



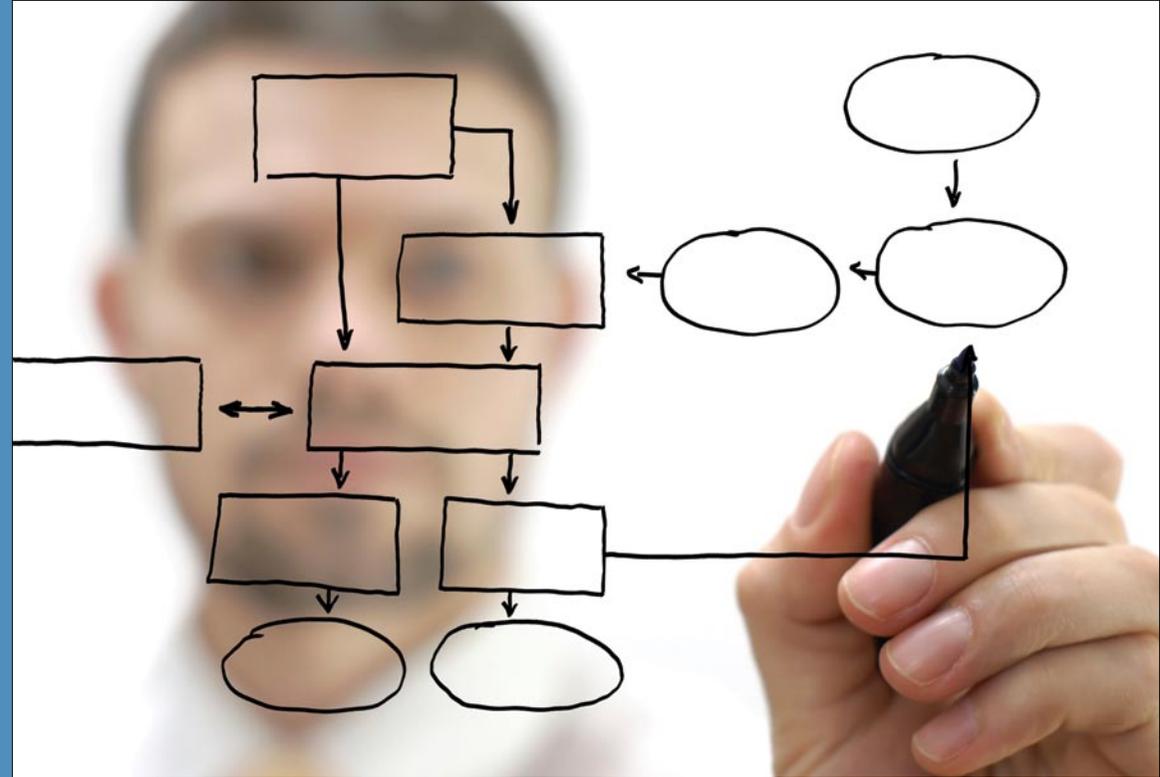
Compete

Gain

Prepare

Checkup

A unique alliance of experts has teamed up to create a series of special “Checkups” which can help your organization: Compete more effectively in today’s challenging market. Gain a better understanding of your market and position in it. Prepare for the recovery.



Checkup #1 Targets attendance, programming and competitive positioning in the market place

Checkup #2 Targets operational efficiency and visitor experience effectiveness

Checkup #3 Establishes your value to governments and business with direct and indirect job and tax impact

Each study is priced at \$9,000 plus expenses and takes less than a month to complete. Each begins with an assessment of your specific situation then gives you the strategic information you need to increase revenue and reduce expenses now.

Three top consulting firms have pooled their considerable expertise to offer you these Checkups Services:

ORCA Consulting
specializes in operations, attendance, market analysis, and visitor experience planning

Informal Learning Experiences (ILE)
specializes in programming, organization design, and educational impact

Market & Feasibility Advisors (MFA)
specializes in fiscal and economic impact analysis, and feasibility studies



Checkup #1

Attendance, Programming, and Competitive Positioning

This checkup focuses on:

- The recent performance of competing facilities in your market
- Your attendance and programming with local and national benchmarks
- Your target audience’s demographic and lifestyle trends and spending
- Local and regional trends in the leisure time industry
- Recent performance of major local employers and their industries
- Key local economic trends benchmarked to your region and the U.S.
- Prospects for local economic recovery

This report includes program, market, and organizational findings and recommendations to increase attendance and revenue to improve your competitive position in your market.

Checkup #2

Operational Efficiency and Experience Effectiveness

This checkup focuses on the factors that affect operational efficiency and experience effectiveness. It includes:

- Conducting an extensive on-site survey to assess all elements of a quality visitor experience in an integrated fashion—from pre-arrival through departure—including messaging, wayfinding effectiveness, staff knowledge and courtesy, experience drivers (including exhibits, tours and attractions), service and quality of all venue operations (including attractions, restaurants and retail), venue cleanliness, and security/safety elements
- Discussing with key leadership their organizational and operational concerns and challenges, reviewing planned changes, expansions and improvements intended to enhance the experience for future visitors

This report details observations and recommended strategies to improve operational efficiencies and visitor experience and to reduce expenses. It’s operational review is designed to encourage word-of-mouth advertising and repeat visitation.

Checkup #3

Demonstrating your Value to your Local Economy

This checkup helps area governments, foundations, and business organizations better understand your impact and role in the local economy. It includes:

- Calculating the direct, indirect, and induced employment your organization contributes to your local economy
- Compiling and calculating the fiscal impact—the tax revenue your organization generates for the local city or county
- Recommends ways you can increase your economic footprint in your community

This memorandum report presents and explains these findings clearly in text, graphics, and tables.

A frequent additional task is to map your general, and educational programs attendance, and membership by political district with market penetrations and other analytics to convey value to the public sector constituents directly.

It’s likely that one, two, or all three of these analyses will give you the information, analysis, and ideas to take immediate strategic and tactical steps in these uncertain times.

For information, or to order these memorandums, please call us on the Checkup line at 312.933.7898 and ask for Dan Martin or email Dan at Dan.Martin@MarketFeasibilityLLC.com.

Our team includes:

Bob Lamb and Greg Emmer of ORCA Consulting have over 70 years of operating experience at almost all of Disney's North American attractions. Bob's last assignments with Disney were as VP of Animal Kingdom and VP of Parks and Resorts Expansion and Operations Worldwide, while Greg was Senior VP for Resort Operations at the Disneyland Resort.

Mac West of Informal Learning Inc. brings long-time involvement with the museum world as a curator, director, and, since 1993, principal of Informal Learning Experiences.

Dan Martin of both ORCA and MFA has over 20 years of experience conducting institutional market analyses, feasibility and impact studies. He was most recently a Vice President of Economics Research Associates (ERA).

Christian Vetter of MFA has completed impact studies for many groups separately and with Dan Martin over the last five years.

We've worked in your business for decades and been through many ups and downs as both management and consultants.

Our clients include:

Museums

Abraham Lincoln Presidential Library and Museum
Boston Children's Museum
California Academy of Sciences
The Carnegie Museums
Chicago Museum of Science & Industry
Connecticut Center for Science & Exploration
Creative Discovery Museum
Exploratorium
Florida Keys Environmental Center
Fort Worth Museum of Science & History
Mississippi River Museum
Museum of Fine Arts
Puerto Rico Natural History Museum
Sony Wonder Technology Lab
Tech Museum of Innovation
The Walt Disney Family Museum

Zoos

Akron Zoo
Brevard Zoo
Brookfield Zoo
Bronx Zoo
Brooklyn Botanical Garden
Calgary Zoo
Central Park Zoo
Cleveland Metroparks Zoo
Dallas Zoo
Los Angeles Zoo
Miami Metro Zoo
Minnesota Zoo
Naples Botanical Garden
San Diego Zoo
San Francisco Zoo
Woodland Park Zoo

Aquariums

EXPO '98 Aquarium,
Florida Aquarium
Georgia Aquarium
Living Seas Pavilion, Walt Disney World
Long Beach Aquarium of the Pacific
Monterey Bay Aquarium
National Museum of Marine Biology
National Aquarium
New England Aquarium
New Jersey State Aquarium
New York Aquarium
Seattle Aquarium
Shedd Aquarium
South Carolina Aquarium
Tennessee Aquarium
Tongass Aquarium

National Parks, Recreation Areas, Historic Sites

Alcatraz Island
Grand Canyon National Park
Great Smoky Mountains National Park
Hawaii Volcanoes National Park
Las Vegas Springs Preserve
Monticello
Montpelier
Mount Ranier National Park
Mount Vernon
The Presidio
Roosevelt-Vanderbilt National Historic Sites
Sitka National Park
Statue of Liberty National Monument
USS Arizona Memorial
Yellowstone National Park
Yosemite National Park

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