

## **Amusement Park Project**

### Designing and Marketing A New Amusement Park For Your Generation

Finally, each student is responsible for writing his or her final analysis of "A New Amusement Park for Your Generation," based on personal ideas and any group conclusions that may be appropriate.

You will research 3 different amusement parks. For each of the three parks you will need to find the following information. (36 points)

1. Name of the park
2. Number of roller coasters
3. Names of roller coasters
4. Names of park areas/sections
5. Ten other rides (type and name)
6. Water rides
7. Available food and beverages
8. Entertainment offered
9. Services Offered
10. Location of park
11. Surrounding cities
12. Any other pertinent information you discover

### Proposed Amusement Park Outline

- Overall park theme
- Principal Sponsor (Disney, United Artists, MTV, etc.)
- Location of park
- Size of the park in acres
- Number of rides
- Kind of rides
- Number of concession stands/restaurants
- What food/drink is available for sale
- Other park attractions/activities
- Layout of the park
- How many parking spaces for cars/busses/vans/motorhomes/SRVs
- Number of souvenir stands/stores

### Amusement Park Creation Project

- What type of park will you have?
- What will your overriding theme be?
- What will you name it?
- What will your logo be?
- What will your park colors be?

- Define your target market.
- Where will you locate your park?
- Why did you choose that location? What is the population of the area?
- What is your park's main sponsor?
- What other sponsor will you have?
- What types of sections/areas/divisions will your park have? What will you name these areas? What kind of rides will be in each section?
- How many roller coasters will you have? What will their names be?
- What other rides will you have? Will they have names?
- What types of entertainment will you have? Where will they be located in the park? Will their venues have names?
- What kind and how many shops will you have?
- What are the general rules and guidelines will you have for the park?
- What will be your days and hours of operation?
- Will there be any special characters in the park?
- What accommodations will you make for handicapped guests to your park?
- Describe your parking facilities.
- Will you have a shuttle service?
- Describe number and location of restroom facilities.

You must include the following:

- A proposal for the park (limited to 7 pages) (50 points)
- A brochure for the park (25 points)
- A detailed map of the park (25 points)
- A map of the surrounding area (printed from the internet is fine: 10 points)

The project needs to be neat and professional. All written information must be typed or word-processed.

Total: 146 Points