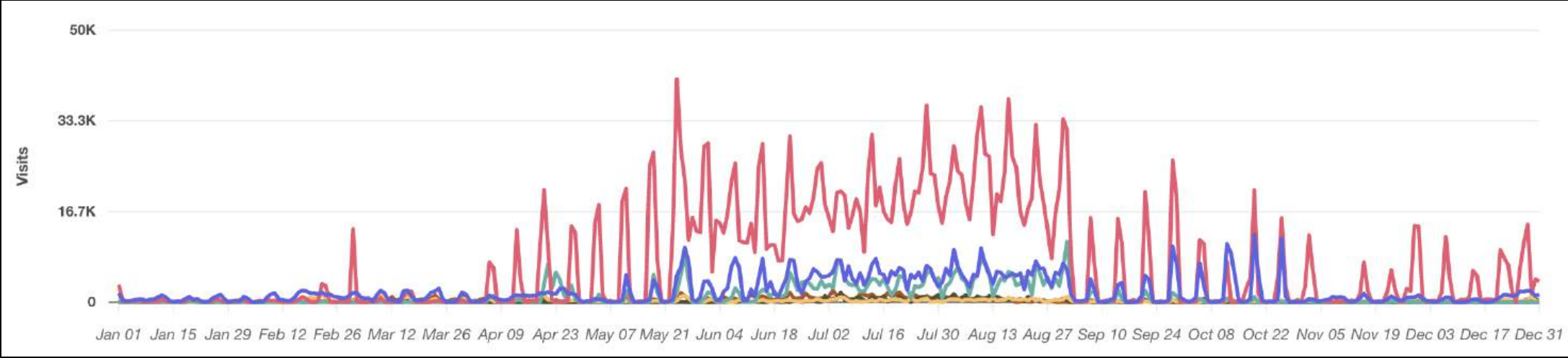
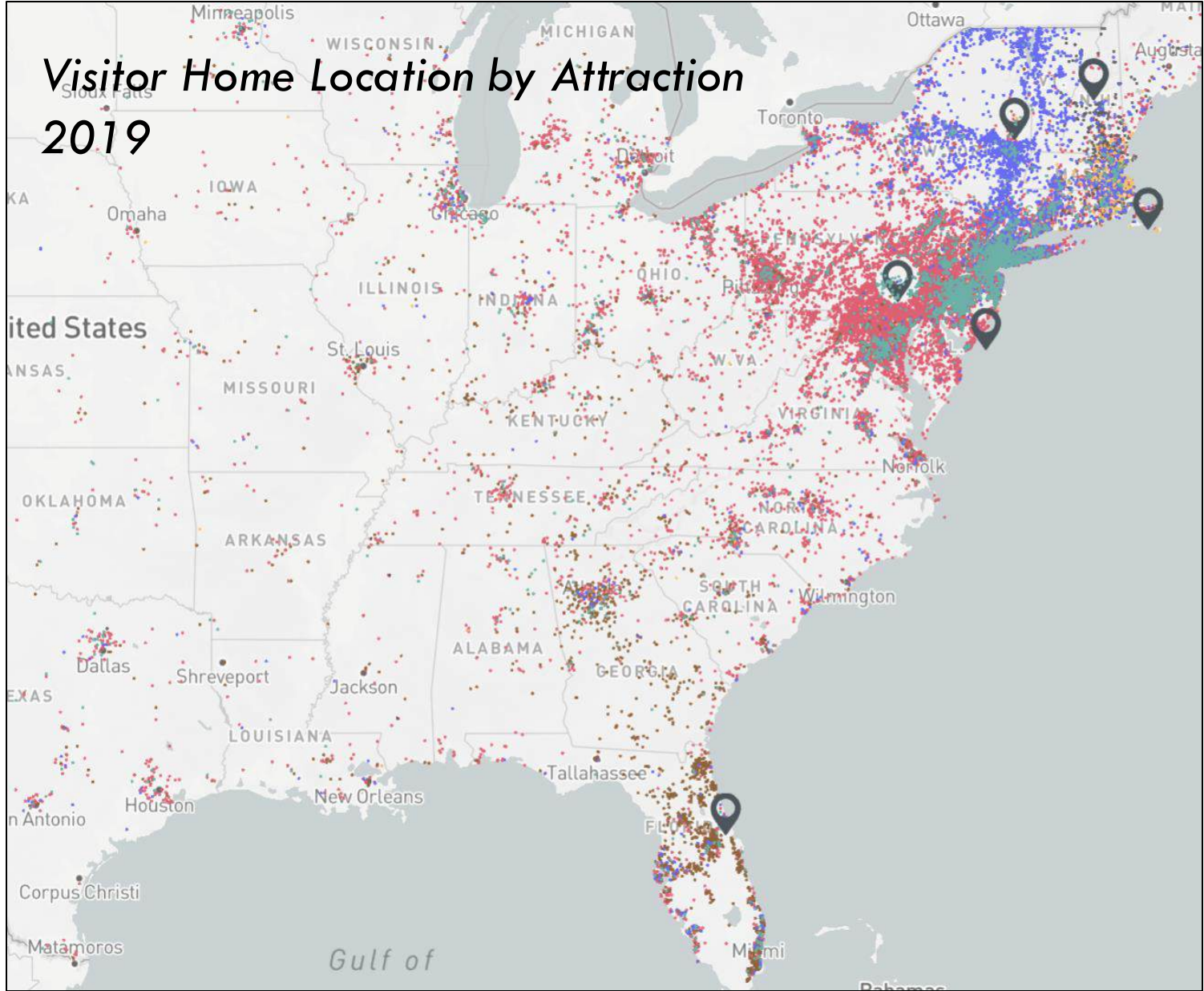
Sample Output

Competitive Attraction Performance

**Competitive Destination Amusement Attraction Visitation from Over 30 Miles
(January 1, 2019 - December 31, 2019)**

Attraction	Location	2019 Visits	2019 Visitors	Visits Per Customer
Hersheypark	Hershey, PA.	2,700,000	1,900,000	1.42
Great Escape/Splash Kingdom.	Warren County, NY.	757,900	356,900	2.12
Atlantic City Steel Pier	Atlantic City, NJ.	392,600	345,400	1.14
Daytona Lagoon	Daytona Beach, FL.	118,000	99,500	1.19
Cape Codder Waterpark	Barnstable, MA.	96,400	48,700	1.98
Whales Tales Waterpark	Lincoln, NH.	45,300	37,500	1.21

Source: Placer.ai



Questions?

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