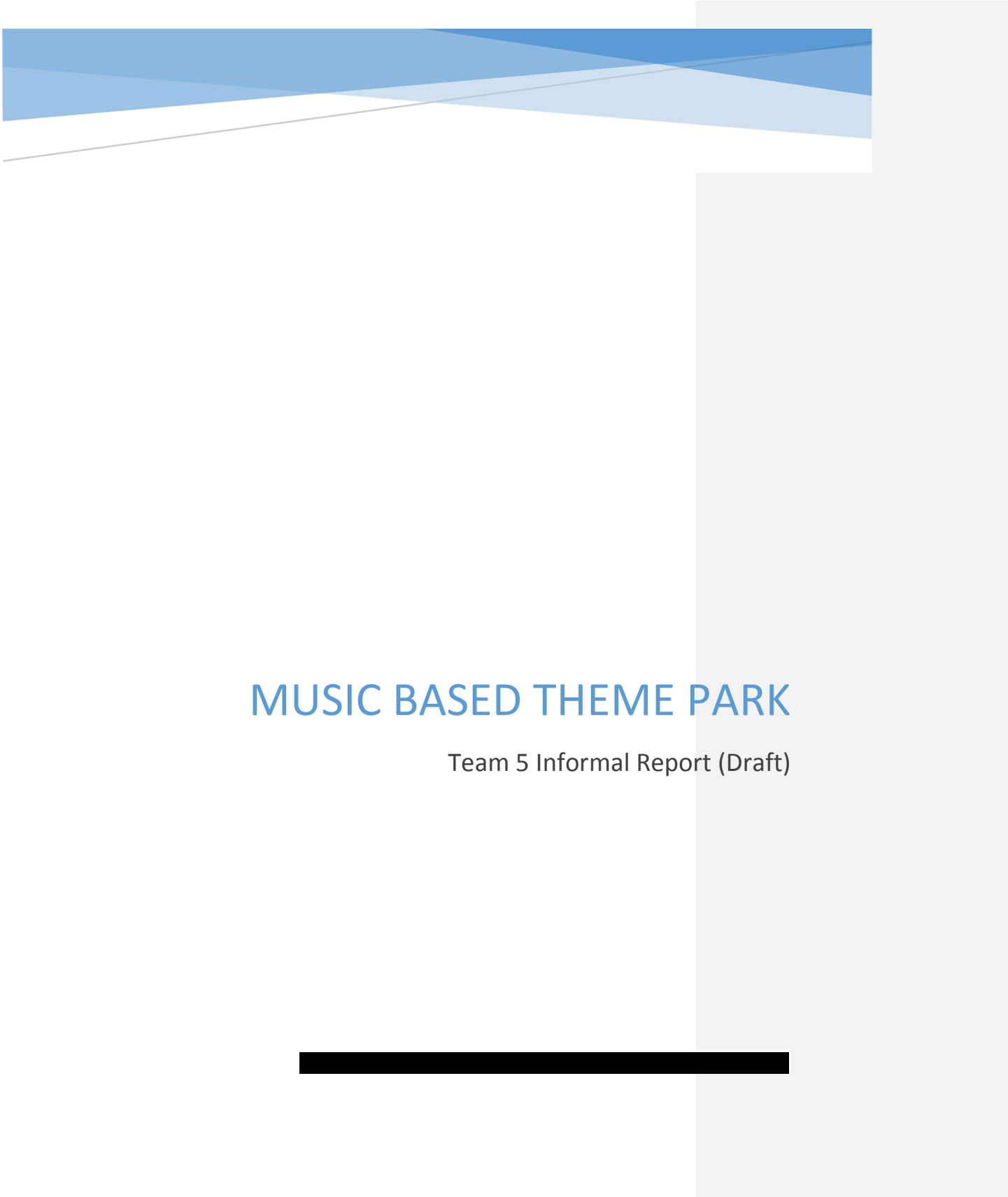




MUSIC BASED THEME PARK

Team 5 Informal Report (Draft)



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Comment [U1]: The informal report does not need a table of contents.

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I. INTRODUCTION

This report is to inform and propose to TRC Inc. for a location and theme for an upcoming attraction to be built in the state of Texas. Our consulting firm () created this report to indicate that the city of Austin was the most ideal location in the state of Texas to propose the new theme park TRC Inc. was interested in.

With Austin becoming the fastest-growing city in the United States, and home to some of the world's largest and most famous festivals (South by Southwest, Austin City Limits), the tourism and attraction of this city is key to becoming the next onsite "music theme" theme park.

Music is what draws attention to this city and creates an image that no other can compare. The mottos that have stuck with Austin for many years now, "Keep Austin Weird" and "live music capital of the world," show and give an expression that vibrates off this city, community, and culture.

An example that can play into creating this theme park is the popularity of the Hard Rock Café, Hotel, and Casino. We believe that these next three sections: investment logic, location analysis, and business analysis, will contribute to this proposal on deciding TRC Inc.'s next new theme park.

[add]

Comment [U2]: Don't forget to include a memo header before you start your report (see page 299 in WTW).

The audience for this informal report is your supervisor (in this case, me), who wants to see how your project is coming along before you send the actual proposal to the client. Rephrase your report where necessary to show that you are addressing your supervisor.

Audience awareness is one of the reasons why I would like you to use the memo header: by specifying who the report is directed to (in the "To:" line), you see that you are writing to your supervisor, not to the client.

Comment [U3]: Save these details for the body of the report. Provide only general, summarized information in the introduction.

Comment [U4]: Very nice introduction of the subject, purpose, and team members. Also add an overview of the limitations, conclusions, and recommendations. This last part relates both to the limitations of the theme park itself and to your work on the project (e.g., any necessary adjustments in scheduling, budgeting, or work assignments).

II. INVESTMENT LOGIC

After conducting a survey in which there was a question about which city you would find more exciting/entertaining, we got great results. The survey was conducted primarily in the El Paso area, but also distributed among the state since it is where we have the most knowledge of. Three cities that stood out in this survey were El Paso, Houston, and Austin. After long research of pros and cons of each city we got to a conclusion. Austin makes a great spot for a new attraction. The fact that it is the most rapidly growing city in America, located nearly in the middle of 3 major cities in Texas not to forget it is surrounded by college towns, and that it is the live music capital of the world makes my mind blow with ideas about a new attraction. The idea of a theme park in Texas absolutely gives me a handful of hope. The only major amusement parks in Texas are located in San Antonio and Arlington. Those have been around for quite a while now. Even though these two are great cities with lots of attractions including the parks, I think local Texans are ready for something new. A theme park in an area that is rapidly growing and that also has a lot of traffic from travelers as well from people commuting daily seems to have the opportunity to explode a new market. Also, a vast amount of jobs will be generated with this new project. Jobs that are great opportunities for college students for example, of which by the way there are thousands in this area. Austin is a city where live music seems to be the main attraction. So why not incorporate that into the park. Attract those who come for music festivals, and make them not only want to go to the music festival, but also to get a thrill. In, fact why not have a park capable of having a couple of big music events during the year. Even though the main theme of the park will be music, incorporating other unique features of

Comment [U5]: It seems like you provide your evaluations of the location and weather in this section, as well as your suggestions about how the park should be organized. It can be confusing to read about your evaluations before seeing the actual data.

My suggestion: move these evaluations and recommendations in their specific sections (for example, you have a separate section on location analysis below, so use your conclusions about the location there).

Comment [U6]: Provide the basic information about the demographics of your survey. The results of the survey can serve as one of your visuals that you need to include (for example, a graph of the results).

Austin into the park will make this place one of a kind. For example the infamous city motto of “Keep Austin Weird” is something that will be somewhere in the park. Of course the target clientele would be the age group of people 18-25 years of age; however we will not limit our park to only them. We also want to have a market for other age groups. Among the proposed rides for this park are those for people who really like thrills, family oriented rides, water rides, exhibitions, shows, and food courts. The park location is a magnificent one. The park would be located right in front of Walter E. Frank Metropolitan Park which houses a very nice lake. It is a short distance from the Austin – Bergstrom International Airport, and from plenty hotels. The possibility of offering shuttle services from the airport to the park as well as from select hotel to the park is something that is still under review, and the proximity to the city itself is not far at all. Parking will not be an issue as the park will count with a 150 acre secured parking lot with shuttle routes to minimize the risk of having a pedestrian accident, and for the commodity of our guest. As to the park itself, we are heavily considering on dividing the 300 acre park into areas that will be themed each with a different music genre. Every section will have its own lively environment that will attract that feeling of curiosity and desire for an adventure. In the middle of the park the food courts would be placed along with exhibition booths, and games. This center part of the park should be able to connect certain sections of the park to each other allowing for easy access into and from other areas. Drink stalls and water fountains will be placed throughout the complex, since Austin weather can get a bit harsh for some people in summer time. This leads me into talking about the weather. This area of Texas is known for its humidity in summer. So it may feel a bit warmer than it really is. However I do not see that as a problem as we will

have many ways for people to stay hydrated, shaded areas, the possibility of water rides is always there and even having cooling stations at which you can enjoy fresh breeze hitting your body. Now that that picture is set for what the idea behind this project is let's talk numbers.

III. LOCATION ANALYSIS

The following section aims to not only show the main locations considered, but the logic used when determining which location would be best. Being Texas residents, the team felt more comfortable using this state as the base of our selection, as we have first-hand knowledge of the locations considered. Once the team settled on which state was to be used, it was decided to use a survey to collect data from the community (including but not limited to UTEP students, friends, and family). From the survey results, the team found Austin, El Paso, and Houston to be the most favored cities. As such, the logic analysis presented below will only take those 3 locations into account. After much debating, the team came to the conclusion that a simple PRO/CON list would be the most effective medium to convey the results of our analysis.

Austin, TX.

PRO:

- The city of Austin presents a great opportunity for this project. As the city already possesses notoriety for being not only the capital of the state, but music capital of the state, and arguably of the south as well. The existing notoriety could prove as very fertile ground for cultivating any sort of music based enterprise/attraction/theme park.
- The unofficial motto of the city “Keep Austin Weird” is one that seems to reverberate well with all the people who live there. The city itself has taken on a general air of acceptance and willingness to try new things. This is also ideal for this project, as it will be wadding through rather untouched ground.
- The city also has several surrounding suburbs and relatively nearby cities that could help improve the overall attendance and revenue. Along with that factor, the town and surrounding communities have several colleges that will contain plenty of people considered to be the best demographic for this type of project.
- Weather is favorable year round with the exception of an elongated rainy season due to arguably high moisture content. However, the community seems to have grown resilient and are rather unfazed by the showers, which helps determine best business practices for .
- Great touristic spot. High amount of travel traffic could potentially assure a profit for the company aside from local revenue.

Comment [U7]: How do you know these things? Although it is okay to use your own knowledge, you also need to include some supporting research.

Comment [U8]: What is the weather like? What are the average temperatures? Rainfall? This is a good place to add more research. You could use an image with average temperature here.

Comment [U9]: How do you know this? Provide some facts and figures.

CON:

- The main demographic we’re aiming for (18-25), could prove to be hard to work with when it comes to delivering a price for admission that would be considered fair to them while covering all the costs the needed.
- Being a landlocked city makes having a waterfront property overly expensive yet necessary to make certain ideas or venues thrive. However, this might not be an issue up front if the park is designed without water rides.

- Potential for heavy showers could make it difficult to host certain events, especially live air or stage performances, and may demand extra investment into different types of insurance, materials, employees, training, etc.
- The fact that it is a city so heavily invested in music could prove to be difficult as the pool of competitors may be bigger than in any other location.

El Paso, TX.

PRO:

- El Paso has great potential for business since it is a border town. Revenue, in a sense, can be expected to come from Mexico as well as the United States.
- The city seems to continue expanding rapidly, allowing for more people and businesses to thrive. Brining a high job count business could greatly help the economy of the area.
- Other than Western Playland, there are no other theme parks anywhere near El Paso. Competition would be limited solely to Western Playland, and given the current state of their park, a new theme park shouldn't have an issue entering the market.
- The city is interested in bringing in more revenue through events and tourism as exemplified by the constructions of a new baseball park and team acquisition. This could favor a company attempting to bring a major touristic attraction.

CON:

- The fact that El Paso is a border town is a great asset that could also hurt overall revenue without a warning. The current socio-political and national security status of the country could make it anywhere from hard, or even impossible for people across the border to attend the park. This is a major risk factor that can't be controlled by business owners, and surely a major point of consideration.
- Constant city expansion for housing may also limit the availability of land when it comes to zoning and prime land locations.
- The city government has proven hard to deal with when it comes to land leasing and purchases. Six Flags tried to build a park in El Paso at one point in time, but negotiations were never able to come to a close due to several land cost issues.
- Although El Paso is a relatively big city, many of the major events seem to not come directly to this city. Booking some of the more famous musical talents could prove to be difficult, which could in turn hurt the overall revenue.

Houston, TX.

PRO:

- The city of Houston has a great population with many surrounding or nearby suburbs that can be expected to bring revenue to the park.
- The city being located near the gulf also helps improve the availability of areas that can be used as beach side resorts. This in turn can be used to provide great package deals to customers. Also, gulf proximity allows for a more diverse

variety of food as fresh seafood can now be incorporated to menus at a lower expense to the company.

CON:

- The fact that the city is so close to the gulf is a major selling point, but also the main reason the team has decided not to focus too heavily on this location. Given the recent events of the past few years (oil spill and hurricanes), the team feels as though this location is ultimately too high risk to be of use. The amount of money that would be needed for insurance purposes in case of natural disasters would be much greater than in other locations. This cost would have to be trickled down to the customer, thus making prices higher, which could put off some potential customers. A man made natural disaster, such as the oil spill, could once again make the area unappealing as a touristic attraction thus lowering revenue.

IV. BUSINESS ANALYSIS

V. CONCLUSION

We have concluded that given our experience in the state of Texas and the research we have gathered, that Austin would be the best city in the state to construct a theme park. Being the fastest growing city in America and located in the heart of Texas, makes it the perfect location. The fact that it is a major city that does not have anything of the type makes it even more attracting since there is no direct competition. Incorporating local themes like live music and local mottos will give it that distinction by which people will be able to identify. The market is great there since it is surrounded by major cities and many higher education institutions. It would benefit the county by creating jobs for many college students primarily.

[add]

Comment [U10]: Add a paragraph on the limitations of your research so far and how you will address these limitations. **This does not mean that you need to do more research for the informal report –it means that you are aware of what else you will need to do before you submit the final proposal to the client.**

References

Comment [U11]: Decide if you will use APA or MLA and revise the list accordingly.

Own Knowledge

Comment [U12]: You don't need to include this in the list of references.

Publication from a University

<http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1015&context=imseteach>

Six Flags Corporation Annual Report- <http://investors.sixflags.com/phoenix.zhtml?c=61629&p=irol-reportsAnnual>

<http://www.smithsonianmag.com/travel/keeping-it-weird-in-austin-texas-5541700/>

http://austintexas.gov/sites/default/files/files/EGRSO/AnnualReport2013_2014Feb12.pdf

Team 5.

This is a good start of the Informal Report. The major thing you need to work on is providing more concrete research. Most of your claims are unsupported, so they sound more like your assumptions or general knowledge. You should support your claims with a combination of research and imagination, as I suggested in the margins for a couple of examples. You don't have to have all this done in time for the final draft of the Informal Report. This report is supposed to show what else you need to do for the final proposal (the final project for the class), so simply explain in your conclusion what else your team needs to do and how you plan to do it.

Also, be careful not to exceed the page length requirement. If you see that you have too much information, you will have to decide what to use in this report and what to save for the final proposal.

Dali