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Briefing Book and Background Data for Regional Attractions and Children's Parks

Harrison Price Company



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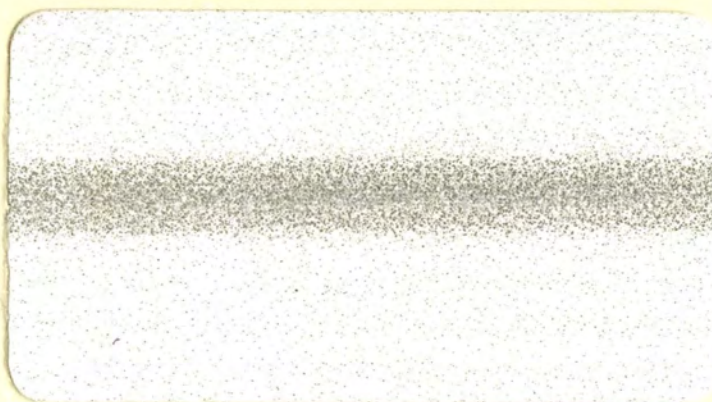
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HARRISON PRICE COMPANY

**BRIEFING BOOK AND BACKGROUND
DATA FOR REGIONAL ATTRACTIONS
AND CHILDREN'S PARKS**

Prepared for:

MCA Recreation Services Group

July 3, 1991

Prepared by:

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REGIONAL ATTRACTIONS

**ESTIMATED MARKET SIZE OF CITIES WITH
AND WITHOUT MAJOR PARKS
(Millions)**

<u>City</u>	<u>Resident Market</u>	<u>Tourist Market</u>	<u>Total Market</u>
Cities Bypassed in Major Park Development:			
New York/New Jersey	17.8	17.1	34.9
Washington, D.C.	6.5	20.2	26.7
Boston	6.9	6.0	12.9
Denver	2.2	8.5	10.7
Vancouver, B.C.	2.5	5.9	8.4
Detroit	4.6	3.5	8.1
Seattle	2.6	4.8	7.4
Milwaukee	2.2	5.0	7.2
Indianapolis	1.9	3.4	5.3
Birmingham	1.1	2.8	3.9
Selected Cities with Major Parks:			
Houston (Astroland)	4.3	8.8	13.1
Minneapolis (Valley Fair)	2.3	9.2	11.5
Pittsburgh (Kennywood)	3.1	7.0	10.1
Nashville (Opryland)	1.4	6.0	7.4
Cleveland (Geauga Lake)	2.8	3.3	6.1

Source: Harrison Price Company.

**INDEX OF BUYING POWER FOR
BYPASSED METRO AREAS 1/**

<u>Rank</u>			<u>Index</u>
1	New York, Newark, Suffolk, Bergen, Passaic	6.5978	100
4	Washington/Baltimore	2.9819	45
5	Philadelphia	2.1421	32
6	Boston/Lawrence Salem/Lowell/Brockton	1.8768	28
7	Detroit	1.8386	28
8	Miami/Ft. Lauderdale/ Hollywood/Hialeah/Pompano	1.3574	21
16	Seattle	0.9135	14
18	Phoenix	0.8736	13
24	Denver	0.7234	11
26	Sacramento	0.6271	10
27	Milwaukee	0.6127	9
33	Indianapolis	0.5299	8
35	Portland	0.5203	8
37	New Orleans	0.4802	7
56	Oklahoma City	0.3662	6
58	Birmingham	0.3465	5

1/ Los Angeles/Orange County is second at 5.0202, index 76 against New York/New Jersey.

Source: Harrison Price Company.

**PENETRATION RATES FOR SELECTED CITIES IN REGIONAL MARKETS
WITH MAJOR PARKS
(Millions)**

City	Total Market	Major Park		Penetration Rate
		Name	Annual Attendance	
Nashville	7.4	Opryland	2.125	28.7%
Cleveland	6.1	Geauga Lake-Funtime Inc.	1.125	18.4%
Houston	13.1	Astroworld	2.100	16.0%
Pittsburgh	10.1	Kennywood Park	1.200	11.9%
Minneapolis	11.5	Valley Fair	1.127	9.8%

Source: Harrison Price Company.

NEW YORK/NEW JERSEY ATTENDANCE MODELS

Total Available Market	34,900,000	34,900,000	34,900,000	34,900,000
Penetration Rate	9%	12%	15%	18%
Annual Attendance	3,141,000	4,188,000	5,235,000	6,282,000
Percent in Peak Month	25%	25%	25%	25%
Peak Month Attendance	785,250	1,047,000	1,308,750	1,570,500
Peak Week Attendance (+4.43)	177,257	236,343	295,429	354,515
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	35,451	47,269	59,086	70,903
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	24,816	33,088	41,360	49,632
Acres of Required Area in Park (400/acre)	62	83	103	124

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR NEW YORK/NEW JERSEY

Attendance Scenarios	3,141,000	4,188,000	5,232,000	6,282,000
Design Day	35,451	47,269	59,086	70,903
On-Site	24,816	33,088	41,360	49,632
Acreage in Park	62	83	103	124
Capacity (1.4 units per hr.)	34,742	46,324	57,904	69,485
Cost				
Cost at \$3,200/unit	111,174,336	148,235,584	185,293,696	222,351,808
Cost at \$4,200/unit	145,916,316	194,559,204	243,197,976	291,836,748
Cost at \$5,200/unit	180,658,296	240,882,824	301,102,256	361,321,688
Gross Revenue				
Revenue at \$15 per cap	47,115,000	62,820,000	78,480,000	94,230,000
Revenue at \$20 per cap	62,820,000	83,760,000	104,640,000	125,640,000
Revenue at \$25 per cap	78,525,000	104,700,000	130,800,000	157,050,000
Revenue at \$30 per cap	94,230,000	125,640,000	156,960,000	188,460,000
EBDIT at 20%				
Revenue at \$15 per cap	9,423,000	12,564,000	15,696,000	18,846,000
Revenue at \$20 per cap	12,564,000	16,752,000	20,928,000	25,128,000
Revenue at \$25 per cap	15,705,000	20,940,000	26,160,000	31,410,000
Revenue at \$30 per cap	18,846,000	25,128,000	31,392,000	37,692,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	94,230,000	125,640,000	156,960,000	188,460,000
Revenue at \$20 per cap	125,640,000	167,520,000	209,280,000	251,280,000
Revenue at \$25 per cap	157,050,000	209,400,000	261,600,000	314,100,000
Revenue at \$30 per cap	188,460,000	251,280,000	313,920,000	376,920,000

Source: Harrison Price Company.

WASHINGTON, D.C. ATTENDANCE MODELS

Total Available Market	26,700,000	26,700,000	26,700,000	26,700,000
Penetration Rate	9%	12%	15%	18%
Annual Attendance	2,403,000	3,204,000	4,005,000	4,806,000
Percent in Peak Month	18%	18%	18%	18%
Peak Month Attendance	432,540	576,720	720,900	865,080
Peak Week Attendance (+4.43)	97,639	130,185	162,731	195,278
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	19,528	26,037	32,546	39,056
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	13,669	18,226	22,782	27,339
Acres of Required Area in Park (400/acre)	34	46	57	68

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR WASHINGTON, D.C.

Attendance Scenarios	2,403,000	3,204,000	4,005,000	4,806,000
Design Day	19,528	26,037	32,546	39,056
On-Site	13,670	18,226	22,782	27,339
Acreage in Park	34	46	57	68
Capacity (1.4 units per hr.)	19,137	25,516	31,895	38,275
Cost				
Cost at \$3,200/unit	61,239,808	81,652,032	102,064,256	122,479,616
Cost at \$4,200/unit	80,377,248	107,168,292	133,959,336	160,754,496
Cost at \$5,200/unit	99,514,688	132,684,552	165,854,416	199,029,376
Gross Revenue				
Revenue at \$15 per cap	36,045,000	48,060,000	60,075,000	72,090,000
Revenue at \$20 per cap	48,060,000	64,080,000	80,100,000	96,120,000
Revenue at \$25 per cap	60,075,000	80,100,000	100,125,000	120,150,000
Revenue at \$30 per cap	72,090,000	96,120,000	120,150,000	144,180,000
EBDIT at 20%				
Revenue at \$15 per cap	7,209,000	9,612,000	12,015,000	14,418,000
Revenue at \$20 per cap	9,612,000	12,816,000	16,020,000	19,224,000
Revenue at \$25 per cap	12,015,000	16,020,000	20,025,000	24,030,000
Revenue at \$30 per cap	14,418,000	19,224,000	24,030,000	28,836,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	72,090,000	96,120,000	120,150,000	144,180,000
Revenue at \$20 per cap	96,120,000	128,160,000	160,200,000	192,240,000
Revenue at \$25 per cap	120,150,000	160,200,000	200,250,000	240,300,000
Revenue at \$30 per cap	144,180,000	192,240,000	240,300,000	288,360,000

Source: Harrison Price Company.

BOSTON, MASSACHUSETTS ATTENDANCE MODELS

Total Available Market	12,900,000	12,900,000	12,900,000	12,900,000
Penetration Rate	9%	12%	15%	18%
Annual Attendance	1,161,000	1,548,000	1,935,000	2,322,000
Percent in Peak Month	25%	25%	25%	25%
Peak Month Attendance	290,250	387,000	483,750	580,500
Peak Week Attendance (+4.43)	65,519	87,359	109,199	131,038
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	13,104	17,472	21,840	26,208
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	9,173	12,230	15,288	18,345
Acres of Required Area in Park (400/acre)	23	31	38	46

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR BOSTON

Attendance Scenarios	1,161,000	1,548,000	1,935,000	2,322,000
Design Day	13,104	17,472	21,840	26,208
On-Site	9,173	12,230	15,288	18,346
Acreage in Park	23	31	38	46
Capacity (1.4 units per hr.)	12,842	17,123	21,403	25,684
Cost				
Cost at \$3,200/unit	41,094,144	54,792,192	68,490,240	82,188,288
Cost at \$4,200/unit	53,936,064	71,914,752	89,893,440	107,872,128
Cost at \$5,200/unit	66,777,984	89,037,312	111,296,640	133,555,968
Gross Revenue				
Revenue at \$15 per cap	17,415,000	23,220,000	29,025,000	34,830,000
Revenue at \$20 per cap	23,220,000	30,960,000	38,700,000	46,440,000
Revenue at \$25 per cap	29,025,000	38,700,000	48,375,000	58,050,000
Revenue at \$30 per cap	34,830,000	46,440,000	58,050,000	69,660,000
EBDIT at 20%				
Revenue at \$15 per cap	3,483,000	4,644,000	5,805,000	6,966,000
Revenue at \$20 per cap	4,644,000	6,192,000	7,740,000	9,288,000
Revenue at \$25 per cap	5,805,000	7,740,000	9,675,000	11,610,000
Revenue at \$30 per cap	6,966,000	9,288,000	11,610,000	13,932,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	34,830,000	46,440,000	58,050,000	69,660,000
Revenue at \$20 per cap	46,440,000	61,920,000	77,400,000	92,880,000
Revenue at \$25 per cap	58,050,000	77,400,000	96,750,000	116,100,000
Revenue at \$30 per cap	69,660,000	92,880,000	116,100,000	139,320,000

Source: Harrison Price Company.

DENVER, COLORADO ATTENDANCE MODELS

	10,700,000 9%	10,700,000 12%	10,700,000 15%	10,700,000 18%
Total Available Market Penetration Rate				
Annual Attendance	963,000	1,284,000	1,605,000	1,926,000
Percent in Peak Month	22%	22%	22%	22%
Peak Month Attendance	211,860	282,480	353,100	423,720
Peak Week Attendance (+/-4.43)	47,824	63,765	79,707	95,648
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	9,565	12,753	15,941	19,130
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	6,695	8,927	11,159	13,391
Acres of Required Area in Park (400/acre)	17	22	28	33

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR DENVER

Attendance Scenarios	963,000	1,284,000	1,605,000	1,926,000
Design Day	9,565	12,753	15,941	19,130
On-Site	6,696	8,927	11,159	13,391
Acreage in Park	17	22	28	33
Capacity (1.4 units per hr.)	9,374	12,498	15,622	18,747
Cost				
Cost at \$3,200/unit	29,995,840	39,993,408	49,990,976	59,991,680
Cost at \$4,200/unit	39,369,540	52,491,348	65,613,156	78,739,080
Cost at \$5,200/unit	48,743,240	64,989,288	81,235,336	97,486,480
Gross Revenue				
Revenue at \$15 per cap	14,445,000	19,260,000	24,075,000	28,890,000
Revenue at \$20 per cap	19,260,000	25,680,000	32,100,000	38,520,000
Revenue at \$25 per cap	24,075,000	32,100,000	40,125,000	48,150,000
Revenue at \$30 per cap	28,890,000	38,520,000	48,150,000	57,780,000
EBDIT at 20%				
Revenue at \$15 per cap	2,889,000	3,852,000	4,815,000	5,778,000
Revenue at \$20 per cap	3,852,000	5,136,000	6,420,000	7,704,000
Revenue at \$25 per cap	4,815,000	6,420,000	8,025,000	9,630,000
Revenue at \$30 per cap	5,778,000	7,704,000	9,630,000	11,556,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	28,890,000	38,520,000	48,150,000	57,780,000
Revenue at \$20 per cap	38,520,000	51,360,000	64,200,000	77,040,000
Revenue at \$25 per cap	48,150,000	64,200,000	80,250,000	96,300,000
Revenue at \$30 per cap	57,780,000	77,040,000	96,300,000	115,560,000

Source: Harrison Price Company.

VANCOUVER, B.C. ATTENDANCE MODELS

Total Available Market	8,400,000	8,400,000	8,400,000	8,400,000
Penetration Rate	9%	12%	15%	18%
Annual Attendance	756,000	1,008,000	1,260,000	1,512,000
Percent in Peak Month	25%	25%	25%	25%
Peak Month Attendance	189,000	252,000	315,000	378,000
Peak Week Attendance (+4.43)	42,664	56,885	71,106	85,327
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	8,533	11,377	14,221	17,065
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	5,973	7,964	9,955	11,946
Acres of Required Area in Park (400/acre)	15	20	25	30

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR VANCOUVER

Attendance Scenarios	756,000	1,008,000	1,260,000	1,512,000
Design Day	8,533	11,377	14,221	17,065
On-Site	5,973	7,964	9,955	11,946
Acreage in Park	15	20	25	30
Capacity (1.4 units per hr.)	8,362	11,149	13,937	16,724
Cost				
Cost at \$3,200/unit	26,759,488	35,678,272	44,597,056	53,515,840
Cost at \$4,200/unit	35,121,828	46,827,732	58,533,636	70,239,540
Cost at \$5,200/unit	43,484,168	57,977,192	72,470,216	86,963,240
Gross Revenue				
Revenue at \$15 per cap	11,340,000	15,120,000	18,900,000	22,680,000
Revenue at \$20 per cap	15,120,000	20,160,000	25,200,000	30,240,000
Revenue at \$25 per cap	18,900,000	25,200,000	31,500,000	37,800,000
Revenue at \$30 per cap	22,680,000	30,240,000	37,800,000	45,360,000
EBDIT at 20%				
Revenue at \$15 per cap	2,268,000	3,024,000	3,780,000	4,536,000
Revenue at \$20 per cap	3,024,000	4,032,000	5,040,000	6,048,000
Revenue at \$25 per cap	3,780,000	5,040,000	6,300,000	7,560,000
Revenue at \$30 per cap	4,536,000	6,048,000	7,560,000	9,072,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	22,680,000	30,240,000	37,800,000	45,360,000
Revenue at \$20 per cap	30,240,000	40,320,000	50,400,000	60,480,000
Revenue at \$25 per cap	37,800,000	50,400,000	63,000,000	75,600,000
Revenue at \$30 per cap	45,360,000	60,480,000	75,600,000	90,720,000

Source: Harrison Price Company.

DETROIT ATTENDANCE MODELS

	8,100,000 9%	8,100,000 12%	8,100,000 15%	8,100,000 18%
Total Available Market Penetration Rate				
Annual Attendance	729,000	972,000	1,215,000	1,458,000
Percent in Peak Month	25%	25%	25%	25%
Peak Month Attendance	182,250	243,000	303,750	364,500
Peak Week Attendance (+4.43)	41,140	54,853	68,567	82,280
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	8,228	10,971	13,713	16,456
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	5,760	7,679	9,599	11,519
Acres of Required Area in Park (400/acre)	14	19	24	29

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR DETROIT

Attendance Scenarios	729,000	972,000	1,215,000	1,458,000
Design Day	8,228	10,971	13,713	16,456
On-Site	5,760	7,680	9,599	11,519
Acreage in Park	14	19	24	29
Capacity (1.4 units per hr.)	8,063	10,752	13,439	16,127
Cost				
Cost at \$3,200/unit	25,803,008	34,405,056	43,003,968	51,606,016
Cost at \$4,200/unit	33,866,448	45,156,636	56,442,708	67,732,896
Cost at \$5,200/unit	41,929,888	55,908,216	69,881,448	83,859,776
Gross Revenue				
Revenue at \$15 per cap	10,935,000	14,580,000	18,225,000	21,870,000
Revenue at \$20 per cap	14,580,000	19,440,000	24,300,000	29,160,000
Revenue at \$25 per cap	18,225,000	24,300,000	30,375,000	36,450,000
Revenue at \$30 per cap	21,870,000	29,160,000	36,450,000	43,740,000
EBDIT at 20%				
Revenue at \$15 per cap	2,187,000	2,916,000	3,645,000	4,374,000
Revenue at \$20 per cap	2,916,000	3,888,000	4,860,000	5,832,000
Revenue at \$25 per cap	3,645,000	4,860,000	6,075,000	7,290,000
Revenue at \$30 per cap	4,374,000	5,832,000	7,290,000	8,748,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	21,870,000	29,160,000	36,450,000	43,740,000
Revenue at \$20 per cap	29,160,000	38,880,000	48,600,000	58,320,000
Revenue at \$25 per cap	36,450,000	48,600,000	60,750,000	72,900,000
Revenue at \$30 per cap	43,740,000	58,320,000	72,900,000	87,480,000

Source: Harrison Price Company.

SEATTLE ATTENDANCE MODELS

Total Available Market Penetration Rate	7,400,000 9%	7,400,000 12%	7,400,000 15%	7,400,000 18%
Annual Attendance	666,000	888,000	1,110,000	1,332,000
Percent in Peak Month	25%	25%	25%	25%
Peak Month Attendance	166,500	222,000	277,500	333,000
Peak Week Attendance (+4.43)	37,585	50,113	62,641	75,169
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	7,517	10,023	12,528	15,034
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	5,262	7,016	8,770	10,524
Acres of Required Area in Park (400/acre)	13	18	22	26

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR SEATTLE

Attendance Scenarios	666,000	888,000	1,110,000	1,332,000
Design Day	7,517	10,023	12,528	15,034
On-Site	5,262	7,016	8,770	10,524
Acreage in Park	13	18	22	26
Capacity (1.4 units per hr.)	7,367	9,823	12,277	14,733
Cost				
Cost at \$3,200/unit	23,573,312	31,432,128	39,287,808	47,146,624
Cost at \$4,200/unit	30,939,972	41,254,668	51,565,248	61,879,944
Cost at \$5,200/unit	38,306,632	51,077,208	63,842,688	76,613,264
Gross Revenue				
Revenue at \$15 per cap	9,990,000	13,320,000	16,650,000	19,980,000
Revenue at \$20 per cap	13,320,000	17,760,000	22,200,000	26,640,000
Revenue at \$25 per cap	16,650,000	22,200,000	27,750,000	33,300,000
Revenue at \$30 per cap	19,980,000	26,640,000	33,300,000	39,960,000
EBDIT at 20%				
Revenue at \$15 per cap	1,998,000	2,664,000	3,330,000	3,996,000
Revenue at \$20 per cap	2,664,000	3,552,000	4,440,000	5,328,000
Revenue at \$25 per cap	3,330,000	4,440,000	5,550,000	6,660,000
Revenue at \$30 per cap	3,996,000	5,328,000	6,660,000	7,992,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	19,980,000	26,640,000	33,300,000	39,960,000
Revenue at \$20 per cap	26,640,000	35,520,000	44,400,000	53,280,000
Revenue at \$25 per cap	33,300,000	44,400,000	55,500,000	66,600,000
Revenue at \$30 per cap	39,960,000	53,280,000	66,600,000	79,920,000

Source: Harrison Price Company.

MILWAUKEE ATTENDANCE MODELS

Total Available Market Penetration Rate	7,200,000 9%	7,200,000 12%	7,200,000 15%	7,200,000 18%
Annual Attendance	648,000	864,000	1,080,000	1,296,000
Percent in Peak Month	25%	25%	25%	25%
Peak Month Attendance	162,000	216,000	270,000	324,000
Peak Week Attendance (+4.43)	36,569	48,758	60,948	73,138
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	7,314	9,752	12,190	14,628
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	5,120	6,826	8,533	10,239
Acres of Required Area in Park (400/acre)	13	17	21	26

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR MILWAUKEE

Attendance Scenarios	648,000	864,000	1,080,000	1,296,000
Design Day	7,314	9,752	12,190	14,628
On-Site	5,120	6,826	8,533	10,240
Acreage in Park	13	17	21	26
Capacity (1.4 units per hr.)	7,168	9,557	11,946	14,335
Cost				
Cost at \$3,200/unit	22,936,704	30,582,272	38,227,840	45,873,408
Cost at \$4,200/unit	30,104,424	40,139,232	50,174,040	60,208,848
Cost at \$5,200/unit	37,272,144	49,696,192	62,120,240	74,544,288
Gross Revenue				
Revenue at \$15 per cap	9,720,000	12,960,000	16,200,000	19,440,000
Revenue at \$20 per cap	12,960,000	17,280,000	21,600,000	25,920,000
Revenue at \$25 per cap	16,200,000	21,600,000	27,000,000	32,400,000
Revenue at \$30 per cap	19,440,000	25,920,000	32,400,000	38,880,000
EBDIT at 20%				
Revenue at \$15 per cap	1,944,000	2,592,000	3,240,000	3,888,000
Revenue at \$20 per cap	2,592,000	3,456,000	4,320,000	5,184,000
Revenue at \$25 per cap	3,240,000	4,320,000	5,400,000	6,480,000
Revenue at \$30 per cap	3,888,000	5,184,000	6,480,000	7,776,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	19,440,000	25,920,000	32,400,000	38,880,000
Revenue at \$20 per cap	25,920,000	34,560,000	43,200,000	51,840,000
Revenue at \$25 per cap	32,400,000	43,200,000	54,000,000	64,800,000
Revenue at \$30 per cap	38,880,000	51,840,000	64,800,000	77,760,000

Source: Harrison Price Company.

INDIANAPOLIS ATTENDANCE MODELS

Total Available Market Penetration Rate	5,300,000 9%	5,300,000 12%	5,300,000 15%	5,300,000 18%
Annual Attendance	477,000	636,000	795,000	954,000
Percent in Peak Month	25%	25%	25%	25%
Peak Month Attendance	119,250	159,000	198,750	238,500
Peak Week Attendance (+4.43)	26,919	35,892	44,865	53,837
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	5,384	7,178	8,973	10,767
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	3,769	5,025	6,281	7,537
Acres of Required Area in Park (400/acre)	9	13	16	19

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR INDIANAPOLIS

Attendance Scenarios	477,000	636,000	795,000	954,000
Design Day	5,384	7,178	8,973	10,767
On-Site	3,769	5,025	6,281	7,537
Acreage in Park	9	13	16	19
Capacity (1.4 units per hr.)	5,276	7,034	8,794	10,552
Cost				
Cost at \$3,200/unit	16,884,224	22,510,208	28,139,328	33,765,312
Cost at \$4,200/unit	22,160,544	29,544,648	36,932,868	44,316,972
Cost at \$5,200/unit	27,436,864	36,579,088	45,726,408	54,868,632
Gross Revenue				
Revenue at \$15 per cap	7,155,000	9,540,000	11,925,000	14,310,000
Revenue at \$20 per cap	9,540,000	12,720,000	15,900,000	19,080,000
Revenue at \$25 per cap	11,925,000	15,900,000	19,875,000	23,850,000
Revenue at \$30 per cap	14,310,000	19,080,000	23,850,000	28,620,000
EBDIT at 20%				
Revenue at \$15 per cap	1,431,000	1,908,000	2,385,000	2,862,000
Revenue at \$20 per cap	1,908,000	2,544,000	3,180,000	3,816,000
Revenue at \$25 per cap	2,385,000	3,180,000	3,975,000	4,770,000
Revenue at \$30 per cap	2,862,000	3,816,000	4,770,000	5,724,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	14,310,000	19,080,000	23,850,000	28,620,000
Revenue at \$20 per cap	19,080,000	25,440,000	31,800,000	38,160,000
Revenue at \$25 per cap	23,850,000	31,800,000	39,750,000	47,700,000
Revenue at \$30 per cap	28,620,000	38,160,000	47,700,000	57,240,000

Source: Harrison Price Company.

BIRMINGHAM, ALABAMA ATTENDANCE MODELS

Total Available Market	3,900,000	3,900,000	3,900,000	3,900,000
Penetration Rate	9%	12%	15%	18%
Annual Attendance	351,000	468,000	585,000	702,000
Percent in Peak Month	18%	18%	18%	18%
Peak Month Attendance	63,180	84,240	105,300	126,360
Peak Week Attendance (+4.43)	14,262	19,016	23,770	28,524
Percent of Peak Week on Design Day	20%	20%	20%	20%
Design Day Attendance	2,852	3,803	4,754	5,705
Peak On-Site Percentage	70%	70%	70%	70%
Peak On-Site Visitor Count	1,997	2,662	3,328	3,993
Acres of Required Area in Park (400/acre)	5	7	8	10

Source: Harrison Price Company.

FINANCIAL ASSUMPTIONS FOR BIRMINGHAM

Attendance Scenarios	351,000	468,000	585,000	702,000
Design Day	2,852	3,803	4,754	5,705
On-Site	1,996	2,662	3,328	3,994
Acreeage in Park	5	7	8	10
Capacity (1.4 units per hr.)	2,795	3,727	4,659	5,591
Cost				
Cost at \$3,200/unit	8,943,872	11,926,208	14,908,544	17,890,880
Cost at \$4,200/unit	11,738,832	15,653,148	19,567,464	23,481,780
Cost at \$5,200/unit	14,533,792	19,380,088	24,226,384	29,072,680
Gross Revenue				
Revenue at \$15 per cap	5,265,000	7,020,000	8,775,000	10,530,000
Revenue at \$20 per cap	7,020,000	9,360,000	11,700,000	14,040,000
Revenue at \$25 per cap	8,775,000	11,700,000	14,625,000	17,550,000
Revenue at \$30 per cap	10,530,000	14,040,000	17,550,000	21,060,000
EBDIT at 20%				
Revenue at \$15 per cap	1,053,000	1,404,000	1,755,000	2,106,000
Revenue at \$20 per cap	1,404,000	1,872,000	2,340,000	2,808,000
Revenue at \$25 per cap	1,755,000	2,340,000	2,925,000	3,510,000
Revenue at \$30 per cap	2,106,000	2,808,000	3,510,000	4,212,000
Indicated Supportable Investment at 10% Cap				
Revenue at \$15 per cap	10,530,000	14,040,000	17,550,000	21,060,000
Revenue at \$20 per cap	14,040,000	18,720,000	23,400,000	28,080,000
Revenue at \$25 per cap	17,550,000	23,400,000	29,250,000	35,100,000
Revenue at \$30 per cap	21,060,000	28,080,000	35,100,000	42,120,000

Source: Harrison Price Company.

SUMMARY TABLE

	Penetration Rate			
	9	12	15	18
Attendance				
New York/New Jersey	3,141,000	4,188,000	5,235,000	6,282,000
Washington, D.C.	2,403,000	3,204,000	4,005,000	4,806,000
Boston	1,161,000	1,548,000	1,935,000	2,322,000
Denver	963,000	1,284,000	1,605,000	1,926,000
Vancouver, B.C.	756,000	1,008,000	1,260,000	1,512,000
Detroit	729,000	972,000	1,215,000	1,458,000
Seattle	666,000	888,000	1,110,000	1,332,000
Milwaukee	648,000	864,000	1,080,000	1,296,000
Indianapolis	477,000	636,000	795,000	954,000
Birmingham	351,000	468,000	585,000	702,000
Acres Required in Park				
New York/New Jersey	62	83	103	124
Washington, D.C.	34	46	57	68
Boston	23	31	38	46
Denver	17	22	28	33
Vancouver, B.C.	15	20	25	30
Detroit	14	19	24	29
Seattle	13	18	22	26
Milwaukee	13	17	21	26
Indianapolis	9	13	16	19
Birmingham	5	7	8	10
Cost Range From \$3,200 to \$5,200M Per Unit of Capita				
New York/New Jersey	111.2 - 180.7	148.2 - 240.9	185.3 - 301.1	222.3 - 361.3
Washington, D.C.	61.2 - 99.5	81.6 - 132.7	102.1 - 165.8	122.5 - 199.0
Boston	41.1 - 66.8	54.8 - 89.0	68.5 - 111.3	82.2 - 133.6
Denver	30.0 - 48.7	40.0 - 65.0	50.0 - 81.2	60.0 - 97.5
Vancouver, B.C.	26.8 - 43.5	35.7 - 58.0	44.6 - 72.5	53.5 - 87.0
Detroit	25.8 - 41.9	34.4 - 55.9	43.0 - 69.9	51.6 - 83.9
Seattle	23.6 - 38.3	31.4 - 51.1	39.3 - 63.8	47.1 - 76.6
Milwaukee	22.9 - 37.3	30.6 - 49.7	38.2 - 62.1	45.9 - 74.5
Indianapolis	16.9 - 27.4	22.5 - 36.6	28.1 - 45.7	33.8 - 54.9
Birmingham	8.9 - 14.5	11.9 - 19.4	14.9 - 24.2	17.9 - 29.1
Revenue Range (millions) From \$15 to \$30 Per Capita Expenditure				
New York/New Jersey	47.1 - 94.2	62.8 - 125.6	78.5 - 157.0	94.2 - 188.5
Washington, D.C.	36.0 - 72.1	48.1 - 96.1	60.1 - 120.1	72.1 - 144.2
Boston	17.4 - 34.8	23.2 - 46.4	29.0 - 58.0	34.8 - 69.7
Denver	14.4 - 28.9	19.3 - 38.5	24.1 - 48.1	28.9 - 57.8
Vancouver, B.C.	11.3 - 22.7	15.1 - 30.2	18.9 - 37.8	22.7 - 45.4
Detroit	10.9 - 21.9	14.6 - 29.2	18.2 - 36.4	21.9 - 43.7
Seattle	10.0 - 20.0	13.3 - 26.6	16.6 - 33.3	20.0 - 40.0
Milwaukee	9.7 - 19.4	13.0 - 25.9	16.2 - 32.4	19.4 - 38.9
Indianapolis	7.2 - 14.3	9.5 - 19.1	11.9 - 23.9	14.3 - 28.6
Birmingham	5.3 - 10.5	7.0 - 14.0	8.8 - 17.5	10.5 - 21.1
Supportable Investment For the \$15 to \$30 Per Capita Range (millions)				
New York/New Jersey	94.2 - 188.5	125.6 - 251.3	157.0 - 313.9	188.5 - 376.9
Washington, D.C.	72.1 - 144.2	96.1 - 192.2	120.1 - 240.3	144.2 - 288.4
Boston	34.8 - 69.7	46.4 - 92.9	58.0 - 116.1	69.7 - 139.3
Denver	28.9 - 57.8	38.5 - 77.0	48.1 - 96.3	57.8 - 115.6
Vancouver, B.C.	22.7 - 45.4	30.2 - 60.5	37.8 - 75.6	45.4 - 90.7
Detroit	21.9 - 43.7	29.2 - 58.3	36.4 - 72.9	43.7 - 87.5
Seattle	20.0 - 40.0	26.6 - 53.3	33.3 - 66.6	40.0 - 79.9
Milwaukee	19.4 - 38.9	25.9 - 51.8	32.4 - 64.8	38.9 - 77.8
Indianapolis	14.3 - 28.6	19.1 - 38.2	23.8 - 47.7	28.6 - 57.2
Birmingham	10.5 - 21.1	14.0 - 28.1	17.5 - 35.1	21.1 - 42.1

Source: Harrison Price Company.

Interim Conclusions for Regional Parks

- Many major markets have been bypassed in the field of major attraction development.
- These bypassed markets range from very large and important (NY/NJ and Washington, D.C.) to those that are regional in scope and scale (4 to 13 million total market size).
- There is a valid opportunity to develop appropriate attraction venues for these markets with goals ranging as follows:

	<u>Major Market</u>	<u>Regional Market</u>
Market penetration (%)	12 - 15	12 - 20
Attendance (millions)	2.0 - 4.2	0.7 - 1.6
Cost Range (\$ millions)	125 - 250	40 - 115

- By passed cities to be considered include:

- | | |
|-------------------------------|-------------------------|
| 1. New York/New Jersey | 9. Denver |
| 2. Washington, D.C./Baltimore | 10. Sacramento |
| 3. Philadelphia | 11. Milwaukee |
| 4. Greater Boston | 12. Indianapolis |
| 5. Detroit | 13. Portland |
| 6. Miami/Ft. Lauderdale | 14. New Orleans |
| 7. Seattle | 15. Oklahoma City |
| 8. Phoenix | 16. Birmingham, Alabama |

BACKGROUND INFORMATION FOR CHILDREN'S PARKS AT
UNIVERSAL CITY & ORLANDO

DEMOGRAPHIC TRENDS: 1980-90-95

AGE:		%		%		%
0 - 5	19510944	8.6	21892528	8.8	21408672	8.3
6 - 13	27996608	12.4	28411344	11.4	29923536	11.6
14 - 17	16247405	7.2	13180201	5.3	14303733	5.5
18 - 20	13090603	5.8	11073093	4.5	9986701	3.9
21 - 24	16931600	7.5	14685332	5.9	13930277	5.4
25 - 34	37081824	16.4	43407184	17.5	40436256	15.7
35 - 44	25634704	11.3	37557888	15.1	41987600	16.3
45 - 54	22799776	10.1	25277840	10.2	31037856	12.0
55 - 64	21702864	9.6	21244160	8.6	21192128	8.2
65 +	25549424	11.3	31470400	12.7	33659264	13.1
Median Age		30.0		33.0		34.7

United States 6 - 12 age bracket population percent = (11.6%) X (7/8) = 10.1%

Source: 1980 Census, Apr. 1, 1990 US Census & UDS Est.

GROUP SIZE

	<u>DISNEYLAND</u>	<u>MAGIC KINGDOM</u>
1	1%	2%
2	25	22
3	18	17
4	25	26
5	13	14
6 OR MORE	18	19
	—	—
	100%	100%
	===	===
AVERAGE	4.2	3.9

Conclusion:

The Tourist markets in Florida and California have at least an average percentage in the age group 6 - 12 equivalent or greater than the national average of 10.1%.

VISITOR INFORMATION

In 1989, an estimated 13.3 million visitors to Metro Orlando each spent an average of \$73 per day. Typically, they came in a party of 2.65 persons and stayed 4.7 nights. Collectively, they spent \$4.6 billion in Central Florida.

State and Local Estimates		
	Florida	Orlando
1984	27,329,506	5,607,217
1985	28,850,424	6,925,101
1986	31,791,184	8,635,636
1987	34,067,935	8,949,539
1988	36,785,584	9,812,650
1989	38,712,303	13,269,156
1990	40,970,233	13,600,000
1991(est.)	41,015,100	13,871,333

(Source: Florida Division of Tourism 904/488-4952, O/OCCVB 407/363-5800)

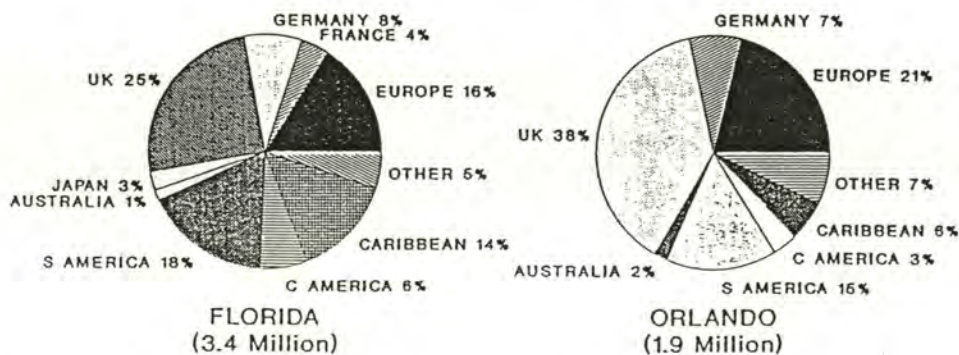
Top Ten Origins of Domestic Visitors to Florida

Air				Auto			
1989		1990		1989		1990	
Rank	State %	State %	Rank	State %	State %	State %	
1	NY 14.6	NY 15.4	1	GA 5.2	GA 15.0		
2	NJ 7.9	NJ 7.4	2	OH 6.1	OH 6.4		
3	IL 6.5	PA 6.2	3	NY 5.3	NY 5.1		
4	PA 6.3	MA 5.6	4	TN 5.0	TX 4.7		
5	CA 5.8	OH 5.6	5	MI 4.6	TN 4.6		
6	TX 4.6	IL 5.5	6	TX 4.2	AL 4.4		
7	MA 4.5	CA 5.1	7	AL 4.2	MI 4.4		
8	OH 4.3	MI 4.1	8	LA 4.1	Ontario 4.3		
9	MI 4.1	TX 3.9	9	Ontario 4.1	NC 4.0		
10	CT 3.8	CT 3.7	10	PA 3.9	IL 3.7		

(Source: Florida Division of Tourism)

*With the exception of 1987 Air Visitors, Orange/Osceola counties were the leading choices among Florida destinations in all periods.

Origins of International Visitors to Orlando*



(Source: United States Travel and Tourism Administration 1989 In-flight survey 202/377-0137; CIC Research, Inc.)

*Based on scheduled flights

DESCRIPTION OF SELECTED CHILDREN PARKS

Name/Location	Brief Description	Rides and Games Inventory
Free Standing		
Castle Amusement Park/ Riverside, CA	Castle Amusement Park opened its doors with an arcade and four miniature golf courses in April, 1976. A Ride Park was added in 1985 with one of the oldest Carousels.	29 rides and 400 arcade games Recorded message claims that they offer more children's rides than Disneyland.
Idlewild Park/Ligonier, PA	This park has seven different theme areas which include: 1) Mister Rogers' Neighborhood of Make-Believe; 2) Jumpin Jungle (where kids can climb, crawl, jump, and swing); 3) Story Book Forest (a fantasy land of Storybook characters such as Old Lady in the Shoe, Rageddy Ann and Andy, and more); 4) Raccoon Lagoon (8 acres of a kiddie area). Attractions include an athletic field, arcade, costumed characters, free parking, gift shop, miniature golf, participatory activities, picnic grounds, roller coaster, shooting gallery, stage shows, swimming pool, and waterslide.	16 major mechanical rides; 13 kiddie rides; 7 water-oriented rides; 15 games; refreshment stands; and two restaurants
Story Land/Glen, NH	Story Land is a children's theme park located in New Hampshire's White Mountains. This park caters primarily to families with children ages 2-13. With Mother Goose and Cinderella children can visit other lands and turn of the century themes. Attractions include costumed characters, free parking, gift shop, participatory activities, petting zoo, picnic grounds, roller coaster, shooting gallery, and stage shows.	7 major mechanical rides; 4 kiddie rides; 4 water-oriented rides; 3 games; and 7 refreshment stands
Legoland/Denmark	The area of this theme park is covered with LEGO brick replicas of monuments, well-known buildings, castles, villages, trains, ships and much more.	Approximately 16 different activities that include: a safari ride, train, miniboats, ferris wheel, and pony rides.
Flinstones Bedrock City/BC, Canada	This park is completely themed to the Stone Age. Attractions include costumed characters, free parking, gift shop, miniature golf, participatory activities, picnic grounds, stage shows, dinosaur climb-ons, and childrens playground.	1 major mechanical ride; 4 kiddie rides; 2 water-oriented rides; and 1 game
Sesame Place/Langhorne, PA	A unique play park for families with children ages 3-13 that offers water activities, science exhibits, computer games, live entertainment. Attractions include animal shows, arcade costumed characters, gift shop, participatory activities, picnic grounds, stage shows, wading pool, and waterslide.	30 outdoor elements, 9 water-oriented rides, 15 arcades, 9 refreshment carts, and 3 restaurants.

Within an Existing Park

Hanna-Barbera Land/Kings Island, OH (part of Kings Island)

Hanna-Barbera Land/Richmond, VA (part of Kings Dominion)

Hanna-Barbera Land and Smurf Island/Charlotte, NC (part of Carowinds)

Cap'n Kid's World/Orlando, FL (part of Sea World)

Bugs Bunny World/Valencia, CA (part of Magic Mountain)

Camp Snoopy/Buena Park, CA (part of Knott's Berry Farm)

Pandamonium/Kansas City, MO (part of World of Fun)

Whale-Of-A-Time-World-Playground Vallejo, CA (part of Marine World Africa)

Hanna-Barbera Land got a new look in 1990 with the addition of five new children's rides, additional Hanna-Barbera characters, and new games.

Hanna-Barbera Land: A place for kids and their families.
Smurf Island: This wooded island in the center of Carowinds is based on a Smurf theme.

A nautically-themed play area.

An area themed around the Looney Tunes characters.

A children's area themed around the Peanuts characters.

This section of the park is filled with pint-sized adventures.

A play area for children ages 3-12, not exceeding 90 pounds. In 1989 "Life-Size Blue Whale Play Area" actually set inside a full-size replica of a whale.

Hanna Barbera Land offers over 20 rides and attractions. Rides include a pint-sized swinging ship; a miniature drive course; a grand prix race ride and Yogi's Club boat ride.

Hanna Barbera Land: 9 rides

Smurf Island: Includes a participatory play area featuring rope climbs, two ball-crawls, hilly exploring trails, slides, and a hidden Smurf village.

This area includes a 55-foot pirates Funship with water cannons, rigging nets for climbing, a water traverse and a ball crawl.

13 kiddie rides such as Wile E. Coyote Coaster, Tweety Bird Cages and Daffy Duners

1 walk through and 12 kiddie rides and attractions.

14 kiddie rides

14 play elements which include: Punch Bag Forest, Snake Tube Crawl, Together Toys, Cave Crawl, Ball Crawl, Air Fountain, Slab Slide, Tower Tunnel Net Climb, Foam

Part of a Mix Excluding Amusement Parks

Camp Snoopy/Bloomington, MN (part of Mall of America)

A \$70 million development within the Mall of American -- scheduled to open in 1992.

16 rides and attractions that range from a state-of-the-art roller coaster to a grand carousel. "Rides have been designed to appeal to young children, adults with children and those looking for more of a high energy experience. Rides will include a water flume, a chair swing and a children's Ferris Wheel."

**ADMISSION AND OPERATING SCHEDULE OF SELECTED
CHILDREN PARKS**

Name/Location	Admission Prices	Hours of Operating
Free Standing		
Castle Amusement Park/ Riverside, CA	1/ No admission fee. Golf: adults \$4.50 and children \$3.50. Arcade: 4 coupons for \$1.00. Ride Park: book of 22 tickets for \$8; book of 50 tickets for \$15; or book of 100 tickets for \$24.	Winter Hours: Miniature Golf and Arcade is open Daily 10 am to 10 pm, Friday and Saturday to midnight; Ride Park is open Friday 6pm to 11 pm; Saturday Noon to 11 pm; Sunday Noon to 8 pm. Summer Hours: Miniature Golf and Arcade is open Daily 10 am to 10 pm; Friday and Saturday to midnight; Ride Park is open Tuesday through Friday at 6 pm, Noon on Saturday and Sunday.
Idlewild Park/Ligonier, PA	Pay-one-price of \$11; Seniors (55 and older) \$6; Children (2 and under) Free	Pre-Season Weekends: 5/12-20. Daily Season: 6/2-8/26. Post Season Weekends: 9/3-5/12.
Story Land/Glen, NH	Pay-one-price of \$12; Childen (under 4) Free. Season Passes: \$30 each (good all day Friday-Sunday, and after 3 pm Monday- Thursday).	Daily Season: 6/17-9/3. Post Season Weekends: 9/8-6/15.
Legoland/Denmark	na	Daily 10 am to 8 pm from late April to mid-September and weekends only through October 16.
Flinstones Bedrock City/BC, Canada	Adults \$8; Children (3-12) \$7.50; Seniors (65 and over) \$7.50.	Pre-Season Weekends: 5/12-6/17. Daily Season: 6/17-9/3.
Sesame Place/Langhorne, PA	Adults \$14.95; Children (3-15) \$17.95	Daily Season 5/5-9/9. Post-Season Weekends: 9/15-10/7.
Within an Existing Park 2/		
Hanna-Barbera Land/Kings Island, OH (part of Kings Island)	Adults (7-60) \$20.95; Children (3-6) \$10.45; Seniors (59 and over) \$10.95	Pre-Season Weekends: 4/14-5/20. Daily Season: 5/25-9/3. Post Season Weekends: 9/8-10/14.
Hanna-Barbera Land/Richmond VA (part of Kings Dominion)	Adults (7 and up) \$21.95; Children (3-6) \$13.95; Seniors \$13.95	na
Hanna-Barbera Land/Charlotte, NC (part of Carowinds)	Adults (7 and up) \$19.95; Children (4-6) \$9.95; Seniors \$9.95	Pre-Season Weekends: 3/17-6/3. Daily Season: 3/4-8/26. Post Season Weekends: 8/18-10/7.

Cap'n Kids World/Orlando, FL
(part of Sea World)

Adults (9 and up) \$26.95; Children (3-9)
\$22.95; Seniors \$22.95

Daily Season: 5/19-9/9

Bugs Bunny World/Valencia,
CA (part of Magic Mountain)

Adults \$24; Children (48" or below) \$14;
Senior \$16

Pre-Season Weekends: 1/1-5/20.
Daily Season: 5/25-9/3. Post
Season Weekends: 9/8-12/31.

Camp Snoopy/Buena Park, CA
(part of Knott's Berry Farm)

Adults \$21.95; Children (3-11) \$9.95;
Seniors \$14.95

Year-round

Pandamonium/Kansas City,
MO (part of World of Fun)

Adults \$18.00+tax; Children (4-11) \$14.95
Senior \$14.95

Pre-Season Weekends: 3/31
through Spring. Daily Season:
5/26- 8/26. Post-Season Weekends:
8/1-10/28.

- 1/ During the Summer special discounts are given to anyone who can show a report card with good grades.
- 2/ Admission to the children section is included in the overall fee to the park.

na means not available.

Source: Harrison Price Company.

SELECTED CHILDREN'S PARKS ANNUAL ATTENDANCE

<u>Name/Location</u>	<u>Annual Attendance</u>
Free Standing	
Castle Amusement Park/ Riverside, CA	600,000
Idlewild Park/Ligonier, PA	100,000 - 500,000
Story Land/Glen, NH	100,000 - 500,000
Legoland/Denmark 1/	1,000,000
Flinstones Bedrock City/BC, Canada	100,000 - 500,000
Sesame Place/Langhorne, PA	700,000
Within an Existing Park	
Hanna-Barbera Land/Kings Island, OH (part of Kings Island)	700,000
Hanna-Barbera Land/Richmond, VA (part of Kings Dominion)	na
Hanna-Barbera Land and Smurf Island/Charlotte, NC (part of Carowinds)	na
Cap'n Kid's World/Orlando, FL (part of Sea World)	na
Bugs Bunny World/Valencia, CA (part of Magic Mountain)	na
Camp Snoopy/Buena Park, CA (part of Knott's Berry Farm)	4,522,833 guest rides
Pandamonium/Kansas City, MO (part of World of Fun)	1,495,729 guest rides
Part of a Mix Excluding Amusement Parks	
Camp Snoopy/Bloomington, MN (part of Mall of America)	2,700,000 proposed

1/ A 1985 Los Angeles Times article says that 6 out of 10 visitors are from abroad and that less than 1/3 of all visitors are children.

na means not available.

Source: Harrison Price Company.

**ATTENDANCE COMPARISONS BETWEEN THE
CHILDREN'S SECTION AND THE TOTAL PARK**

	Attendance		
	Childrens Section (000)	Total Attendance (millions)	Expressed as Percent of Total Park
Within an Existing Park			
Hanna-Barbera Land/ Kings Island, OH (part of Kings Island)	640	3.2	20%
Hanna-Barbera Land/Richmond, VA (part of Kings Dominion)			
Hanna-Barbera Land and Smurf Island /Charlotte, NC (part of Carowinds)			
Cap'n Kids World/Orlando, FL (part of Sea World)	570	3.8	15
Bugs Bunny World/Valencia, CA (part of Magic Mountain)			
Camp Snoopy/Buena Park (part of Knott's Berry Farm)	4,523 guest rides	33,115	14% 1/
Pandamonium/Kansas City, MO (part of World of Fun)	1,496 guest rides	13,000	12% of total guest rides
Part of a Mix Excluding Amusement Parks			
Camp Snoopy/Bloomington, MN (part of Mall of America)	2,700 proposed	27,000	10% of total Mall attendance

1/ 85 to 90 percent of total park attendance will actually walk through Camp Snoopy

SIZE OF SELECTED CHILDREN'S PARKS

Name/Location	Size (acres)	
Free Standing		
Castle Amusement Park/ Riverside, CA	25	1/
Idlewild Park/Ligonier, PA	410	1/
Story Land/Glen, NH	20	1/
Legoland/Denmark	24	1/
Flinstones Bedrock City/BC, Canada	9	
Sesame Place/Langhorne, PA	7.8	
Within an Existing Park		
Hanna-Barbera Land/Kings Island, OH (part of Kings Island)	na	
Hanna-Barbera Land/Richmond, VA (part of Kings Dominion)	na	
Hanna-Barbera Land and Smurf Island/Charlotte, NC (part of Carowinds)	1.5 & 1.3 respectively	
Cap'n Kid's World/Orlando, FL (part of Sea World)	2	
Bugs Bunny World/Valencia, CA (part of Magic Mountain)	6	
Camp Snoopy/Buena Park, CA	5.5	
Pandamonium/Kansas City, MO (part of World of Fun)	na	
Part of a Mix Excluding Amusement Parks		
Camp Snoopy/Bloomington, MN (part of Mall of America)	7	

1/ Quoted "facility size".
na means not available.

Source: International Association of Amusement Parks and Attractions
and Harrison Price Company.

RIDES PER HOUR CAPACITY

<u>Name/Location</u>	<u>Number of Rides</u>	<u>Approximate Hourly Capacity</u>	<u>Size (acreage)</u>	<u>Rides Per Hour Capacity</u>	<u>On-site Crowd Handling Capacity</u>
Hanna Barbera Land/Kings Island, OH (part of Kings Island)	13	6,325	8	2.0	3,200
Camp Snoopy/Buena Vista, CA (part of Knott's Berry Farm)	12	4,016	5.5	1.8	2,200

Source: Harrison Price Company.

FIELD NOTES

LEGOLAND: A 1988 Los Angeles Times article re. Legoland says that six out of ten visitors are from out of Denmark and less than a third of all visitors are children.

SESAME PLACE: An earlier study reported, "The park was widely accepted by adults even though it was designed and intended for children. An analysis of attendance by age group shows:

<u>Age Group</u>	<u>Percent of Total Attendance</u>
1 through 13	52%
14 through 21	> 1
22 and over	<u>48</u>
	100%

Because of this response, attractions not originally intended for adults were opened and additional adult-oriented attractions have been developed."

CAP'N KIDS WORLD: Quoting a recent conversation with Frank Powell, "Cap'n Kids World never brought one additional visitor to the park". This area is basically a Mc Millen playground (balls, crawl, climb, etc.). Liability insurance problems caused some elements to be taken out. No food or merchandise is allowed in this area. No extra Gate Or Fees are charges. The park generates 65¢ per head in an adjacent arcade plus an additional 5¢ on remote control boats which is equal to about \$3.0 million gross and \$1.0 million operating profit at Sea World Florida.

KINGS ISLAND/HANNA BARBERA LAND

The following list the rides, attractions, and food areas in Hanna Barbera Land at Kings Island:

<u>Rides and Attractions:</u>	<u>Brief Description</u>	<u>Approximate Hourly Capacity</u>
Smurfs Enchanted Voyage	Dark ride/Arrow turntable	2000
Hanna Barbera Carousel	Made in-house	300
Scrappy's Slide	Old slide on a carpet	900
Sunshine Turnpike	Kiddie antique cars	350
Jelly Bean Bowl	Ball Crawl	100 - 150
Yogi's Jamboree Play Area	Playground	300
The Beastie	The Beast for kids	650
Boulder Bumpers	Kiddie dodgems	150 - 175
Witch's Cauldrons	Tea cup ride	650
Flintstones Flyboys	Helicopter ride	300
Pee Wee Raceway	Kiddie crank cars	150
Jabber Jaws Tubs	Kiddie tumble bugs	200
Mr. Jink's Jalopies	Hampton circular ride	150 - 200
Woodlands Amphitheater	Puppet show, fixed seating, adults/kids	<u>100 per show</u> 6,325
<u>Food:</u>		
Cotton Candy	2 windows	150
Quick Draw's Cafe	Hot dogs/popcorn/drinks	175 - 200
Bamm Bamm's Bon Bons	Hot dogs/drinks/icees	175 - 200
Smurf Goodies	Ice cream	150 - 200
		Σ = 7,175

CAMP SNOOPY

Knott's Experience

Operating Parameters:

Snoopy Attendance = 14% X 3.45M = 483K

Snoopy on-site capacity = 2,200

At Knott's, weekend day = 22% of week

Peak month at Knott's =

$$17.7\% \times \frac{4.43^1}{5.00} = 15.7\% \text{ of year}$$

Calculation at Camp Snoopy:

Annual Attendance at Camp Snoopy = $\frac{(\text{On-site capacity}) \times (\# \text{ weeks in month}) \times \text{Design Day Atten.}}{(\text{Weekend } \%) \times (\text{Pk. Month } \%) \times \text{On-site Capacity}}$

$$\frac{\text{On-site Capacity}}{\text{Design Day Atten.}} = \frac{2,200 \times 4.43}{(0.22) \times (0.157) \times (483,000)}$$

$$\frac{\text{On-site Capacity}}{\text{Design Day Atten.}} = 0.59$$

This is equivalent to a 4 hour plus stay.

¹ 5 week data at Knott's adjusted to 4.43 weeks in August.

Conclusion:

The Captain Kidd attractions in San Diego and Florida act as additional capacity within the parks. They increase overall hourly capacity but not attendance.

Unlike Captain Kidd, the larger program at Camp Snoopy generates a visit which is essentially a specific visit to Camp Snoopy (i.e., it is a long stay attraction) The business is therefore additive to capacity and attendance. It is an additional product for those attending and it is an attendance draw.

CAMP SNOOPY MISCELLANEOUS INFORMATION

- Roughly 85-90 percent of total attendance will walk through the Camp Snoopy section of the park.
- Elements of this area include:
 - A buffeteria serving kids food. Kid sized hot dogs and hamburgers. The park is themed as a mountain lodge.
 - Animal farm and contact zoo.
 - Animal show with 140-150 seating capacity.
 - Puppet show.
 - Computer game room co-sponsored by Apple.
 - Rides.
 - Children's play elements.
 - Birthday party room with capacity of 200. This room does a lot of business.
- Total ride capacity is 4,016/hour.
- Camp Snoopy generates 14% of ride volume at Knotts' Berry Farm.

INTERIM CONCLUSIONS

**About Investment Opportunities in
Regional Parks and Children's Parks
at Universal City and Universal Studios, Florida**

UNIVERSAL CITYWALK MARKET AREA SUPPORT

	5 Miles (000)	10 Miles (000)	Los Angeles County (000)
1989	608.5	2,392.2	8,556.5
1994	655.9	2,541.8	9,218.5
Age, Median (years)	35.3	32.9	31.5
Average Household Income	\$43,228	\$40,236	\$41,264
Median School Years	12.93	12.76	12.66
Percent 4+ Years College	24.6	21.8	18.5
10.5% of 1994 Population (6-12 age group)	66K	257K	931K

UNIVERSAL CITY VISITATION, 1989

	Number (000)	Percent			Dis- count Factor (%)	Est. Age 6-12 (%)	No. 6-12 (000)
		Local	Nat'l.	Inter- nat'l.			
Tour	5,091	17	54	29	25	7.6	387
Cineplex	1,895	95	3	2	80	2.0	38
Amphitheater	675	95	3	2	95	0.5	3
Restaurants	1,030	40	32	28	25	7.6	78
Hotels	560	5	90	5	50	5.0	28
Total	9,251					5.8	534

PROJECTED VISITATION TO CITYWALK, 1994 (000)

Existing Universal City Complex	9,300	Visitors (1989)
CityWalk		
Rockplex	2,000	
Other Retail	2,000	
Total	13,300	¹
6-12 age group at 5.8% of 13.3M is	771K	
On-site market segment at 33/67 children/adults is	2,313K	

¹ Includes multiple attendances.

Source: Harrison Price Company.

Free-Standing Children's Park at Universal City and Orlando

<u>Market Support</u>	<u>Universal City</u>	<u>Universal Studios Florida</u>		
1. Total Market				
Resident Market - 50 Miles (M)	12.7	5.5		
Domestic Visitor Market	20.0	16.0		
Foreign Visitor Market	<u>3.8</u>	<u>1.9</u>		
Total Market	35.8	23.4		
2. Market Segment				
6-12 age group @ 10.1%	3,616K	2,363K		
Total market segment @ 33% children	10,800K	7,100K		
3. % Already On-Site				
Total on-site	13,300K	5,000K		
% in age group	5.8%	7.5%		
6-12 age group on-site	771K	375K		
Market subset on-site @ 33% 6-12	2,313K	1,125K		
% of market subset on-site	17.4%	22.5%		
4. Comparable Market Penetrations				
	<u>Total</u>	<u>Segment</u>	<u>Total</u>	<u>Segment</u>
Legoland 1,000K out of	6.0M	1.8M	17%	56%
Castle Park 600K out of	4.3M	1.3M	14%	46%
Sesame Place 700K out of	8.0M	2.4M	9%	29%
5. Attendance Potential				
Percentage penetration	20%		20%	
Total market segment	10,800		7,100	
Attendance	2.16M		1.42M	
Percent of total market	6.0%		6.1%	

Market Support

**Universal
City**

**Universal
Studios
Florida**

6. Parameters of the Children's Park

Attendance	2.16M	1.42M
Per Capita Revenue	\$20	\$20
Revenue	\$43.2M	\$28.4M
EBDIT	\$8.6M	\$5.7M
Allowable Investment	\$86M	\$57M
Peak Month @ 16%	346K	227K
Peak Week	78K	51K
Design Day @ 22%	17,100	11,300
On-Site Crowd @ 60%	10,300	6,800
Requires Acres (Excl. Park)	26	17
Required Hourly Capacity	20,600	13,600
Cost/Unit of Capacity	\$4,175	\$4,191
Cost/Acre of Development	\$3.3M	\$3.4M

7. Conclusions:

- A workable model has been demonstrated.
- It has to be good enough to pull tourists in Florida, residents and tourists in Southern California.
- The market is big enough; the risk is in execution and in the high degree of general competition in Orlando and Southern California.

Childrens Park Within the Park at Universal City and Orlando

	<u>Universal City</u>	<u>Universal Studios Florida</u>
1. Attendance level (M)	5.0	5.0
2. Comparable Penetrations		
Kings Island	20%	
Captain Kidd	15%	
Camp Snoopy Buena Park	14%	
Pandamonium KC	12%	
Camp Snoopy Bloomington	10%	
3. Recommended Penetration	15%	15%
(half of the segment, 5 X 3)		
4. Children's Area Attendance	750K	750K
5. Other Parameters:		
Rides/Year @ 8	6.0M	6.0M
Ride Cap./Hour:		
$\frac{(750K) \times (0.16) \times (0.22) \times (0.60) \times (2)}{(4.43)} =$	7,151	7,151
6. Cost of Development		
@ \$4,000/Unit	\$28.6M	\$28.6M

7. Area Required

$$\frac{(750K) \times (0.16) \times (0.22) \times (0.60)}{(4.43) \times (400)} = \quad 8.9 \quad 8.9$$

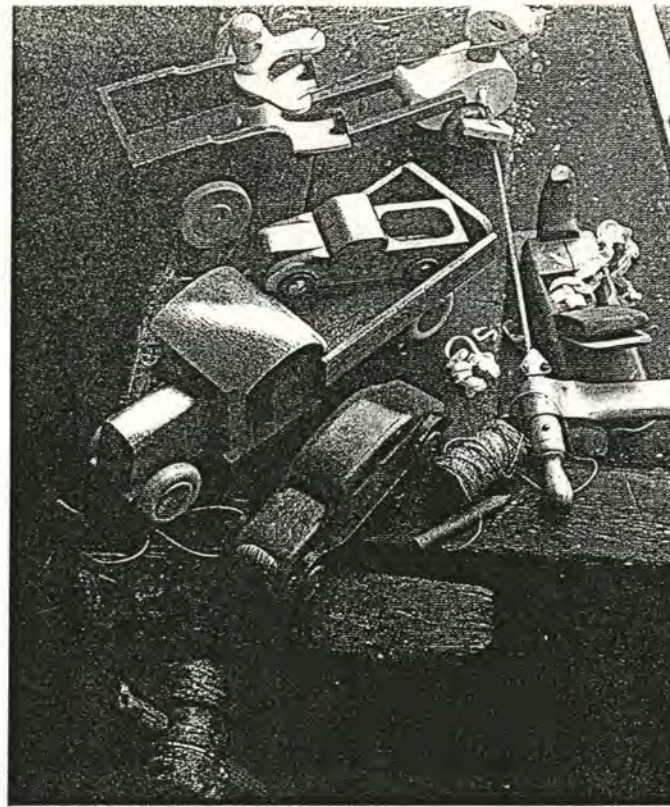
8. Cost of Development @ \$3.0M/Acre = \$26.7M \$26.7M

9. Conclusions:

In this model, the 750K attendance at the proposed children's park, operating as a land within the total park, generates 750K in incremental usage by those attending some of whom constitute additional attendance. It is additional capacity and an additional product for an important segment of the market. It is important enough to act as an attendance inducer. At 8 rides per person, it could add 6.0 million attractions attendance per year to the existing attendances on attractions within the parks. It could add substantially to length of stay. Its limitation is that it doesn't necessarily add to the per capita of the park. It is merely a capital improvement which will broaden the two attractions and make them more competitive. Whether or not it is the right capital improvement will depend considerably on the strength of the developed concept.

Appendix Material:

Legoland



LEGO THEME PARKS:

Building on Success with Little Plastic Bricks

Imagine a world where nearly every child had a Mickey Mouse doll, but few children (or parents) had ever heard of Disney World. To some degree, this is the paradox that faces the executives of Legoland, a theme park that is relatively unknown outside of Europe. LEGO bricks, on the other hand, are the colorful plastic building blocks that nearly every youngster (and parent) is very familiar with. Visit any toy store and you will likely find that LEGO sets, and Duplo sets for younger children, are the standard by which other building blocks measure themselves. Now, LEGO executives are striving to make LEGO themed parks as famous as the little blocks that inspired them.

Fifty Years In Toys

To tell the story we must go back to the era of the Great Depression, where Denmark was hit hard by the global economic downturn. Ole Kirk Christiansen, a wood craftsman with dwindling prospects and time on his hands, decided to supplement

his small carpentry business by making toys. In 1932, he started making wooden toys based on the idea that they should cater to children through their extraordinary good quality. He made toys that were simple and durable, yet capable of stirring a child's imagination. He called them LEGO, a combination of the two Danish words for "play well."

In 1949, Christiansen added plastic toys to his line, and in the early fifties his son developed the idea of an integrated toy-system based on high-quality plastic building bricks.

After some tough starting years, the new LEGO brick system showed a steady increase in popularity. While the new building systems gradually improved and developed, the remaining old wooden and plastic toys were deleted from the line. This paved the way for the very focused product strategy the company still maintains.

Today the company has marketing and distribution companies all over the world and manufacturing plants in six countries.

Colorful wooden toys were the first products made by the LEGO company, which was founded more than 50 years ago.

LEGO has positioned itself at the top of the toy industry, and is particularly well thought of in terms of product quality, consistency and brand image.

The company has an inspiring, consensus-seeking management style, and has won numerous international management, design and marketing awards. It remains a purely family-owned operation, now in its third generation. Little did Christiansen know, back in 1932, that the toys with the simple name he created would eventually result in a world-renowned trademark, spawn amusement parks, and more.

A Powerful Name Brand

The LEGO brand has carved an image and product awareness niche that rivals the most popular household brands in the Western world. Over the years, the company has been very judicious in



tending its LEGO trademark outside of its toy systems.

Legoland, the theme park, was the company's first step beyond its role as strictly a manufacturer of toys. A LEGO Dacta division and product range was established in 1980, to develop and market special LEGO sets and curriculum materials for schools. A licensing division was formed in 1989, to forward the company's interest in children's apparel. And finally, a new LEGO WORLD division was established late in 1990, to expand the theme park concept. But now we're getting ahead of ourselves.

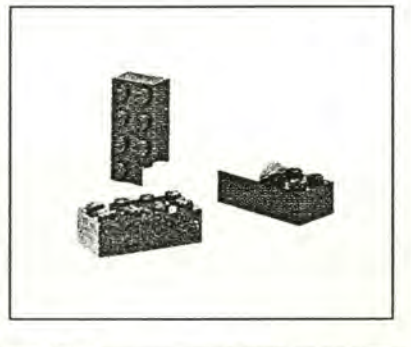
Toyland in the Hinterland

Legoland theme park, located in the village of Billund, opened in 1968, and covers some 100,000 square meters. Billund is situated near the center of Denmark's Jutland peninsula, and is noted as the world headquarters of LEGO and the home of the Grende Sande, a unique, inland, white sand dune.

Legoland is the largest tourist attraction in Denmark outside the capi-

continued on page 28

Toddlers can express their creativity with the Duplo sets, made by LEGO for younger children. Below, the LEGO bricks that are the foundation of the LEGO company today.





LEGO from page 27

tal of Copenhagen. It has more than one million full-day visitors in a region where the summer is extremely short, and where less than a million people live within a 1.5-hour drive.

The popularity of the LEGO brand has helped the park attract far beyond what might be the expected visitor rate, considering its rural placement. More than 50% of visitors come from outside Denmark -- mainly Germany and the rest of Scandinavia -- and many of them select a Danish summer holiday based on the chance to spend a day or two in the child-friendly park.

The Park

Legoland was created, in part, to show the unique and versatile potential of the LEGO idea for all kinds of designs from little toys to large sculptures. To make the point, the park has used 35 million blocks to create spectacular models and sculptures, some of which might be considered wonders of the world. The park also illustrates the company's unusually high commitment to quality, considering the LEGO sculptures must withstand the repeated rummeling of Denmark's harsh winters.

The park is an environment where children have first priority, and where game arcades and wild thrill rides are, at best,

secondary. Denmark is well known for its highly developed educational system; and so committed is the company to children's good mental and physical health that apples and carrots are promoted as snacks, rather than possibly more lucrative candy bars.

Legoland is mainly an outdoor park with various toy museums, exhibits, and a LEGO-owned hotel attached to the property. The nucleus of the park is "Miniland," a miniature landscape of famous castles, cathedrals, villages, harbors and railway stations. The entire panorama is constructed of LEGO bricks and set amidst a garden landscape with mountains, lakes and waterfalls.

"Legoredo Town" replicates an American Old West mining town right down to the Mine Train ride. At the Legoldmine, visitors pan for "gold nuggets" that are eventually minted into souvenir medallions. A "Timber Ride" roller coaster has a uniquely configured log train that carries its passengers as if on a log roll. Two of the town's most striking attractions are not rides at all. A replica of the monument at Mount Rushmore and a monument to American Indian Chief Sitting Bull loom high above Legoredo Town on the surrounding mountain. The remake of the presidential sculptures alone required 1.5 million LEGO bricks. Restaurants and various souvenir shops complete the themed area.

"LEGO Safari" offers visitors a ride

The Legoland theme park is based around a beautifully landscaped mini-world, here showing a view of Amsterdam. At right, "LEGO Safari" offers visitors a ride through sculptures of exotic animals brought to life with appropriately colored LEGO bricks.

through sculptures of exotic animals brought to life with appropriately colored LEGO bricks. "Fabuland Playtown" is a large activity section for younger children with toy-like rides and colorful, pint-sized buildings.

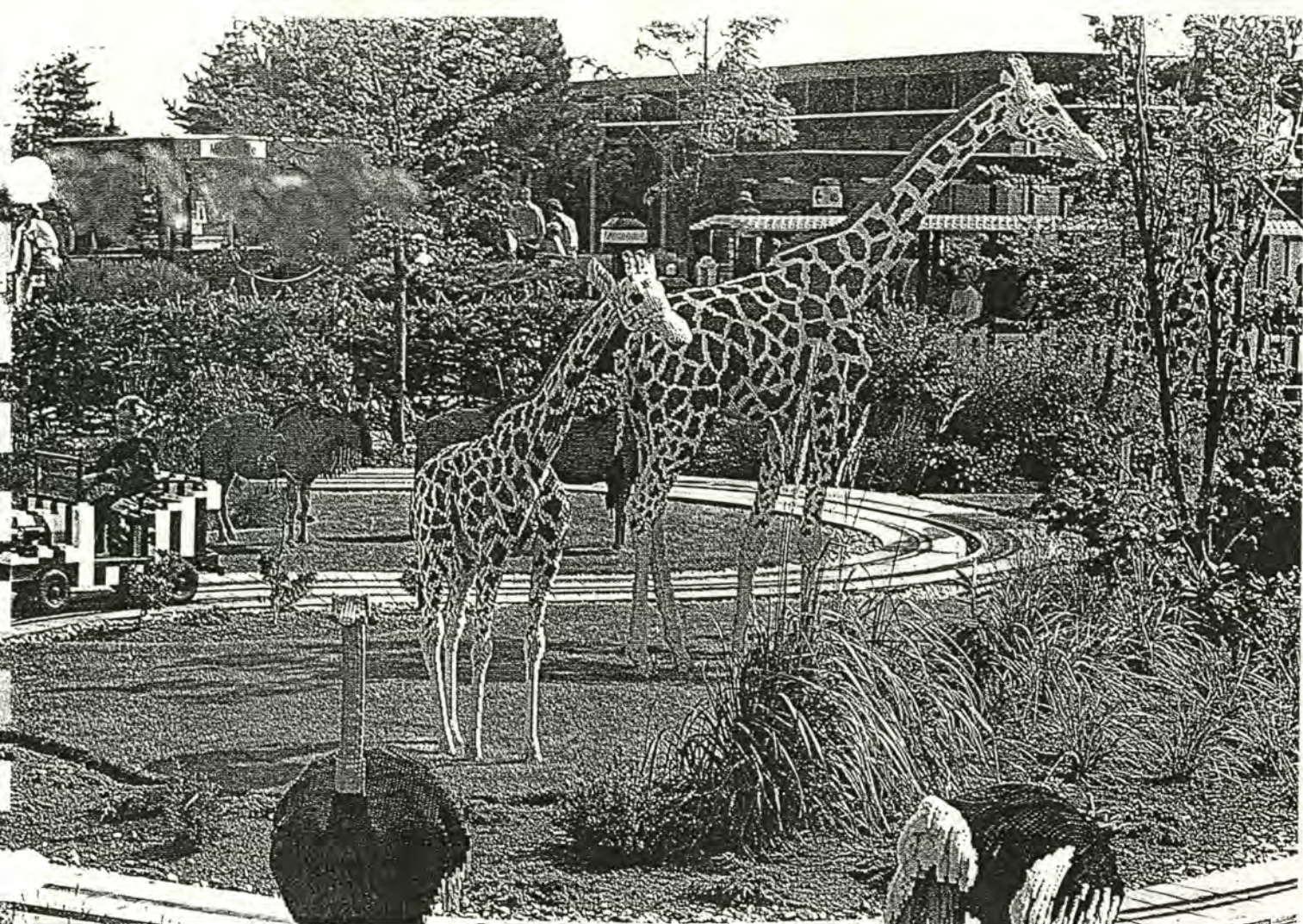
Indoors, the park houses one of the world's most impressive collections of antique dolls, mechanical toys, and miniature art. Titania's Palace, for instance, is a masterful mini-mansion of 18 rooms filled with over 3,000 pieces of handmade furniture, paintings, linen, utensils, and books. An eccentric British officer built and furnished the palace for his daughter and her 'friend', the Fairy Queen Titania.

The Concept Goes International

Until recently, LEGO management has turned down any proposal to duplicate Legoland, and company executives continue to emphasize that Legoland will not be exported. But the park's unique design and success have prompted many requests for international replicas. Now, with the establishment of the new LEGO WORLD division, the company is looking to expand its park concept beyond the boundaries of Denmark.

"We will not copy Legoland park as it is, but we will elaborate on a somewhat different theme park concept," says Kjeld Kirk Kristiansen, president and third generation of the family-owned company. "It will require cooperation with one or more partners, as well as a location close to or integrated with a larger complementing facility. With this strategy, we can work with a more concentrated LEGO concept and find a way which should be more manageable for global execution and operation," he adds.

As illustrated, Legoland is mainly an outdoor park with various indoor components, and an attached hotel. But the new division responsible for the design and execution of the concept is working on a more concentrated theme park without museums and hotels. "We may even make



some of the new parks fully indoor facilities, if that is the best way to fulfill our mission," says Christian Majgaard, head of new business areas. "However, the important thing is not the roof," he adds. "We're seeking the best way to offer the ultimate delight of the LEGO idea, while taking climate, culture and neighboring projects into account."

The new division currently is researching potential geographical markets for expansion. Selected design companies also are in the process of developing master plans and scale model proposals for the new global theme park idea.

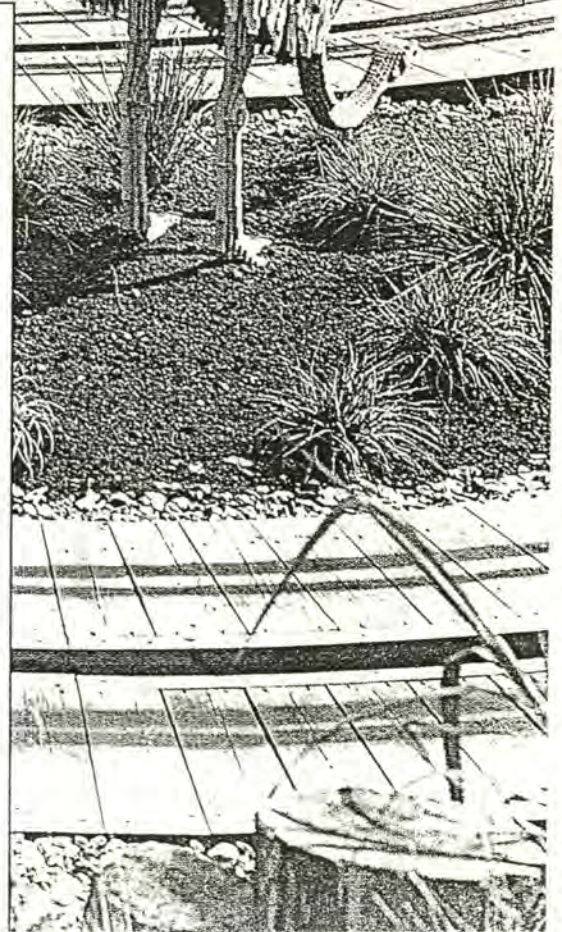
Carefully Selecting A Partner

According to a company spokesman, finding the right partner is as important as finding the right location for the new project. And the company's high-quality and children-first orientation makes the task of finding a

partner even more challenging. LEGO is seeking a partner who has the right attitude. But that partner should also own land, buildings or projects in a location with facilities that would complement the park.

"With the quality we intend to put into this new concentrated theme park, it is difficult to generate a proper return on the park investment, unless someone brings capital to the project," says Majgaard. However, he does foresee substantial benefits accruing to the partner based upon the presence of a LEGO park. One benefit Majgaard envisions is the fame that will come with bringing such a unique project to an area. Other anticipated benefits include increased tourist and shopping business, increased hotel and transportation patronage, and the increased value of the real estate.

For LEGO's part in the new park, Majgaard says, "We are pursuing a focused strategy, and are interested only



in the design and operation of the park itself." In other words, LEGO management is not interested in becoming a real estate or resort developer.

"If we measure it by the number of proposals we've received, we certainly do not lack choices for ventures and locations," says Hans H. Gram, head of project development. "But we have decided to concentrate on careful research and evaluation before we make our choice. After all, the right location and partner are 75% of the success," he adds.

A Theme With Appeal

"The design of our new theme park will follow our most popular toy themes very closely," says Kirsten Morkenborg, design coordinator, "but there are still innumerable ways of exploiting the full potential of the LEGO idea."

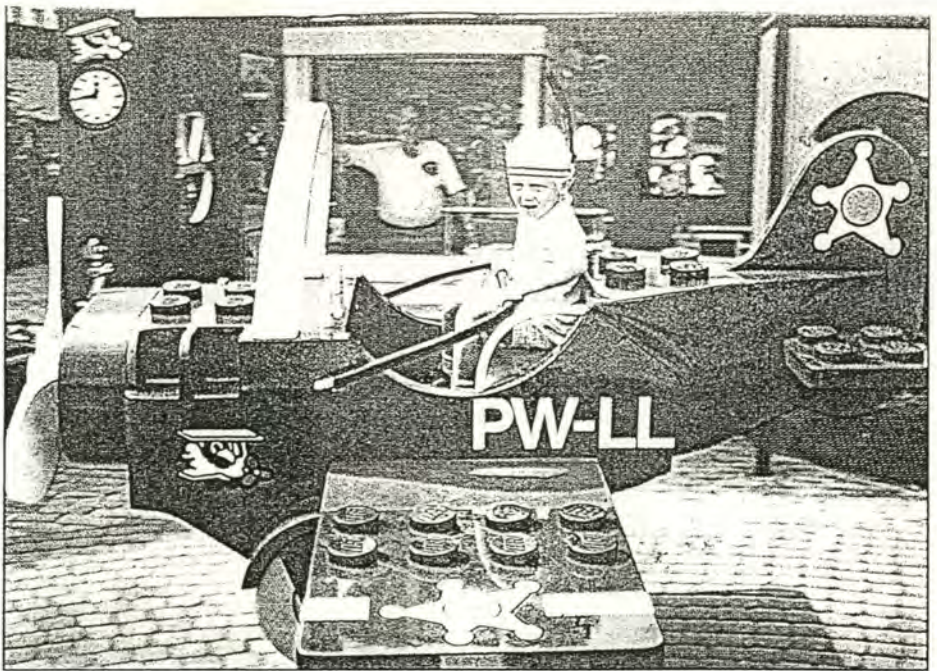
"We have a lot of inspiration and experience from our Legoland theme park and from various in-company projects. Many of our toy marketing companies have developed unique LEGO show concepts for temporary use in major department stores. These shows have added tremendously to our know-how in design, and have shown us how extremely popular and magnetic our brand is when it is designed and animated for visitor attractions," Morkenborg adds.

LEGO's Australian division is reportedly already undertaking a design project for an indoor LEGO theme park. Current thoughts are for a park integrated into a shopping and entertainment mega complex.

"With a successful, mainly outdoor Legoland theme park at the one extreme, and a very promising indoor design project at the other, we know that our theme park concept can work under many different conditions," says Majgaard. This supports his belief in a global potential, where climate and culture are taken into account.

"But since we will feature only existing LEGO toy concepts in the new park, and since it will not include toy museums or hotels, our global concept is expected to cover a smaller area than Legoland; and it will have to depend less on weather conditions," Majgaard adds.

According to Morkenborg, some ele-



Here, a small child enjoys an airplane ride created of giant LEGO blocks.

ments of the original LEGO theme park are mandatory. The new facility, large or small, will contain:

- A DUPLO section for very young children, staffed with child-care-educated people in a safe, friendly atmosphere.
- A House Of Fantasy, or "one million bricks room," where children of all ages can build their wildest creations without running short of bricks or space.
- A life-size LEGO Castle, with a thrilling but child-appealing dark ride inside.
- A LEGO Pirate Ship, a copy of one of LEGO's hottest toy products. It will be situated on a small lake and offer interactive pirate attractions.
- A space themed LEGO Space Rocket built of LEGO bricks and including a dark ride trip to outer space.
- A LEGO Technic experimental showroom where the basic principles of technology and science are made accessible and entertaining.
- A LEGO Shop where enthusiasts can find all the sets that are available on a global scale, including all spare parts for the dedicated connoisseur. Children's clothing and similar LEGO-licensed products will also be for sale here.
- A Miniature Landscape with a world of castles, domes, towns and villages.

Participation and child/parent interactivity also will be an important consideration in the new park.

An Integrated Marketing Approach

With LEGO marketing and distribution companies all over the world, the new park

will have a strong promotional partner targeting households with children. In some markets, the company even runs a LEGO builder's club where members are offered a special "members lounge" as an integrated part of the facility. A close relationship with LEGO's park in Denmark also will allow travel-exhibitions and shows from its massive permanent collection.

LEGO themed shows, temporarily placed in major department stores and shopping malls, have been strong promotional vehicles for the company over the last 10 years. The shows have demonstrated that spectacular LEGO models have the power to draw crowds from a wide geographical area.

Behind the development of the new LEGO WORLD is an experienced park staff, as well as several design teams in the LEGO toy divisions. In order to satisfy the annual needs for spectacular models in the toy trade as well as in Legoland, more than 100 people are continuously designing and reproducing large models. To an increasing extent, many of the models are being animated with light, sound and movement.

As it turns out, there seems to be very little that LEGO building blocks can't do. In this case, those little plastic bricks may be the cornerstone of a whole new amusement park concept.

J.D. Henderson



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Legoland Looks Like a Chip Off the Plastic Block

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By: BILL O'BRIAN; WASHINGTON POST

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BILLUND, Denmark - It was in the quaint Old World Danish port town of Korsor that I began to wonder if perhaps my wife Susan and I had made a mistake.

As a concession, of sorts, to our 7-year-old son Adam, who would be required to endure many grown-up activities during our two-week visit to Scandinavia, we had promised to make a side trip to Legoland.

The problem in Korsor was that we had committed a cardinal sin of summertime travel in Scandinavia. We had not made a reservation for us and our car on the ferry. So we were waiting in a seemingly interminable line with hundreds of other vehicles under a relentlessly hot late-afternoon Danish sun.

A five-hour side trip was turning into a nine-hour nightmare, and I was turning into an ugly, impatient American.

If we don't make the next hourly ferry to Nyborg, I announced after we had watched three leave without us, we're turning around and going back to Copenhagen. As it turned out, we made it onto the next ferry.

It took us across a beautiful body of water known as "Store Baelt" (Big Belt), and three hours later we had reached our ultimate destination: Billund, Denmark.

To an adult, Billund is a tiny speck on the map 150 miles west of Copenhagen and 170 miles north of Hamburg, West Germany. It is a pristine town off the beaten path in the peaceful, gently rolling farmland of the Jutland peninsula, the westernmost region of Denmark.

To a 7-year-old child who has played with Legos virtually since the day as an infant that he learned to grasp small objects, Billund is mecca. It is home to Legoland, a theme park that is made mostly of Lego bricks--about 35 million of them. It also is home to the world headquarters of Lego System A-S.

Legos, for those not in the parenting or grandparenting business, are small, brightly colored, plastic, snap-together building toys that are marketed in more than 110 countries around the world.

In Denmark, where the Lego company was founded in 1932 and the plastic brick as it exists today was patented in 1958, they are a national obsession of sorts.

Sets of them, available for public use free of charge, are everywhere: in banks, in hotels, in restaurants, on ferries, in airports.

There is at least one Lego-emblazoned postage stamp in Denmark. And, according to the company, Lego products are found in 90% of Danish households with children under age 15.

In Billund--a town with a regional population of about 7,000 people, 1,250 of whom are Lego employees--that percentage undoubtedly is higher.

The first thing I noticed upon arriving here was the army of bright yellow vehicles--each adorned with several red Lego logos--buzzing about on business.

Full-sized trucks, pickup trucks, vans, step-vans, mini-vans, cars, scooters, golf carts and even forklifts: They were everywhere, only they were much bigger than the ones I'm used to tripping over on the living room floor.

Another thing I noticed was Adam's excited demeanor. The evening before we were to visit the park he was filled with a level of anticipation usually reserved only for Christmas Eve. He was smiling from ear to ear. He ate all of his dinner, even the vegetables. And he went to bed without any resistance.

The next morning he rushed through breakfast and tugged at Sue and me impatiently as we attempted to leisurely enjoy havarti cheese, Danish ham and several delicious forms of herring with our rolls and coffee. Fifteen minutes later, as we passed through the Legoland gates, Adam was in heaven and Sue and I were pleasantly surprised.

To be sure, the park, which first opened in 1968, is to Lego System A-S what Disneyland and Disney World are to Walt Disney Productions: a publicity lightning rod and a commercial flagship. However, Legoland is more reasonably priced and infinitely cozier than the Disney complexes.

One full day is plenty of time to see the whole park, we found, and a family of four could do it for between \$75 and \$100, including a Danish lunch or dinner.

"We try to be a family park, giving pleasure and fun to children," said Knud Hedegard, the park's managing director. "Our intention, our experience, is that people will spend four to five hours in Legoland."

Legoland is part amusement park, with rides, restaurants and other attractions, and part architect's dream, with charmingly detailed and amazingly automated miniature exhibits depicting scenes from around the world.

It is the miniature scenes--generally built at 1:20 scale and composed mostly of Lego bricks--that distinguish it from other theme parks.

To us, perhaps the most impressive of these scenes were two separate replicas, one of the port of Copenhagen and the other of the canals of Amsterdam.

In addition to architecturally correct row houses, warehouses, shipyards, model trains, drawbridges and landscaping, these exhibits include working ferries and cargo ships loading, unloading and traversing real water, all automated by electronic computerized remote control. We could only marvel at the precision and detail.

Among the other impressive exhibits unique to the park were:

--An automated Scandinavian airport, complete with planes taxiing down the runways--based on those in Copenhagen, Stockholm and Goteborg, Sweden.

--Miniature rural scenes from Denmark, Sweden, Finland, Great Britain, the Netherlands, Norway's fiords and West Germany's Rhine River Valley.

--Replicas of slices of Americana: the U.S. Capitol, the Statue of Liberty, Mount Rushmore and a monument to Native American chief Sitting Bull.

In a place where three languages--Danish, German and English--were spoken interchangeably, these exhibits made an American boy feel a bit more at home.

--A safari exhibit that includes beautiful, close-to-life-size models of elephants, giraffes, zebras, monkeys, lions, crocodiles and other animals.

--Titania's Palace, a dollhouse-like miniature palace that was the passion of British officer Sir Neville Wilkinson before his death in 1948.

This exhibit, which was purchased and refurbished by Legoland in the late '70s and is really a self-contained museum, features some 3,000 handmade items, but not a single Lego brick, so we didn't spend much time there.

And, of course, there are rides. Not abrupt roller coasters, but in the main gentle rides that seem to fit into the nurturing Lego philosophy: a mini-boat ride that cruises past replicas of an Egyptian temple and the Acropolis; a very tame helicopter ride; a train ride through the park; a ride to the top of an observation tower overlooking the park and Billund, and mini-cars that are more like real cars than bumper cars and encourage responsibility, not recklessness, behind the wheel. A good young driver can even earn a Legoland driver's license.

"For Legoland park, the main idea is to be a flagship for the Lego idea," Hedegard said. "And you will find that we Lego people are a bit religious. We believe in the Lego idea."

It is an idea that originated in the early 1930s with the company's founder, a Danish master carpenter, Ole Kirk Christiansen. Christiansen, whose first line of toys built in Billund were wooden, not plastic, deeply appreciated the power of play.

"The world of the child is as infinite as his imagination," he is said to have said. "Give free reins to his creativity, and he shall build a world richer and more imaginative than any adult can conceive."

His motto was "play well" or, in Danish, leg godt, from which the Lego corporate name was derived.

Legoland has been playing well in Northern Europe for years.

It boasts an average of about 900,000 visitors annually, most of them from Denmark, West Germany, Sweden, Norway and the United Kingdom. Fewer than 1% are from the United States, but if you're in the area, it's worth a side trip.

CAPTION:

Photo: Located in the town of Billund, Legoland's ersatz Mount Rushmore is made from 1.5 million Lego bricks.

Photo: These visitors appear to be giants in Legoland's popular Miniland.

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Appendix Material:

Sesame Place

Sesame Place

This attitude generally prevailed until the summer of 1980 when a joint-venture of Busch Entertainment Corporation (a subsidiary of Anheiser-Busch) and Children's Television Workshop (Sesame Street and The Electric Company) opened Sesame Place, a six and one half-acre (2.63 ha) play space in Philadelphia, Pennsylvania.

Sesame Place opened on July 30th, 1980 at a cost of about \$7 million and was an instant success drawing 200,000 visitors in its first months of operation and 350,000 customers in its 1980 season, which ended on November 16th. This attendance is equivalent to about 745,000 visitors annually given a normal operating season based on the distribution of attendance shown below:

	Estimated Monthly Attendance	
	(000)	(%)
May 15-31 (weekends)	40	3.7%
June	100	14.7
July	200	29.4
August	200	29.4
September (weekends)	80	11.8
October (weekends)	60	8.8
November 1-15 (weekends)	<u>15</u>	<u>2.2</u>
	745	100.0%

The text table below shows the estimated distribution of per capita revenue (%):

Admissions	52
Computers	5
Food	26
Merchandise	<u>17</u>
Total	100.0

Sesame Place generated an estimated 80% of its initial investment in its first full season, an unusually high ratio of revenue to investment in an industry which has traditionally considered annual revenues of 65 percent to 70 percent of initial investment in the third year of operation a good target objective.

An interview with Bill Monty, the General Manager of Sesame Place, revealed a number of very interesting statistics and insights. Among them:

1. The park was widely accepted by adults even though it was designed and intended for children. An analysis of attendance by age group shows:

<u>Age Group</u>	<u>Percent of Total Attendance</u>
1 through 13	52%
14 through 21	>1
22 and over	<u>48</u>
Total	100%

Because of this response, attractions not originally intended for adults were opened to them and additional adult-oriented attractions are being included for the 1981 season.

2. The choice and training of staff attendants is of great importance in any commercial recreation operation. It is of even more critical importance in this type of operation and has a direct effect on two elements of primary importance to the success of the venture--acceptance of the park by adults (parents) and safety. Female attendants were found to be more successful than males, largely because they tend to be more patient.
3. Food sales were high, even though approximately 30 percent of the visitors brought a picnic to the park, a very unusual situation in the U.S.



Big Bird © 1991 Jim Henson Productions, Inc.



PLAY-O ALL DAY-O!

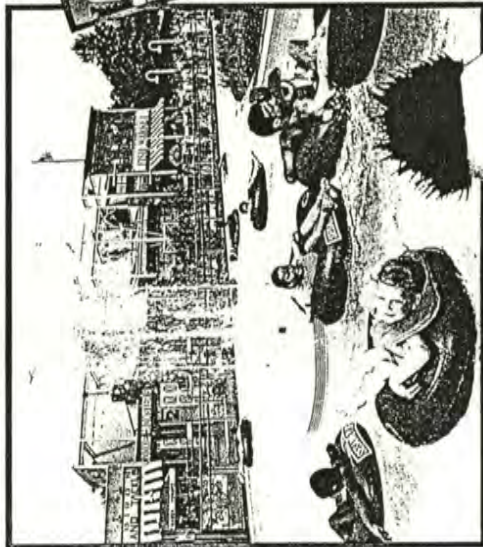


BUCKS COUNTY, LANGHORNE, PA

Look What's New At Sesame Place!

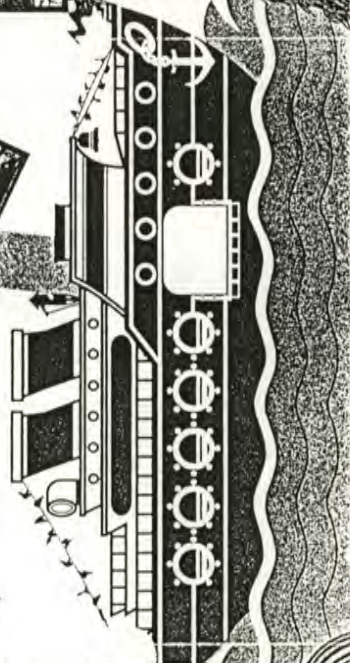
Come over to Sesame Place this year and treat your family to the park that sparks the imagination. Experience a taste of the Caribbean when you discover **Sesame Island**, a cool new way to Play-O All Day-O in a tropical beach setting...so close to home! And you'll even find a whimsical replica of a cruise ship docked at Sesame Seaport.

Of course, you'll still find all your favorite live entertainment, featuring many of Sesame Street's best-loved characters. Our family-oriented play park provides a wide variety of activities designed to amuse, stimulate, entertain and enlighten, including participatory theater, educational science exhibits, computer games and over 40 outdoor physical play and water activities. With so much to do and see, Sesame Place promises fun for the entire family!



Sesame Street Friends Are Waiting To Meet You!

Drop by the Sesame Neighborhood where youngsters can meet some of their favorite pals...Bert and Ernie, Grover, Cookie Monster, the Honkers and Prairie Dawn, plus get an up-close view of buildings and storefronts like those seen on television's Sesame Street. They can play mechanic at Oscar the Grouch's Garage or fire fighter at Sesame Street Engine House No. 1. Even become a "star" with the guidance of our "director" of the Sesame Production Company. Take in the lively "Big Bird & Company" musical revue. Join in the high-spirited "Sesame Players" audience participation show or watch the amazing antics of the "Sesame Place Animal Actors" as macaws and cockatoos sing, talk and show off astonishing acrobatic skills.



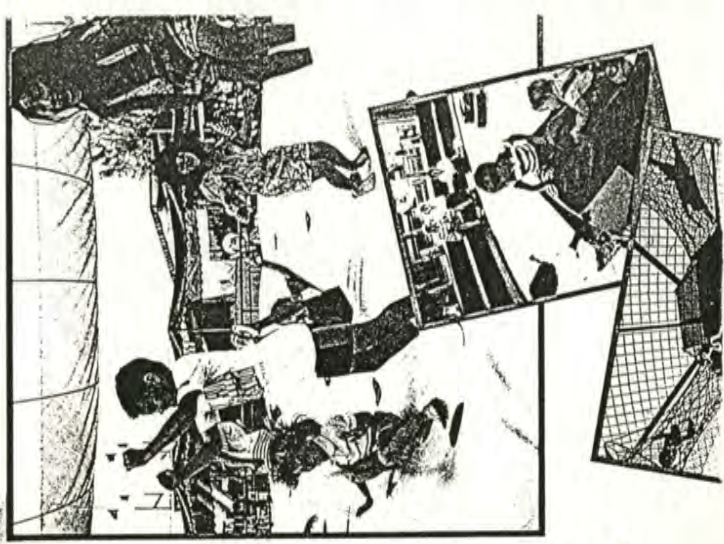
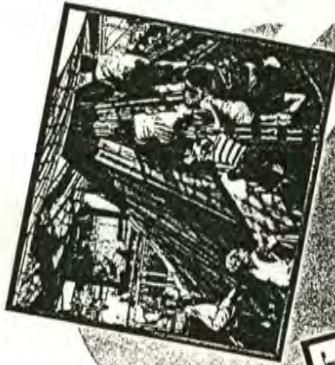
A Splashing Good Time!

Suit up the whole family for water adventure on Big Bird's Rambling River. Start your water journey at Sesame Seaport, where you'll find the sights and sounds of a colorful wharf. Then get an innertube to begin your voyage down our 1,000 foot winding river, encountering bubbling, swirling water and gey-sers. For the more adventurous fun-seeker, experience the twisting, turning chutes of Sesame Streak or the four-lane body flume at Slippery Slopes, both rides delivering parents and kids to a cool splash pool below. The tamer white water fun at Rubber Duckie Rapids is perfect for younger children. Count's Fount wading pool with nets, slides and water falls, and Little Bird's Birdbath with cascading water umbrellas, also await the little ones. Changing facilities are available. Attendants are always on hand to ensure safety. At Sesame Place, getting wet is half the fun!

Let's Get Physical!

Jump, crawl, climb and bounce on any of Sesame Place's 40 high energy, "kid-powered" outdoor play activities...designed for participation by adults and children of different ages and skill levels. You'll find hundreds of feet of cargo netting connected to suspended net tunnels at Nets and Climbs. Scale Cookie Mountain, bounce on Ernie's Bed Bounce for springy air mattress fun or swim through a sea of multi-colored plastic balls at Snuffleballs. Sesame Place also features Big Bird's Court and Little Bird's Court, areas designed just for the preschool set that are entertaining, safe, and educational.

With all this fun and excitement, you'll be sure to want a nutritious, delicious meal or snack. The Food Factory features good to eat, "good for you" foods including whole wheat pizza, sandwiches, salads and desserts. Or visit Captain Ernie's Cafe, near Sesame Seaport, for flame-broiled burgers, combination platters and other scrumptious items. If you bring your own food, you'll find several picnic areas, like Pigeon Park, for your dining pleasure.





Learning Is Great Fun At Sesame Place!

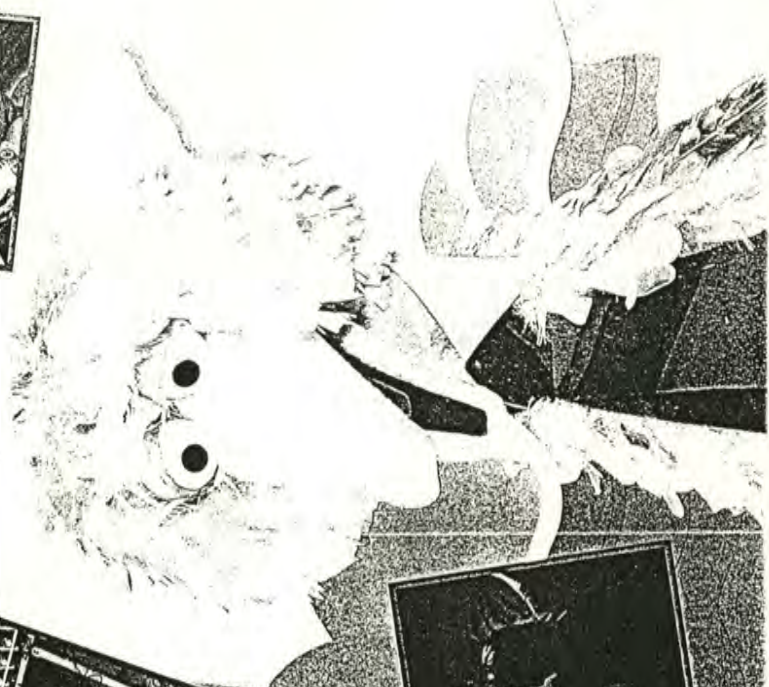
our children can learn while they play. At Sesame Place, they will discover color, motion, friction, electricity, light, sound and shadow through an intriguing variety of interactive elements. Like the Rainbow Room, where images are captured in rainbow colors on a screen. Or learn about generating electrical energy by pedaling a bicycle at Pedal Power. Watch your shadow appear and stay on the wall in the Shadow Room, even after you've walked away! Or use your feet to tap out a tune at Foot Notes. You'll find a wonder-filled educational experience at Sesame Place!

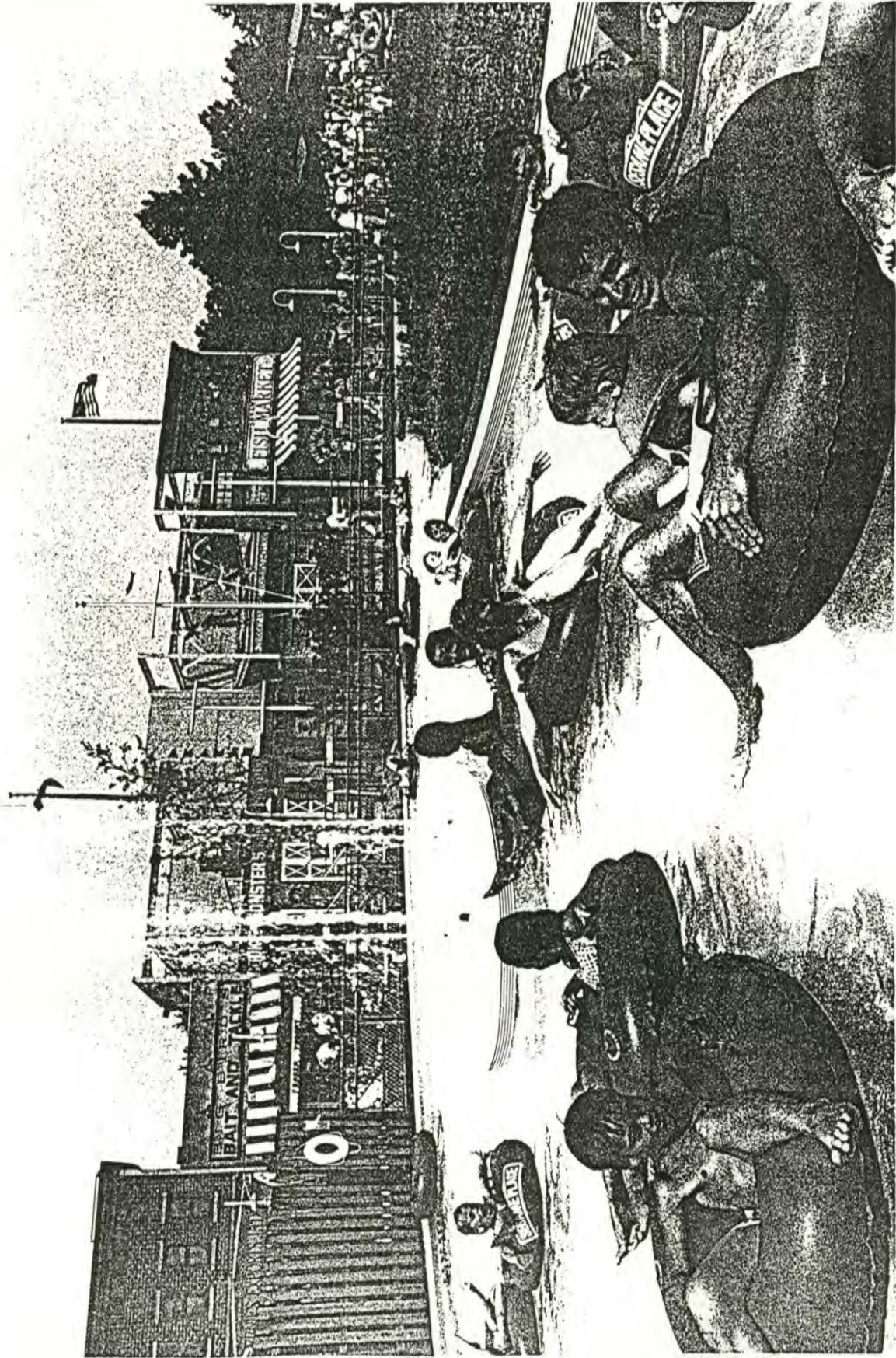


Computers Kids Love!

Over 50 challenging games are waiting in one of the nation's largest computer arcades. Your child can solve puzzles, draw

pictures and play in the two-level Computer Gallery. Save plenty of time to browse in Mr. Hooper's Emporium, Sesame Swim Shop or Trader Bert's Treasures to take home a special memento of your day at Sesame Place.





FAMILY FLOAT - Brightly colored inner tubes carry children and their parents down "Big Bird's Rambling River," a recently added water attraction at Sesame Place in Langhorne, Pa. Riders float through cascades, geysers and swirling waters around this year's new expansion, Sesame Island.
© 1991 Sesame Place



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SESAME PLACE
1991 FACT SHEET

DESCRIPTION:

Sesame Place is a unique play park for families with children ages 3 - 13 that blends wholesome physical play and water activities with stimulating science exhibits; challenging computer games; live entertainment featuring the "Big Bird & Company" musical revue; Sesame Neighborhood, an interactive, full-sized outdoor replica of the "Sesame Street" TV show stage set; and regular appearances by some of the best-loved "Sesame Street" characters including Big Bird, Bert, Ernie, Grover, Prairie Dawn, Cookie Monster and the Honkers.

LOCATION:

The 7-acre park is located adjacent to Oxford Valley Mall in Lower Bucks County, Pa. Sesame Place is a 30-minute drive north of Philadelphia, 15 minutes southwest of Trenton, N.J., and an hour-and-a-half from New York City. (Less than one hour by train from New York to the Trenton train station.)

1991 OPERATING SCHEDULE:

May 4 - May 24	Daily, 10 a.m. - 5 p.m.
May 25 - May 27	Daily, 10 a.m. - 8 p.m.
May 28 - May 31	Daily, 10 a.m. - 5 p.m.
June 1 - June 2	Daily, 10 a.m. - 8 p.m.
June 3 - June 7	Daily, 10 a.m. - 5 p.m.
June 8 - June 9	Daily, 10 a.m. - 8 p.m.
June 10 - June 14	Daily, 10 a.m. - 5 p.m.
June 15 - Sept. 1	Daily, 9 a.m. - 8 p.m.
Sept. 2 - Sept. 4	Daily, 10 a.m. - 5 p.m.
Sept. 7 - Sept. 9	Daily, 10 a.m. - 5 p.m.
Sept. 14 - Oct. 6	Weekends only, 10 a.m. - 5 p.m.

NOTE: Operating schedule subject to change without notice.

-more-

SESAME PLACE - P.O. BOX 1579 - LANGHORNE, PA 19047-0579 - 215/752-7070

NEW FEATURE:

Sesame Island -- A colorful, Caribbean-themed entertainment and play area. The tropical attraction features "Big Bird's Rambling River," a winding, 1,000-foot inner tube ride that parents and children can enjoy together; "Sesame Seaport," a bustling wharf-themed area complete with a restaurant, gift shop and strolling entertainers; the "Good Ship Sesame," a 60-foot whimsical replica of a cruise ship where the In Tunas, a four-part harmony troupe of singers, performs; "Ernie's Waterworks," a fun-filled maze of colorful pipes, leaping jets and globes of water and participatory fountains; "Paradise Playhouse," featuring an exotic tropical bird revue; "Oscar's Trash Can Bandstand," where children can play authentic steel drums; "Sand Castle Beach;" and "Snuffy's Sandbar," a fruit drink stand.

SPECIAL EVENTS:

Mini-Zoo, May 6-10 -- Youngsters can enjoy a close encounter with such animals as exotic sheep, goats, Chinese pot-bellied pigs, rhea chicks and a llama. Trainers will be on hand so that preschoolers can learn about these members of the animal kingdom firsthand.

Imagination Days, May 11-19 -- Programs designed to spark children's imaginations will be featured and include:

Dancin' with the Honeybees, May 11 -- Beekeeper Cliff Wright will display his glass-enclosed observation hive which houses 5,000 bees. As part of his presentation, Wright will turn the entire audience into a working hive, teaching children about the balance of life in a bee colony and the ecological function of these small creatures.

Life with Curly Conner, May 12 -- Blind singer, songwriter and recording artist Donna Weiss combines her songs with a demonstration using her black labrador guide dog, Curly. Weiss will explain how she uses Curly and her imagination to overcome her blindness and achieve her goals.

Extra! Read All About It!, May 13-14 -- Joseph Keppel, an enchanting entertainer, encourages youngsters to read through his special brand of magic. Keppel uses props such as a magic table designed to look like a newsstand, magazines and newspapers in his magic tricks.

SPECIAL EVENTS
(CONT'D.):

Circles and Starbursts, May 15, 16, 17, 19 -- Mike Weilbacher presents an environmentally themed program that incorporates audience participation to demonstrate rain, thunder, lightning, wind and plant life.

Teddy Bear Clinic, May 18 -- Presented in conjunction with Mercer County Medical Center, the "clinic" is designed to help alleviate children's fear of medical care by presenting a non-threatening encounter. Youngsters can bring to the park stuffed animals with imaginary illnesses or injuries, and receive treatment and a bandage from some of Mercer County's health care medical professionals.

LIVE ENTERTAINMENT:

"Big Bird & Company" -- Several productions of this lively musical revue feature the lovable long-legged Big Bird with appearances by some of his best "Sesame Street" friends: Bert, Ernie, Grover, Cookie Monster, Prairie Dawn and the Honkers. The show is staged several times daily in the park's Big Bird Theatre.

"Sesame Production Company" -- Sesame Production Company presents "The Wild Duckie Chase," a special effects video adventure which gives young audience members an opportunity to join some of their "Sesame Street" pals in a search for Ernie's famed Rubber Duckie. Led by a "Hollywood director," they act in a brief skit and, through chromakey technology, can see themselves on TV as their image is mixed with a prerecorded videotape.

"Sesame Players" -- On-stage audience participation is required in this creative presentation of specially designed interactive stories. A cast of actors lead youngsters and parents in a variety of 18-minute stories including "Beauty and the ?" and "How the Princeless Princess Got Her Prince." The show is presented several times daily in the Circle Theatre.

"Sesame Place Animal Actors" -- Talented macaws and cockatoos sing, talk, impersonate other animals and demonstrate amazing athletic and acrobatic skills for audiences in the new Paradise Playhouse theater.

Entertainment -- Other park entertainment includes strolling street performers in Sesame Neighborhood and in the Sesame Seaport area. During the summer, the Sesame Brass Band performs their upbeat tunes in the front court area.

Add Three

WATER RIDES AND
ACTIVITIES:

"Big Bird's Rambling River" -- A fun-filled water adventure for kids and adults alike. Beginning at Sesame Seaport, the colorful wharf-themed area, guests float leisurely in inner tubes along a 1,000-foot waterway past bubbling swirling waters, palm trees with tipping coconuts, waterfalls and geysers.

"Sesame Streak" -- Riders are carried down two twisting, turning chutes in either one- or two-person tubes, ending their journey in a splash pool. The "Streak" is designed for parents and young children to experience together.

More Water Rides and Activities -- "Big Slipper" features two intertwining body flumes that wind down to a splash pool finale. "Runaway Rapids" offers a ride down a 350-foot-long churning, turning course that simulates a white water tubing experience. "Rubber Duckie Rapids" is a tamer version of the white water tube ride for younger children. "Slippery Slopes" takes riders down a slick, 75-foot slide into a splash pool.

"Amazing Mumford's Water Maze" offers a series of colorful tubes and nets children can crawl through while experiencing a gentle spray of water. And for the younger set, "Count's Fount" provides wading pools with nets, slides, a waterfall and sprays. "Little Bird's Birdbath," a pond with cascading water umbrellas, has an area where parents can lounge while watching their children. "Rubber Duckie Pond" offers children under 5 an activity slide in a shallow pool.

Bathing suits are required for all water activities.

SCIENCE/EDUCATIONAL
EXHIBITS:

Rainbow Room -- Visitors play and perform before a screen which captures their movements, displaying them in a rainbow of color.

The Computer Gallery -- Over 50 challenging computer games, making up one of the largest collections of computer games in the country, are housed in a two-level gallery. The games, many of which feature "Sesame Street" themes, are programmed for use by both beginners and computer buffs.

SCIENCE/EDUCATIONAL
EXHIBITS (CONT'D.):

Sesame Studio Science Exhibits -- This indoor area presents stimulating educational exhibits which introduce children to concepts about light, sound and motion. Here, they can also play on a replica of the "Sesame Street" stage set and see themselves on closed-circuit television in this newly expanded area. Sesame Production Company shows are also performed in this area.

Shadow Room -- Guests pose against a liquid crystal wall surface as their image is exposed to light from a strobe. When guests step away from the wall, their shadow remains on the surface.

Pedal Power -- Guests demonstrate the electrical energy generated by riding a bicycle as they pedal to light up a neon board.

Zoetrope -- This interesting device turns children's hand-drawn images on narrow strips of paper into a moving picture.

Foot Notes -- A variety of colored lights are projected onto the floor. Stepping on a "color" signals a device that creates a musical tone.

Create A Puppet Show -- Here, youngsters can use their imagination to produce their own puppet show.

Sesame Place also conducts a number of special educational programs for children, including scout badge programs and field trips. For further information on group visits, call 215/752-4900.

PLAY AREAS:

Outdoor Physical Play Activities -- More than 40 "kid-powered" play elements are designed for energetic participation by children of different ages and skill levels and for their parents to enjoy with them.

Popular activities include "Nets and Climbs," hundreds of yards of cargo netting connected by 200 feet of suspended net tunnels; "Cookie Mountain," a tall vinyl cone kids can scale; the "Count's Ballroom," a sea of 80,000 colorful plastic balls on a trampoline surface; "Ernie's Bed Bounce," a large, springy air mattress; and "Sesame Slab Slides," featuring slides of different grades.

Add Five

PLAY AREAS (CONT'D.): Preschoolers' Play Areas -- Little Bird's Court and Big Bird's Court feature play activities designed especially for the preschool set. Surrounded by others of their own age and skill level, young children can venture into a crawl-through maze and a modular climb-through fort, jump into a mini ball-crawl, and play with mix-and-match totem poles, building blocks and activity tables. They can also enjoy "Big Bird's Nest," a vinyl sea of foam padding with soft blocks, and "Crystal Climb," a clear plastic geometric structure for climbing.

OTHER ATTRACTIONS: Sesame Neighborhood -- An outdoor, full-size replica of the storefronts and building facades found on TV's "Sesame Street"; here, children can interact with some of their favorite "Sesame Street" characters or costumed entertainers. "Hands-on" play with firefighter's gear at "Sesame Street Engine House No. 1" or playing an auto mechanic at "Oscar the Grouch's Garage" are among the other featured activities at Sesame Neighborhood.

Sesame Food Factory -- The Food Factory features a glass-enclosed kitchen where visitors can observe the careful preparation of good tasting, "good for you" foods. Specialty snacks and lunch or dinner items offered include pizza with whole-wheat crust, a variety of sandwiches, fresh garden salads, sesame seed-covered pretzels and desserts. Breakfast items include bagels with cream cheese, fresh muffins and apple turnovers. Guests can dine indoors or on the outside patio. The Sesame Sandwich Shop, another food facility, offers kids' favorites such as cheese steak, turkey sandwiches and hot dogs. Located near Sesame Seaport, Captain Ernie's Cafe features flame-broiled burgers, chicken filet sandwiches with combination side order platters, and other delicious food items.

Sesame Swim Shop -- A variety of items for sun and water fun are offered at the Sesame Swim Shop. Trader Bert's Treasures offers beach and swim essentials, gifts and souvenirs.

Mr. Hooper's Emporium -- This store offers a wide selection of "Sesame Street" products, such as games, puzzles, records, books and toys, as well as Sesame Place souvenirs. Other educational and scientific playthings for sale reflect the park's "play-and-learn" philosophy.

OTHER ATTRACTIONS
(CONT'D.):

Ernie's Bathtub -- In the Sesame Studio, families can purchase a photo button or key chain taken with a life-size replica of Ernie taking his daily bath with Rubber Duckie.

The Countmobile -- At "Oscar the Grouch's Garage" in Sesame Neighborhood, families can purchase photographs taken in the Countmobile, the life-size, purple-winged car featured in the movie "Sesame Street Presents Follow That Bird." The Countmobile serves as the personal vehicle for the Count, the popular "Sesame Street" character with a fondness for numbers and counting.

ADMISSION:

A single admission price of \$17.95 per child and \$15.95 per adult (includes 10 percent amusement tax) entitles visitors to all in-park activities except the computer games, which require tokens priced at three for \$1. Admission for senior citizens is \$10.95 and children 2 and under are admitted free. Season passes can be purchased at the park's main gate for \$64.95 per child and \$54.95 per adult. When purchasing three or more passes, members of the same family will receive a 10 percent discount off the full price of each pass. Season passes are not transferable.

CAPACITY:

The park is designed to accommodate approximately 7,500 guests at one time. The average length of stay is five hours.

PARKING:

On-site parking for 1,800 cars. Parking is \$3 per vehicle; buses, free.

EMPLOYEES:

The park employs a staff of 600 during the height of the season. All employees are trained to work with children and to help them have a safe and enjoyable experience.

HISTORY:

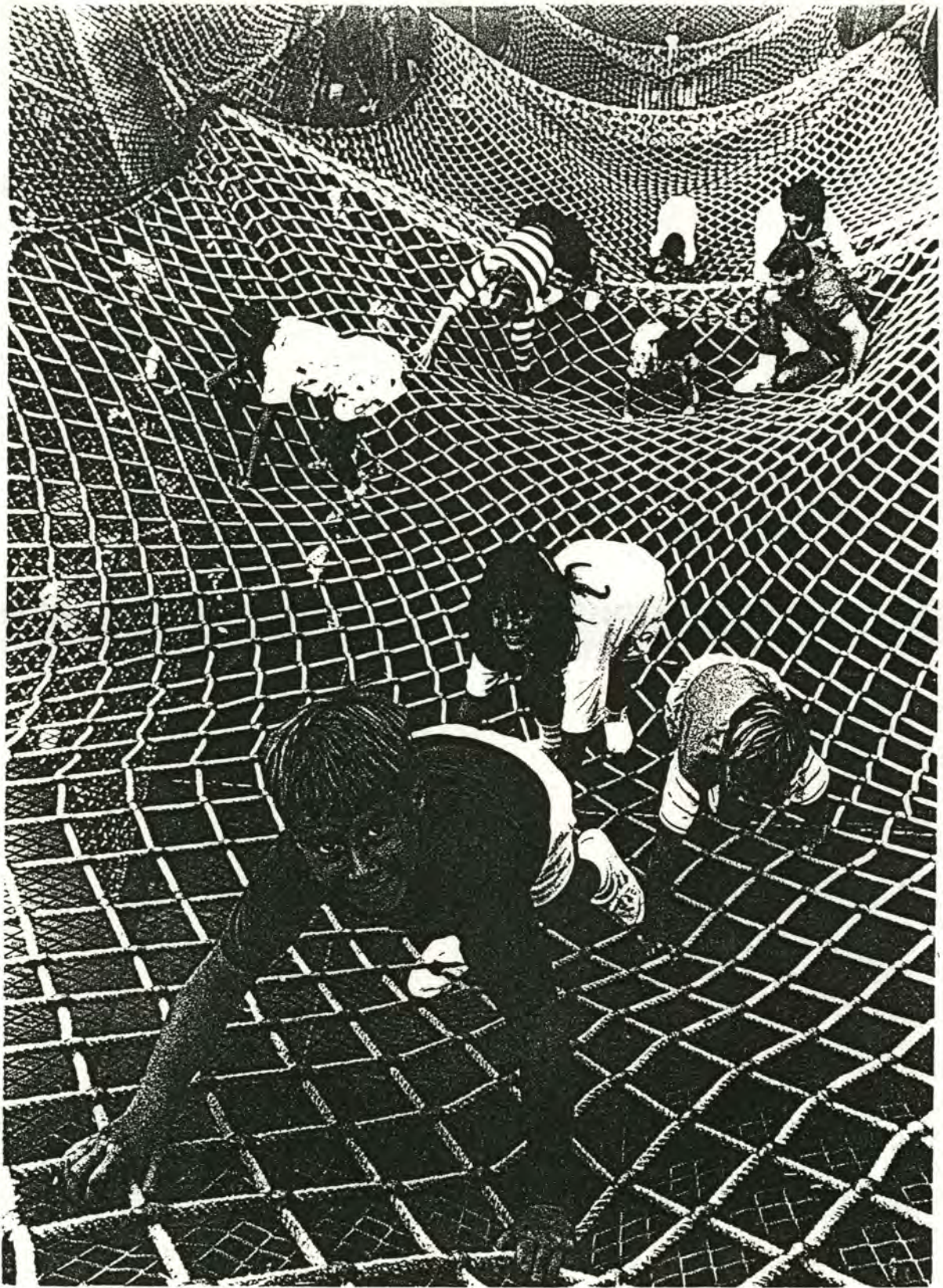
Sesame Place in Langhorne, Pa., opened in August 1980 as a prototype development focusing on entertainment and learning. It is designed to encourage active participation by children and their families by providing a range of experiences that stimulate interest and curiosity.

Add Seven

DEVELOPER:

Sesame Place is owned and operated by Busch Entertainment Corporation (BEC), the family entertainment subsidiary of Anheuser-Busch Companies, Inc., and was developed in conjunction with Children's Television Workshop (CTW), a leading communications corporation and creator of "Sesame Street," "Encyclopedia," "3-2-1 Contact" and the "Square One TV" educational TV series. BEC also owns and operates Busch Gardens Tampa in Tampa, Fla.; Busch Gardens, The Old Country, a European-themed family entertainment attraction in Williamsburg, Va.; Sea World in Orlando, Fla., San Diego, Calif., San Antonio, Texas, and Aurora, Ohio; Cypress Gardens in Winter Haven, Fla.; and Adventure Island in Tampa.

#



RACING TO THE TOP - Children and their parents can enjoy climbing up three stories of cargo nets and tunnels that comprise "Nets and Climbs" at Sesame Place, the family-oriented play park in Langhorne, Pa.

© 1991 Sesame Place



COMPUTER FUN - "Sesame Street" characters appear in many of the computer games at Sesame Place in Langhorne, Pa. The park's two-level Computer Gallery features more than 50 computer games for children of different ages and skill levels.

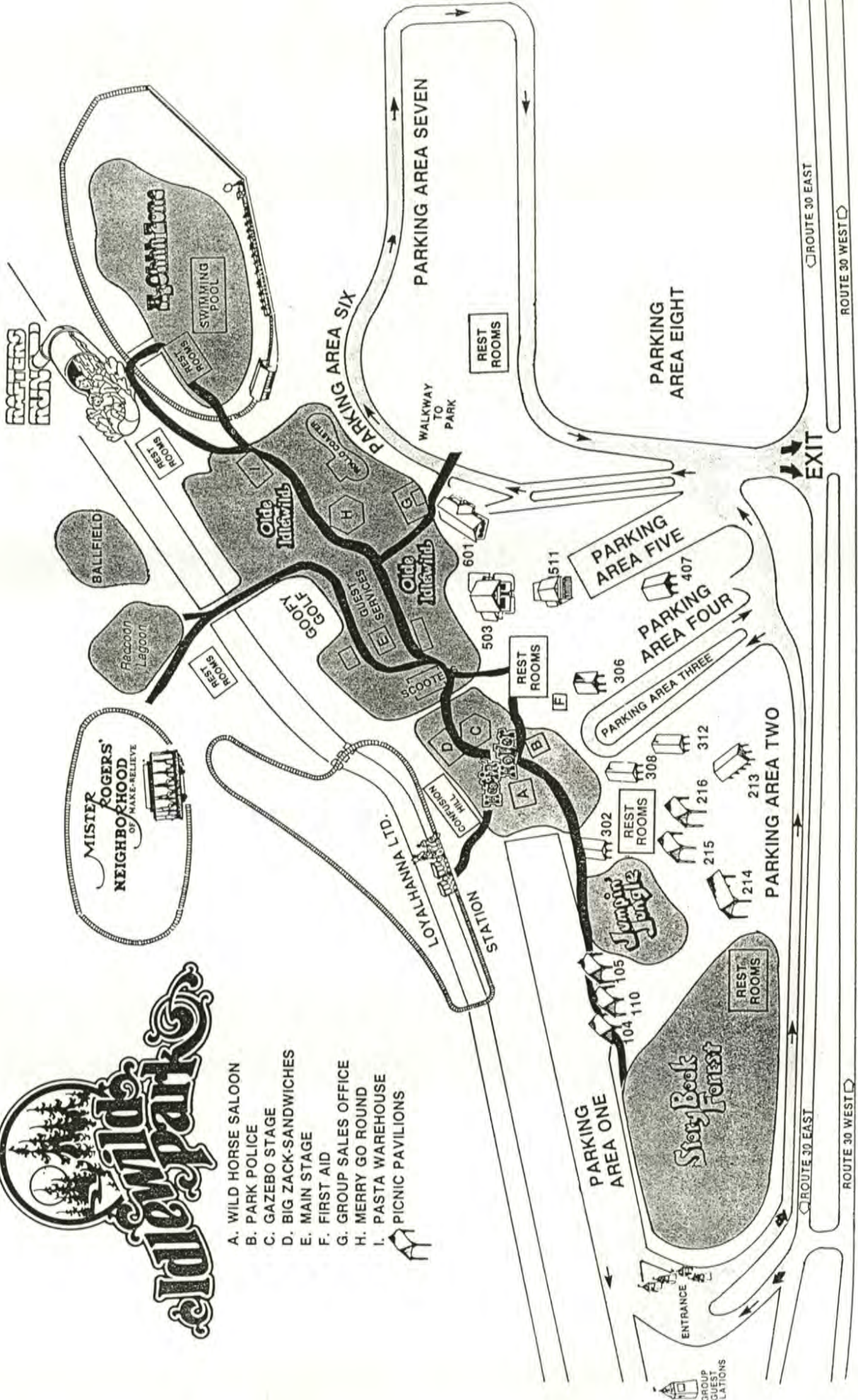
© 1991 Sesame Place

Appendix Material:

Idlewild Park



- A. WILD HORSE SALOON
- B. PARK POLICE
- C. GAZEBO STAGE
- D. BIG ZACK-SANDWICHES
- E. MAIN STAGE
- F. FIRST AID
- G. GROUP SALES OFFICE
- H. MERRY GO ROUND
- I. PASTA WAREHOUSE
- PICNIC PAVILIONS



Appendix Material:
Castle Amusement Park

CASTLE AMUSEMENT PARK MISCELLANEOUS INFORMATION

- Pay \$1.00 to park and in exchange receive \$1.00 worth of tokens.
- Park consists of an arcade, miniature golf course, and ride park in addition to a birthday party room.
- Arcade Description:
 - Roughly 15,000-16,000 square feet on three split levels.
 - Seven billiard tables located in the center of the building.
 - Snack stand and small (18 seats) sit down area. Each table also functions as a video game.
 - Redemption counter (located inside the building) also functions as a miniature golf booth on the opposite site, outdoors.
 - Building is decorated nicely with chandeliers, tile floors, ceramic horse heads, and dioramas showing prizes.
- Miniature Golf Description
 - There are four miniature golf courses.
 - This area is well landscaped with real grass and topiary trees.
- Ride Park Description
 - Roughly 75 percent of all rides are real kiddie rides.
 - There is a kids play area where one can climb and swing.



Castle AMUSEMENT Park



CASTLE AMUSEMENT PARK HISTORY

Castle Amusement Park opened its doors with the arcade and four miniature golf courses in April, 1976 and has been the popular place for Riverside ever since.

In 1985, the Castle added a Ride Park to its entertainment when its carousel began spinning round and round for the kiddies to ride. Since that time, twenty -seven other rides have been added and who knows what is next?

Castle Amusement Park sits in a 25 acre parcel of land with parking at the present to accommodate about 1,000 cars in a controlled lot. The admission is FREE and provides the best of security.

Shade trees are plentiful at Castle Amusement Park, for our Design and Planning Department always has the guest's comfort in mind. Landscaping on the golf courses and in the Ride Park is creative and always manicured with the best of care. All kinds of shrubs, plants, flowers, vines blend and grace the grounds with tender loving care. The three-level arcade is not only the largest but most highly decorated arcade you will find anywhere.

Food is available through the snack bar in the arcade and golf course patio and also in the Ride Park from its Plaza Cafe. Popcorn and hot dog wagons also help keep tummies happy.

Over 200 employees from the Inland Empire work together to make things run smoothly and keep Castle Amusement Park clean and safe for its guests. There are students, retirees and many other employees working either full or part-time.

The arcade and golf courses are open daily 10 am to 10 pm and til midnight on Friday and Saturday during the winter hours. During the summer they stay open until midnight every night except Sunday. The Ride Park is only open Friday at 6pm and Saturday and Sunday at Noon during the winter. During the summer, the Ride Park is open Tuesday through Thursday at 6pm, Friday, Saturday and Sunday at Noon.

A Birthday Palace where mothers can bring the kiddies for a completely planned and staged party for them is now open. A Princess or Court Jester will hostess each party. No cake to bake, no dishes to wash or mess to clean up later. WE DO IT ALL.

Behind every good operation, there is always a hard working manager at the helm. At Castle Amusement Park, manager, Jack Schrecengost is that man. Jack gives the Castle Amusement Park the extra boost needed to hold all the components together.

The Design and Planning Department for Castle Amusement Park, headed by its owner, Bud Hurlbut is always looking for new additions for the Park. On the agenda for the future is a restaurant which Mr. Hurlbut is very excited about having for the Castle Amusement Park facility. WATCH FOR IT!

Castle AMUSEMENT Park

CAROUSELS..MERRY-GO-ROUNDS..CAROUSELS

Castle Amusement Park has one of the oldest Carousels in America today. It is over 80 years old and its 52 animals, all hand carved, and two sleighs are circa 1905-14. When you look at it, you would think it was brand new, for it has been restored and painted by our own design and planning department to such a perfect state it looks new.

It has horses, cats, ostriches, reindeer, lions, bears and pigs all on brass poles, an outstanding feature.

In the early part of the century, Merry-Go-Rounds were very popular and there were thousands of the large ones like the one at the Castle Amusement Park. Today, only about 128 of those beautiful, big Carousels remain. Two of the most famous makers were Dentzel and C.W. Parker. The Carousel at Castle Amusement Park is a Dentzel, 45 feet high and 80 feet across. It came from Hershey Park, Pennsylvania and ran at Knotts Berry Farm for many years before settling at Castle Amusement Park. It is now run by a 'rim-drive' designed and put into action at the Castle. The jewels you see inlaid on the animals are from Yugoslavia.

Because the Carousel is so precious to us and we want it to remain with us for many years to come, our Carousel is housed in a million dollar building with glass windows all around to protect it from the elements. The roof of this building has blue tiles from Japan which make it very beautiful and two large lion statues guarding it. Also in the large pavilion is the Ruth Band Organ from the old Pike at Long Beach. Every animal is numbered and at the beginning of your ride, a wheel is spun selecting a winning number for a free ride.

The Castle Amusement Park Carousel is one you will want to see on a visit to the Park. Its brightly painted animals with their highly polished brass poles is our tribute to the past.

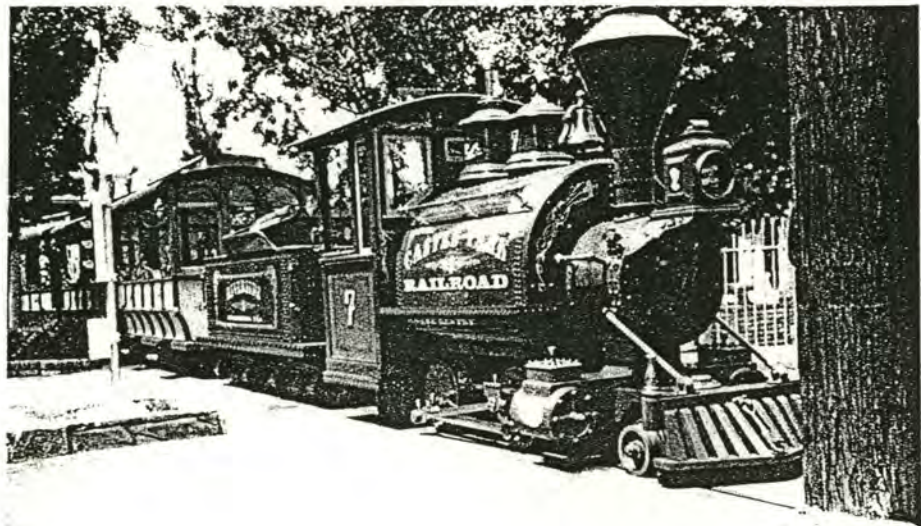
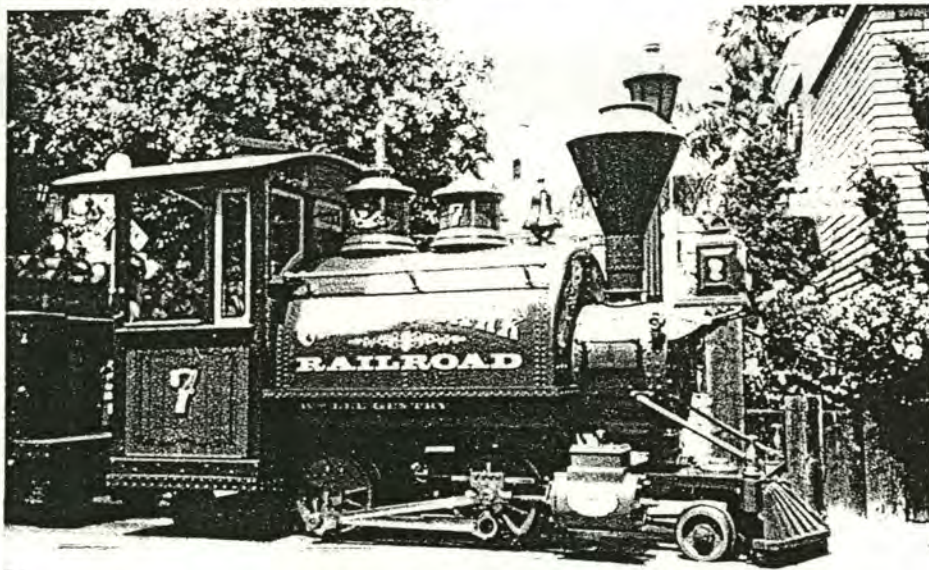


OUR TWO LITTLE TRAINS WHO CAN

Mr. Bud Hurlbut, owner of Castle Amusement Park has built over 50 little trains for amusement parks all over the world including Hong Kong, India and the Phillipines.

The smaller train here at the Park was at Knott's Berry Farm for many years and has given over four-million people rides. The larger train was built expressly for Castle Amusement Park. It takes you all around the outer part of the park while the smaller train takes you through the middle.

They are both a MUST while visiting Castle Amusement Park.



THE SIGHTS AND SOUNDS OF MINIATURE GOLF

As you walk the courses at Castle Amusement Park, the scenery will catch the eye and the sounds from each themed area will catch your ear. Upon every slab of cement you walk, decor from the upcoming theme will be under your feet.

Since there are four 18-hole championship courses at Castle Amusement Park, it gives you quite a number of different scenes to enjoy. There's a Big Ben, a Dutch windmill, a Turkish castle, a fort, mission, Chinese pagoda, a haunted house, candy house and much, much more to catch the eye.

Fountains and 18 waterfalls abound on the golf courses and you will enjoy the relaxing sounds of running water everywhere.

Even if you don't win at your game of miniature golf, you will still enjoy the "sights and sounds" of Castle Amusement Park Golf.

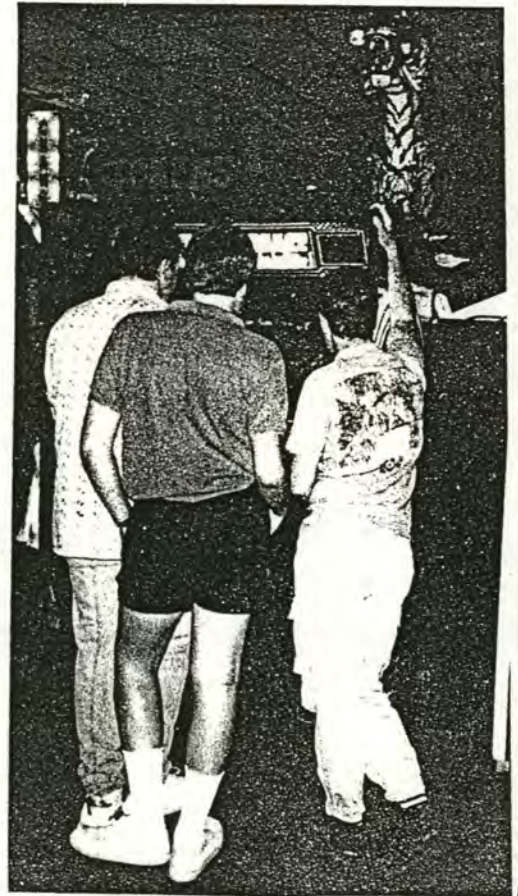


As you walk through the 3-level arcade at Castle Amusement Park, you might think someone is talking to you. Every game or video seems to have a different voice or sound reaching out to you. Your skills are truly tested here by its 400 machines.

Not only will you find the latest State of the Art Video, but you may test your skills at boom-ball, skeeball, pool, air hockey plus many other exciting games.

This arcade is not a regular "run of the mill" arcade, but is tastefully decorated with beautiful tapestries, beautiful carousel animals, daring Knight statues and some of the most beautiful crystal chandeliers from the movie "The King and I". The people who clean the chandelier say it takes two days. How would you like that job? There are many smaller versions all around the tower part of the arcade. The crown chandelier over the pool tables area is also one you won't want to miss seeing while visiting the Castle Amusement Park Arcade.

Try your hand at one of the skill games and win one of the many prizes displayed and offered at the prize counter.

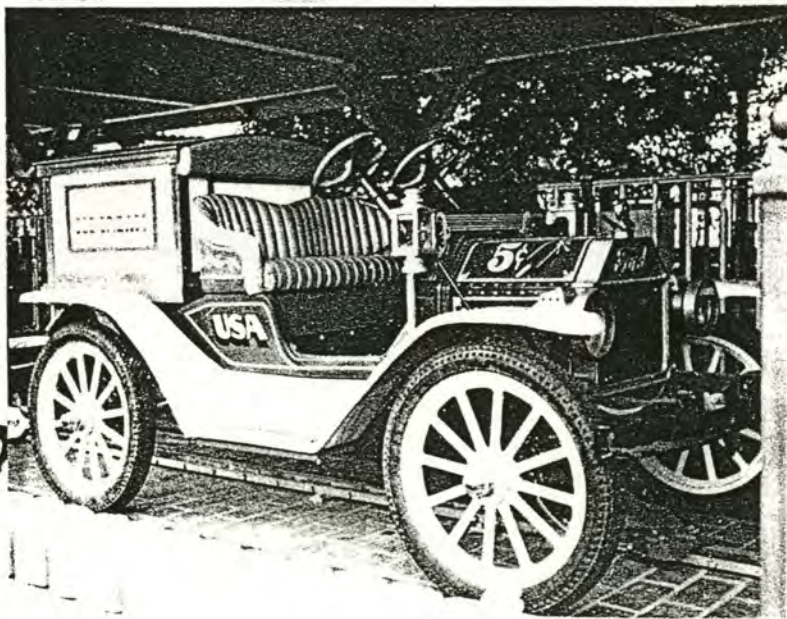


BACK IN THE "GOOD OLE" DAYS WITH ANTIQUE CARS

There's eight of them and they're puuuurfect and fun to ride. Castle Amusement Park's antique cars were designed and made by it's Design and Planning Department. If you like a touch of nostalgia, you'll love these cars.

There is a firetruck with all the equipment, a police car, milk wagon (no milk), ice cream wagon, taxi, tow truck and Model T Ford. Now, if you're lucky, you can take your pick of which car to ride.

It took about nine months and a half million dollars to build these little cars. Each is about three feet by five feet and beautifully decorated. You'll enjoy them too when you visit Castle Amusement Park. They are electrically motivated on a special track just for them going around a scenic area of the park. They were made "in house" completely from beginning to end.

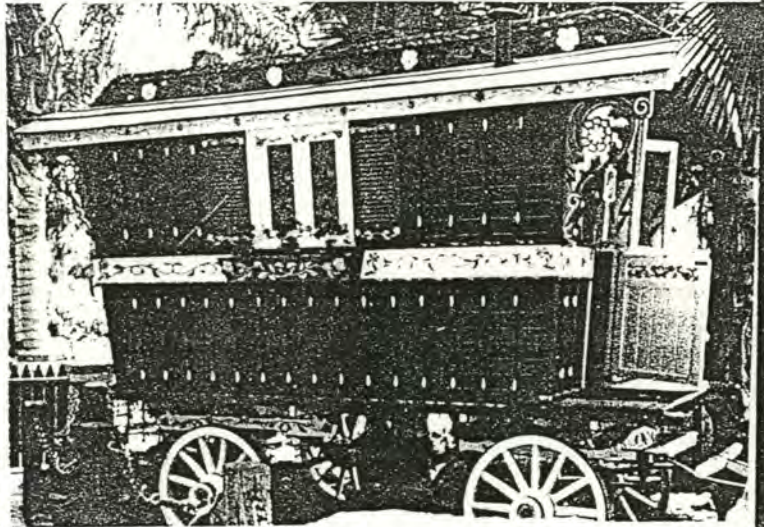


Castle AMUSEMENT Park

GYPSY WAGONS

Gypsies are called "wandering people". You don't see them today like you did in the earlier part of the century. They traveled in wagons pulled by horses or mules, which were not only their mode of transportation, but also their home. Groups, called "band of Gypsies" traveled together.

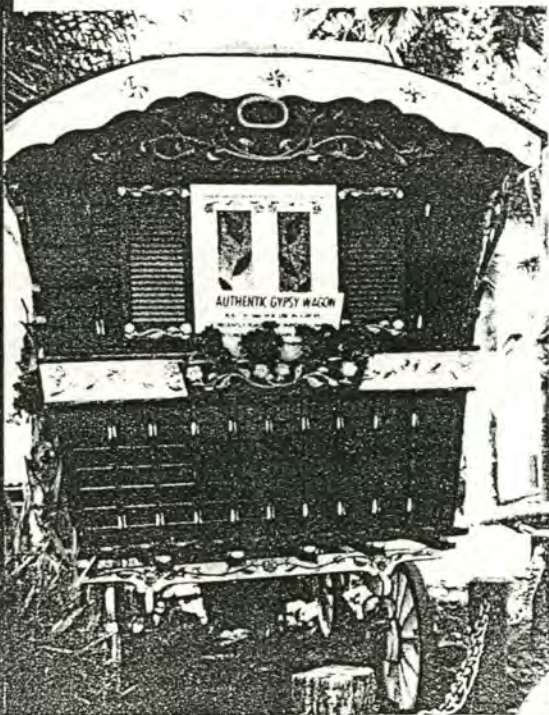
Gypsies were a colorful people wearing bright clothes, earrings and headbands. They made their living, in many cases, by telling fortunes of the people in the towns through which they traveled.



Our Gypsy wagon was made in 1880 in Europe. We aren't sure when it came to America. It has been completely restored and repainted by our staff. When you look at it you can see it has stained glass windows and even a large kettle hanging underneath. This kettle could be used to cook the stew for the entire "band of Gypsies with which it traveled.

Inside Castle Amusement Park's Gypsy wagon there is a bed, drop-down table, sitting area and hanging on the wall is a guitar. Mr Bud Hurlbut, owner of Castle Amusement Park, recently moved the Gypsy wagon to its present location for his use as an office. He has added a beautiful antique desk inlaid with Mother of Pearl.

This little Gypsy wagon is probably one of the few left in the world today and certainly one of the most colorful.



LAUNCHING CASTLE AMUSEMENT PARK'S FLYING SAUCER

Launching the Castle Amusement Park's Flying Saucer was NO easy task...Actually, it didn't come flying through the air as we may have led you to believe. It came on wheels behind a large truck from Sterling, Colorado. It looked like a strangely decorated trailer.

The task, of course, was getting it over the 6' fence onto the pad (spot) we had saved for it. This huge monster weighs 21 tons, so we had to get a 90 ton crane to lift it over. It even lifted the crane off its back wheels as it was finally set into place.

Remember now, it simply looked like a strangely decorated trailer as it was set onto the pad. Today, when you look at it, you see it is completely round.

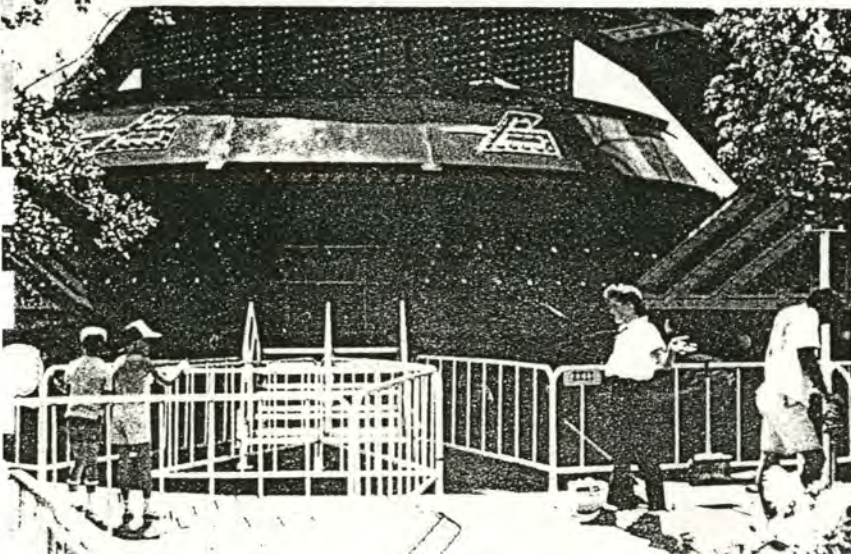
As Bud Hurlbut, owner of Castle Amusement Park, says, "You know, there is no one who can pack things like amusement park people. During World War II, when the army was having so much trouble transporting war items to Europe because of size and space, they called on the circus/amusement people to show them how to load and pack for transportation. After all, they had been moving complete parks, circuses and their housing around the country for years. They know how to pack!"

The same is true today. When that trailer opened, what and how it came out was amazing. What you see as the finished product Flying Saucer, all came out of that trailer and is still there. Even the wheels were left on, for it turns on some of those wheels.

This Flying Saucer turns at 24 RPM's and has 3000 turbo lights flashing to increase its astounding appearance. Inside, lights flash and video music bounce around. The driver, located in the center has control of all this and he is encircled by equipment that does look like a huge cockpit. He even has a TV to see the outside of the ship. 45 adults and children can ride at one time.

Kids love this Flying Saucer, for its centrifugal force gives them the feeling of being in outer space.

TO RIDE IT IS TO LOVE IT.



BIRTHDAY PARTIES CAN BE FUN

at *Castle Amusement Park*

3500 POLK STREET
RIVERSIDE, CALIFORNIA
(714) 785-4140

FRWY 91 at La Sierra and Tyler

FOR **\$35**

YOU RECEIVE:

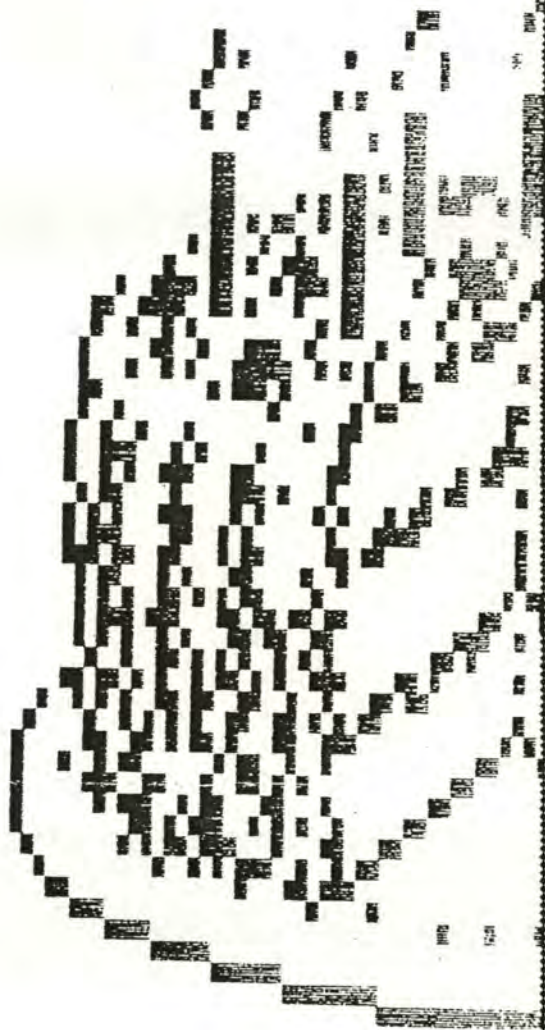
PARTY AREA....
TWO TABLES
(accommodates 20)

FREE TRAIN RIDES

This is a minimum party.
You can have more tables,
larger parties, etc.
Call for information:

MUST BE BOOKED TWO WEEKS IN ADVANCE

**CALL: BIRTHDAY PARTY RESERVATION DESK
(714) 785-4141**

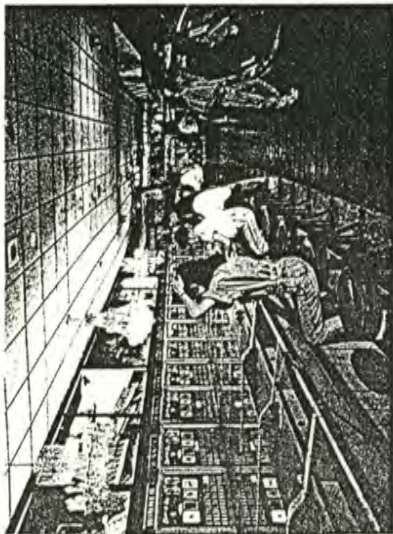


ARCADE

The Castle Amusement Park arcade is not a regular "run-of-the-mill" arcade; but is tastefully decorated with beautiful tapestries, carousel animals, daring Knight statues and gorgeous crystal chandeliers from the movie, "The King and I".

Built on three levels, the arcade boasts over 400 State of the Art videos and numerous games of skill like boomball, skeeball and pool, many of which reward success with valuable prizes.

Whether you play the games or not, a visit to view the arcade is a must while at Castle Amusement Park.



MINIATURE GOLF

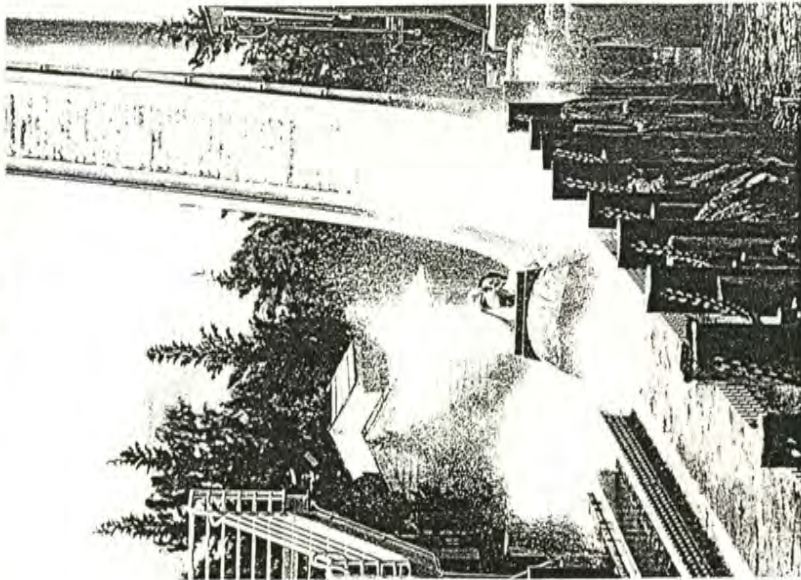


As you walk the courses at Castle Amusement Park, the scenery will catch your eye and the sounds from each themed area will delight your ears. Since there are four / 18-hole championship courses at Castle Amusement Park, you have quite a number of different scenes to enjoy.

Even if you don't win at your game of miniature golf, you will still enjoy the "sights and sounds" of Castle Amusement Golf.

RIDE PARK

The Log Ride!



— GUEST INFORMATION —

LOST & FOUND: Lost items may be identified and claimed at the security office.

RESTRICTIONS: For safety reasons, certain rides have restrictions. Restriction information is posted at the entrance to each ride.

PAY PHONES: Castle Amusement Park has several pay phones for your convenience.

DRESS CODE: Shoes and shirt must be worn at all times.

PICNIC LUNCHES: Castle Amusement Park does not allow any food or drink to be brought into the park except with special permit during Birthday Parties or Day Camps.



*Twenty-Five Acres
of
Rides and Amusements*

RESTROOMS: Always clean restrooms for our guests' comfort.

HANDICAPPED: Castle Amusement Park is equipped to help our

handicapped guests enjoy their visit with us. However, some handicapped persons may be restricted from certain rides for safety purposes.



FOOD

SNACK BAR

While visiting the arcade and golf courses, you can keep the tummy happy through the snack bar. Available: hot dogs, pizza, nachos, ice cream, cookies, hot jumbo pretzels and hot and cold drinks.

PLAZA CAFE

While visiting the Ride Park, food can be purchased at the Plaza Cafe where tables and seats are available for eating in comfort. Tables are in the out-door plaza area with umbrellas for shade. Foods available: hamburgers, fries, hot dogs, pizza, corn dogs, ice cream, sundaes and hot and cold drinks.

RIDE PARK

In the Ride Park shade trees abound for comfort in the summer and benches are plentiful for resting between rides.

There are 29 rides in the park which can keep big and little kids happy for hours. Plenty of kiddie rides, along with large thriller rides to excite the teen and adult riders.

PUBLIC ADDRESS ANNOUNCEMENTS: The public address system is reserved for announcements of an emergency nature only.



PETS: Pets are not allowed in the Park.

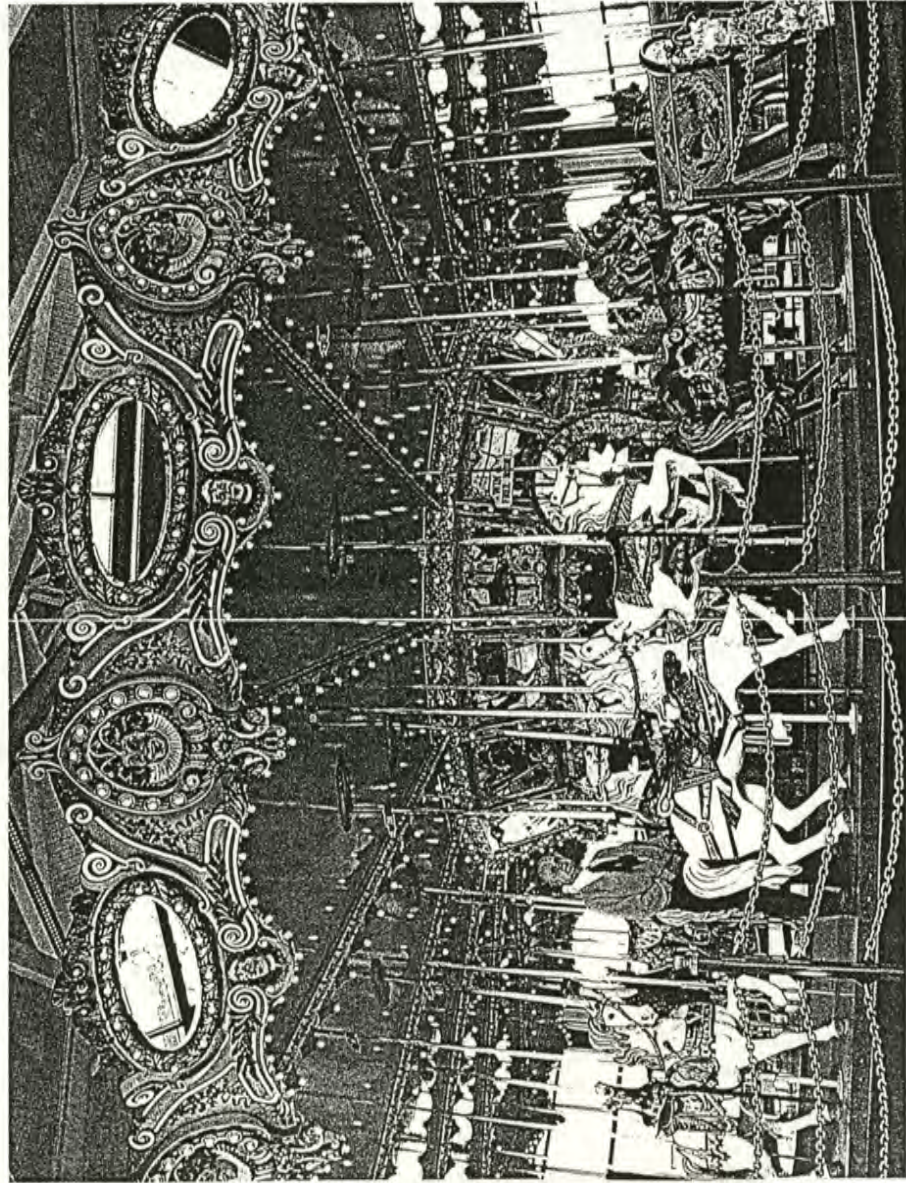
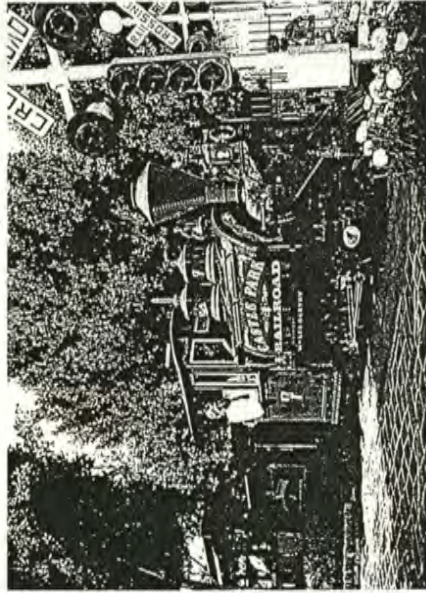
LOCKERS: Lockers are available for your convenience.

LODGING: There are several motels within walking distance to Castle Amusement Park.

OUR BEAUTIFUL CAROUSEL

Castle Amusement Park has one of the oldest carousels in America today. It is over 80 years old and its 52 animals, all hand carved, and two sleighs are circa 1905. It has horses, cats, ostriches, reindeer, lions, bears and pigs all on brass poles, an outstanding feature. The carousel is a Dentzel, 45 feet high and 80 feet across. It came from Hershey Park, Pennsylvania.

Because the Carousel is so precious to us and we want it to remain with us for many years to come, it is housed in a million dollar building with glass windows all around to protect it from the elements. The roof of this building has blue tiles from Japan and two large lion statues guarding it. Also housed in the large pavilion is the Ruth Band Organ from the old Pike at Long Beach. This Carousel, with its brightly painted animals and highly polished brass poles, is our tribute to the past.



— SPECIAL EVENTS —

- ★ SCHOOL PARTIES
- ★ FUND RAISERS
- ★ DAY CAMPS
- ★ GROUP PARTIES

Call the Group Sales Department for information, Monday thru Friday, 9 am - 4 pm — 785-4141.

— GENERAL INFORMATION —

WINTER HOURS:

MINIATURE GOLF AND ARCADE...

Open Daily 10 am to 10 pm,
Friday & Saturday to midnight.

RIDE PARK...

Open Friday, 6 pm to 11 pm,
Saturday, Noon to 11 pm,
Sunday, Noon to 8 pm.

SUMMER HOURS:

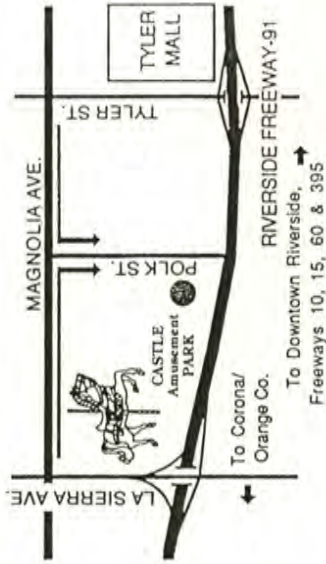
MINIATURE GOLF AND ARCADE...

Open Daily 10 am to 10 pm,
Friday & Saturday to midnight.

RIDE PARK...

Open Tuesday through Friday at 6 pm,
Noon on Saturday & Sunday

**No Entrance Fee...
A PAY AS YOU PLAY PARK!**



Population Age 6 to 17

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
Los Angeles-Long Beach	1,361.5	1	Jackson, Miss.	72.6	107	Wheeling	27.1	214
New York	1,251.7	2	Augusta	71.9	108	Olympia	26.9	216
Chicago	1,022.0	3	Vallejo-Fairfield-Napa	71.2	109	Parkersburg-Marietta	26.4	217
Philadelphia	806.3	4	Wichita	70.9	110	Monroe	26.3	218
Detroit	784.7	5	Corpus Christi	69.6	111	Poscogola	26.3	218
Washington	624.2	6	York	69.2	112	Richland-Kennewick-Pasco	26.2	220
Boston-Lawrence-Salem-Lowell-Brockton	588.8	7	Canton	68.8	113	Topeka	26.0	221
Houston	565.0	8	Lancaster	68.1	114	Clarksville-Hopkinsville	25.9	222
Atlanta	496.1	9	Colorado Springs	67.1	115	Vineland-Millville-Bridgeton	25.7	223
Nassau-Suffolk	476.9	10	Lakeland-Winter Haven	66.8	116	Tyler	25.6	224
Dallas	425.4	11	Aurora-Elgin	65.6	117	Las Cruces	25.5	225
St. Louis	420.2	12	Fort Wayne	65.0	118	Jackson, Mich.	25.2	226
Minneapolis-St. Paul	404.1	13	Des Moines	64.8	119	Alexandria, La.	24.9	227
Riverside-San Bernardino	401.3	14	Melbourne-Titusville-Palm Bay	63.9	120	Anderson, S.C.	24.8	228
Baltimore	390.3	15	Shreveport	63.1	121	Jonesville-Beloit	24.8	228
Anheim-Santa Ana	372.1	16	Beaumont-Port Arthur	62.9	122	Steubenville-Weirton	24.4	230
San Diego	365.5	17	Pensacola	62.3	123	Chico	24.1	231
Phoenix	340.9	18	Davenport-Rock Island-Moline	62.1	124	Florence, Ala.	24.1	231
Pittsburgh	316.5	19	Modesto	60.1	125	Redding	24.1	231
Newark	316.0	20	Brownsville-Harlingen	59.2	126	Lynchburg	23.9	234
Oakland	310.1	21	Manchester-Nashua	58.6	127	Waterloo-Cedar Falls	23.9	234
Cleveland	297.5	22	Portsmouth-Dover-Rochester	58.5	128	Battle Creek	23.8	236
Seattle	279.6	23	Peoria	58.0	129	Dothan	23.8	236
Tampa-St. Petersburg-Clearwater	279.6	23	Spokane	57.3	130	Eau Claire	23.7	238
Denver	274.7	25	Santa Rosa-Petaluma	57.1	131	Tuscaloosa	23.7	238
Kiamee-Hialeah	265.7	26	Visalia-Tulare-Porterville	56.9	132	Bangor	23.6	240
Kansas City	260.9	27	Montgomery	55.5	133	Greeley	23.5	241
Cincinnati	248.1	28	Salinas-Seaside-Monterey	55.4	134	Medford	23.5	241
San Antonio	245.4	29	Appleton-Oshkosh-Neenah	55.3	135	Albany, Ga.	23.4	243
San Jose	237.1	30	Huntington-Ashland	55.3	135	Jamestown-Dunkirk	23.4	243
Milwaukee	233.9	31	Lexington-Fayette	54.5	137	Bradenton	23.3	245
New Orleans	230.9	32	Utica-Rome	53.5	138	Panama City	23.2	246
Norfolk-Virginia Beach-Newport News	226.8	33	Mocon-Warner Robins	53.3	139	Burlington, Vt.	23.1	247
Sacramento	221.9	34	Orange County, N.Y.	53.1	140	Anderson, Ind.	23.0	248
Columbus, Ohio	221.2	35	Madison	52.3	141	Athens	23.0	248
Indianapolis	218.8	36	Lorain-Elyria	51.5	142	Florence, S.C.	22.7	250
Fort Worth-Arlington	217.5	37	Trenton	51.2	143	Total Top 250	30,132.0	
Salt Lake City-Ogden	200.9	38	Rockford	50.6	144	Champaign-Urbana-Rantoul	22.2	251
Bergen-Passaic	196.4	39	Reading	50.2	145	Fargo-Moorhead	22.2	251
Charlotte-Gastonia-Rock Hill	193.8	40	Santa Barbara-Santa Maria-Lompoc	49.7	146	Pittsfield	22.2	251
San Francisco	189.5	41	Atlantic City	48.1	147	Pueblo	22.1	254
Portland, Ore.	180.4	42	Erie	47.9	148	Mansfield	22.0	255
Hartford-New Britain-Middletown-Bristol	179.1	43	Hamilton-Middletown	47.5	149	Joplin	21.7	256
Memphis	176.3	44	Evansville	45.7	150	Odessa	21.5	257
Orlando	171.1	45	Total Top 150	26,981.8		Altoona	21.4	258
Rochester, N.Y.	167.1	46	Daytona Beach	45.6	151	Glens Falls	21.4	258
Louisville	163.4	47	Provo-Orem	45.6	151	Kenosha	21.4	258
Monmouth-Ocean	162.9	48	Fayetteville, N.C.	45.5	153	Texarkana	21.1	261
Middlesex-Somerset-Hunterdon	161.4	49	Poughkeepsie	44.8	154	Yuba City	21.0	262
Jacksonville, Fla.	160.6	50	Columbus, Ga.	44.4	155	Annisston	20.9	263
Total Top 50	18,302.1		Huntsville	44.1	156	Sioux Falls	20.8	264
Nashville	160.2	51	Binghamton	43.7	157	Wausau	20.6	265
Dayton-Springfield	159.5	52	Savannah	43.2	158	Decatur, Ill.	20.5	266
Fort Lauderdale-Hollywood-Pompano Beach	157.1	53	Salem, Ore.	43.1	159	Santa Fe	20.3	267
Buffalo	156.9	54	Fort Myers-Cape Coral	41.7	160	Lawton	20.2	268
Oklahoma City	156.0	55	Eugene-Springfield	41.1	161	Wilmington, N.C.	20.1	269
Greensboro-Winston-Salem-High Point	154.7	56	Johnstown	40.7	162	Sharon	19.9	270
Birmingham	152.8	57	New London-Norwich	40.7	162	Terre Haute	19.7	271
Providence-Pawtucket-Woonsocket	141.7	58	Vancouver	40.5	164	Muncie	19.4	272
Richmond-Petersburg	138.9	59	Charleston, W.Va.	40.0	165	Williamsport	19.4	272
Albany-Schenectady-Troy	138.3	60	Hickory-Morgantown	39.2	166	Naples	19.2	274
Bridgeport-Stamford-Norwalk-Danbury	137.0	61	Lafayette, La.	38.9	167	Sioux City	19.2	274
Honolulu	136.1	62	South Bend-Mishawaka	38.9	167	Abilene	19.1	276
New Haven-Waterbury-Meriden	125.3	63	Ann Arbor	38.8	169	Billings	19.1	276
Oxnard-Ventura	121.8	64	Killeen-Temple	38.8	169	Hogerstown	18.9	278
El Paso	121.6	65	Duluth	38.5	170	Wichita Falls	18.9	278
Tulsa	121.0	66	Portland, Me.	38.1	171	Decatur, Ala.	18.8	280
Austin	116.3	67	Anchorage	37.9	173	Jacksonville, N.C.	18.7	281
Grand Rapids	116.1	68	Tallahassee	37.6	174	Bellingham	18.5	282
Worcester-Fitchburg-Leominster	113.1	69	Galveston-Texas City	37.0	175	Midland, Tex.	18.4	283
Gary-Hammond	112.9	70	Houma-Thibodaux	36.9	176	Kokomo	18.3	284
Syracuse	111.8	71	Niagara Falls	36.7	177	Kankakee	18.2	285
Scranton-Wilkes-Barre	110.6	72	Lubbock	36.6	178	Danville, Va.	18.1	286
West Palm Beach-Boca Raton-Deerfield Beach	108.9	73	Biloxi-Gulfport	36.3	179	Lewiston-Auburn	18.0	287
Omaha	108.8	74	Springfield, Mo.	36.0	180	Charlottsville	17.9	288
Akron	108.1	75	Green Bay	35.9	181	Gadsden	17.7	289
Las Vegas	106.9	76	Roanoke	35.7	182	Bloomington-Normal	17.5	290
Fresno	106.6	77	Kalamazoo	34.7	183	Rochester, Minn.	17.4	291
Raleigh-Durham	106.2	78	Boise	34.5	184	Sheboygan	17.4	291
Greenville-Spartanburg	105.1	79	Reno	34.4	185	Yuma	17.4	291
Allentown-Bethlehem-Easton	104.3	80	St. Cloud	34.4	185	Burlington, N.C.	17.3	294
Toledo	103.7	81	Fort Pierce	33.8	187	Dubuque	17.3	294
Tucson	102.6	82	Brazoria	33.3	188	Fayetteville-Springdale	17.0	296
Wilmington, Del.	98.3	83	Boulder-Longmont	32.9	189	Lafayette-West Lafayette	16.9	297
Baton Rouge	98.1	84	Yakima	32.8	190	Cumberland	16.2	298
Knoxville	95.9	85	Merced	32.7	191	Pine Bluff	16.2	298
Harrisburg-Lebanon-Carlisle	94.3	86	Fort Smith	32.4	192	Bryan-College Station	16.0	300
Springfield, Mass.	93.6	87	Santa Cruz	32.3	193	Elmira	15.6	301
Bakersfield	91.9	88	Lake Charles	31.5	194	Owensboro	15.5	302
Charleston, S.C.	91.4	89	Racine	31.5	194	San Angelo	15.5	302
Lake County, Ill.	90.5	90	Amarillo	31.4	196	State College	15.2	305
Tacoma	90.0	91	Ocala	31.3	197	Bismarck	15.2	305
Mobile	88.5	92	Springfield, Ill.	31.0	198	Sherman-Denison	15.0	306
McAllen-Edinburg-Mission	88.4	93	Benton Harbor	30.7	199	La Crosse	14.7	307
Little Rock-North Little Rock	88.0	94	Beaver County, Pa.	30.5	200	Columbia, Mo.	14.1	308
Albuquerque	84.6	95	Total Top 200	28,849.7		Victoria	13.9	309
New Bedford-Fall River-Attleboro	84.0	96	Gainesville	30.0	201	Rapid City	13.4	310
Youngstown-Warren	83.7	97	Laredo	29.4	202	St. Joseph	13.2	311
Flint	83.2	98	Lincoln	29.4	202	Jackson, Tenn.	13.0	312
Jersey City	81.9	99	Bremerton	29.3	204	Great Falls	12.8	313
Stockton	80.2	100	Waco	29.1	205	Bloomington, Ind.	12.7	314
Total Top 100	23,929.5		Cedar Rapids	29.1	205	Cheyenne	12.4	315
Saginaw-Bay City-Midland	77.9	101	Muskegon	29.0	206	Cosper	10.7	316
Columbia, S.C.	77.4	102	Longview-Marshall	28.5	207	Grand Forks	10.5	317
Johnson City-Kingsport-Bristol	74.4	103	Sarasota	28.4	208	Iowa City	10.5	317
Chattanooga	73.8	104	Rod Walton Beach	28.3	209	Lawrence, Kans.	9.0	319
Joliet	73.5	105	Lima	28.0	210	Enid	8.8	320
Lansing-East Lansing	73.1	106	Fort Collins-Loveland	27.8	212	Total Above Areas	31,359.6	
			Asheville	27.2	213	Percent of U.S.	76.3059	
			Elkhart-Goshen	27.1	214	U.S. Total	41,097.2	

Population Under Age 6

Area	(Thous.)	Rank	Area	(Thous.)	Rank	Area	(Thous.)	Rank
Los Angeles-Long Beach	803.6	1	Columbia, S.C.	40.5	107	Topeka	15.0	214
New York	685.3	2	Saginaw-Bay City-Midland	40.3	108	Ocala	14.9	216
Chicago	553.2	3	Lansing-East Lansing	40.1	109	Olympia	14.9	216
Philadelphia	396.9	4	Augusta	39.9	110	Jacksonville, N.C.	14.7	218
Detroit	391.6	5	Chattanooga	39.4	111	Las Cruces	14.7	218
Houston	337.6	6	Colorado Springs	39.0	112	Pascagoula	14.5	220
Washington	298.8	7	Aurora-Elgin	38.5	113	Tyler	14.5	220
Boston-Lawrence-Salem-Lowell-Brockton	264.2	8	Lancaster	38.3	114	Waterloo-Cedar Falls	14.5	220
Atlanta	255.2	9	Shreveport	37.5	115	Alexandria, La.	14.4	223
Riverside-San Bernardino	243.0	10	Fort Wayne	37.3	116	Odessa	14.4	223
Dallas	238.8	11	Salinas-Seaside-Monterey	36.8	117	Parkersburg-Marietta	14.4	223
St. Louis	225.1	12	Beaumont-Port Arthur	36.4	118	Fargo-Moorhead	14.2	226
Minneapolis-St. Paul	218.7	13	Davenport-Rock Island-Moline	36.4	118	Wheeling	14.2	226
San Diego	212.9	14	Des Moines	36.1	120	Greeley	14.1	228
Nassau-Suffolk	202.9	15	Canton	35.9	121	Chico	14.0	229
Phoenix	195.0	16	Modesto	35.9	121	Dothan	14.0	229
Anaheim-Santa Ana	191.1	17	Johnson City-Kingsport-Bristol	35.8	123	Champaign-Urbana-Rantoul	13.9	231
Baltimore	186.8	18	Brownsville-Harlingen	35.0	124	Tuscaloosa	13.4	232
Oakland	164.8	19	Visalia-Tulare-Porterville	34.9	125	Albany, Ga.	13.3	233
Salt Lake City-Ogden	161.8	20	Peoria	34.4	126	Jackson, Mich.	13.3	233
Denver	152.6	21	Lakeland-Winter Haven	33.7	127	Janesville-Beloit	13.3	233
Cleveland	151.3	22	York	33.6	128	Lawton	13.3	233
Pittsburgh	150.1	23	Spokane	33.5	129	Anderson, S.C.	13.2	237
Seattle	149.4	24	Pensacola	33.2	130	Asheville	13.0	238
Newark	149.0	25	Lexington-Fayette	31.6	131	Redding	13.0	238
Kansas City	144.8	26	Santa Rosa-Petaluma	31.4	132	Athens	12.9	240
San Antonio	137.9	27	Appleton-Oshkosh-Neenah	30.1	133	Medford	12.9	240
Cincinnati	136.6	28	Huntington-Ashland	30.1	133	Battle Creek	12.7	242
Miami-Hialeah	134.5	29	Fayetteville, N.C.	30.0	135	Florence, S.C.	12.7	242
New Orleans	133.9	30	Montgomery	29.8	136	Eau Claire	12.6	244
Tampa-St. Petersburg-Clearwater	133.9	30	Portsmouth-Dover-Rochester	29.4	137	Vineland-Millville-Bridgeton	12.6	244
Norfolk-Virginia Beach-Newport News	127.7	32	Killeen-Temple	29.3	138	Abilene	12.5	246
Milwaukee	125.7	33	Manchester-Nashua	29.0	139	Sioux Falls	12.5	246
Sacramento	125.4	34	Macon-Warner Robins	28.4	140	Stuebenville-Weirton	12.5	246
San Jose	123.5	35	Melbourne-Titusville-Palm Bay	27.9	141	Yuba City	12.5	246
Columbus, Ohio	122.0	36	Lorain-Elyria	27.8	142	Panama City	12.4	250
Fort Worth-Arlington	120.9	37	Madison	27.7	143	Total Top 250	16,196.2	
Indianapolis	116.3	38	Orange County, N.Y.	27.1	144	Sarasota	12.4	250
Portland, Ore.	106.0	39	Santa Barbara-Santa Maria-Lompoc	26.6	145	Sioux City	12.3	252
San Francisco	99.6	40	Hamilton-Middletown	26.3	146	Jamestown-Dunkirk	12.2	253
Memphis	97.4	41	Rockford	26.3	146	Pueblo	12.2	253
Charlotte-Gastonia-Rock Hill	94.9	42	Salem, Ore.	26.2	148	Bradenton	12.1	255
Oklahoma City	94.3	43	Utica-Rome	25.9	149	Texarkana	12.1	255
Bergen-Passaic	89.8	44	Evansville	25.8	150	Bangor	12.0	257
Louisville	88.9	45	Total Top 150	14,436.5		Lynchburg	12.0	257
Birmingham	86.1	46	Erie	25.7	151	Mansfield	12.0	257
Jacksonville, Fla.	85.8	47	Columbus, Ga.	25.3	152	Midland, Tex.	12.0	257
Nashville	85.7	48	Savannah	25.3	152	Anderson, Ind.	11.9	261
Orlando	84.4	49	Anchorage	25.1	154	Billings	11.9	261
Dayton-Springfield	83.1	50	Reading	24.8	155	Decatur, Ill.	11.9	261
Total Top 50	9,758.8		Eugene-Springfield	24.6	156	Florence, Ala.	11.9	261
Honolulu	82.6	51	Trenton	24.3	157	Wichita Falls	11.9	261
Hartford-New Britain-Middletown-Bristol	81.4	52	Vancouver	23.5	158	Joplin	11.8	266
Rochester, N.Y.	81.4	52	Atlantic City	23.4	159	Wausau	11.6	267
Monmouth-Ocean	78.6	54	Charleston, W.Va.	23.4	159	Annisson	11.4	268
Fort Lauderdale-Hollywood-Pompano Beach	75.3	55	Lubbock	23.4	159	Altoona	11.3	269
Greensboro-Winston-Salem-High Point	73.4	56	Lafayette, La.	22.8	162	Burlington, Vt.	11.1	270
Buffalo	73.3	57	Ann Arbor	22.3	163	Kenosha	11.0	271
Middlesex-Somerset-Hunterdon	71.7	58	Boise	22.2	164	Terre Haute	11.0	271
Tulsa	71.0	59	Daytona Beach	21.9	165	Bellingham	10.9	273
El Paso	70.2	60	Duluth	21.9	165	Yuma	10.9	273
Richmond-Petersburg	69.8	61	Johnstown	21.7	167	Bloomington-Normal	10.8	275
Austin	69.0	62	Houma-Thibodaux	21.6	168	Bryan-College Station	10.7	276
Providence-Pawtucket-Woonsocket	67.6	63	Fort Myers-Cape Coral	21.3	169	Santa Fe	10.5	277
Oxnard-Ventura	67.5	64	Galveston-Texas City	21.3	169	Kankakee	10.2	278
Grand Rapids	67.4	65	Huntsville	21.3	169	Pittsfield	10.2	278
Albany-Schenectady-Troy	66.7	66	South Bend-Mishawaka	21.3	169	Williamsport	10.2	278
Gary-Hammond	65.4	67	Tallahassee	21.3	169	Glens Falls	10.0	281
Fresno	65.1	68	Merced	21.2	174	Naples	9.9	282
Omaha	61.7	69	New London-Norwich	20.9	175	Lafayette-West Lafayette	9.8	283
New Haven-Waterbury-Meriden	59.6	70	Binghamton	20.8	176	Muncie	9.8	283
Bakersfield	59.2	71	Brazoria	20.7	177	Rochester, Minn.	9.8	283
Bridgeport-Stamford-Norwalk-Danbury	58.9	72	Biloxi-Gulfport	20.6	178	Wilmington, N.C.	9.8	283
Tucson	58.7	73	Amarillo	20.5	179	Decatur, Ala.	9.7	287
Las Vegas	58.5	74	Springfield, Mo.	20.5	179	Sharon	9.7	287
Baton Rouge	58.3	75	Poughkeepsie	20.5	179	Sheboygan	9.7	287
Toledo	58.1	76	St. Cloud	20.3	181	Charlottesville	9.6	290
Syracuse	56.4	77	Yakima	19.9	182	Fayetteville-Springdale	9.6	290
Akron	55.7	78	Hickory-Morgantown	19.5	183	Kokomo	9.6	290
Tacoma	55.4	79	Santa Cruz	19.3	184	Bismarck	9.5	293
West Palm Beach-Boca Raton-Delray Beach	55.2	80	Green Bay	19.0	185	Gadsden	9.3	294
Worcester-Fitchburg-Leominster	55.1	81	Kalamazoo	18.9	186	Lewiston-Auburn	9.3	294
Raleigh-Durham	53.6	82	Portland, Me.	18.8	187	San Angelo	9.3	294
Scranton-Wilkes-Barre	53.6	82	Niagara Falls	18.8	187	Pine Bluff	9.2	297
Greenville-Spartanburg	53.4	84	Lincoln	18.4	189	Rapid City	9.1	298
Charleston, S.C.	51.8	85	Reno	18.3	190	Dubuque	8.9	299
Little Rock-North Little Rock	51.6	86	Lake Charles	18.2	192	Danville, Va.	8.8	300
McAllen-Edinburg-Mission	51.5	87	Fort Pierce	18.1	193	Hagerstown	8.7	301
Allentown-Bethlehem-Easton	51.1	88	Fort Smith	18.0	194	Victoria	8.6	302
Mobile	50.9	89	Springfield, Ill.	17.7	195	Owensboro	8.5	303
Wilmington, Del.	49.0	90	Gainesville	17.6	196	Columbia, Mo.	8.4	304
Knoxville	48.1	91	Waco	17.6	196	Sherman-Denison	8.3	305
Albuquerque	47.9	92	Bremerton	17.5	198	La Crosse	8.1	306
Lake County, Ill.	47.9	92	Clarksville-Hopkinsville	17.4	199	Elmira	7.9	307
Harrisburg-Lebanon-Carlisle	46.9	94	Boulder-Longmont	17.4	199	Grand Forks	7.9	307
Stockton	46.5	95	Total Top 200	15,480.2		Cumberland	7.8	309
Provo-Orem	45.8	96	Richland-Kennewick-Pasco	17.2	200	Great Falls	7.8	309
Wichita	45.4	97	Longview-Marshall	17.1	201	St. Joseph	7.7	311
Jersey City	44.9	98	Racine	16.9	202	State College	7.7	311
Springfield, Mass.	44.3	99	Laredo	16.8	204	Cheyenne	7.6	313
Youngstown-Warren	43.8	100	Roanoke	16.7	205	Casper	7.4	314
Total Top 100	12,735.0		Fort Collins-Loveland	16.3	206	Bloomington, Ind.	7.3	315
Flint	43.1	101	Lima	16.2	207	Burlington, N.C.	7.3	315
Joliet	42.5	102	Benton Harbor	16.1	208	Jackson, Tenn.	7.3	315
Jackson, Miss.	42.3	103	Cedar Rapids	15.9	209	Iowa City	6.8	318
Vallejo-Fairfield-Napa	41.8	104	Monroe	15.7	210	Enid	6.0	319
Corpus Christi	41.6	105	Muskegon	15.6	211	Lawrence, Kans.	5.8	320
New Bedford-Fall River-Attleboro	41.1	106	Elkhart-Goshen	15.5	212	Total Above Areas	16,883.9	
			Beaver County, Pa.	15.4	213	Percent of U.S.	75,705.8	
			Fort Walton Beach	15.0	214	U.S. Total	22,302.0	

