**Amusement Park Development Project**

**Objective**

Students will use management and leadership skills learned in order to successfully complete all assigned tasks in this amusement park project.

**Materials**

Computers; Internet; projector for presentations; printer and paper for proposal and brochure

**Overview**

Amusement parks have become an integral part of America. In this project, your team, as part of the ***Department for Product Design and Development for AlphaGenX Amusement Park****,* is vying to be the ***new*** park in your area. First rule of thumb, be sure to read through the whole project before beginning.

1. **Part 1 - Group Formation and Preparation**
2. Decide on a team leader and divide up all tasks.
3. Create a survey to be given to students in your math or English class. The survey is to find out what your peers would like in an amusement park. The survey must include at least 10 ***quality*** questions. Type the questions and turn them in (include the number of copies you will need).
4. After your surveys have been completed, you are to write a final analysis of ***a new*** ***amusement park for your generation***, based on personal ideas and survey results.
5. **Part 2 - Research and Development**
6. Research two different amusement parks that are similar to yours. (They can be from any location.) For each of the two parks you will need to find the following information.
7. Name of the park
8. Location of the park
9. Number of roller coasters
10. Names of roller coasters
11. Names of park areas/sections
12. 10 other rides (type and name)
13. Water rides information
14. Available food and beverages
15. Entertainment offered
16. Services Offered
17. Location of park
18. Surrounding cities
19. Any other pertinent information you discover
20. **Part 3 - Your Proposed Amusement Park Outline**
21. This is the section where ***your*** design of the amusement park comes to life. You cannot have the same exact ideas, features, or themes as another park!
22. Overall park theme
23. Principal sponsor
24. Location of park
25. Size of the park in acres
26. Number of rides
27. Kinds of rides
28. Number of concession stands/restaurants
29. What food/drink is available for sale
30. Other park attractions/activities
31. Layout of the park
32. How many parking spaces for cars/busses/vans/motorhomes/RVs
33. Number of souvenir stands/stores

IV. **Considerations**

1. Define your target market, its location, and the population of the area.
2. Be prepared to defend your reasoning.
3. What is the name, the type of park it will be, and he overall theme? Include a logo design.
4. Who is your park's sponsor and are there any others?
5. What types of sections/areas/divisions will your park have and what will you name these areas?
   1. What kind of rides will be in each section?
   2. How many roller coasters will you have? What will their names be?
   3. What other rides will you have and what are their names?
   4. What types of entertainment will you have?
      1. Where will it be in the park?
      2. Will the venues have names?
   5. What are the general rules and guidelines you will have for the park?
   6. What are your days and hours of operation?
   7. Will there be any special characters in the park?
   8. What accommodations will you make for guests with disabilities?
   9. Describe your parking facilities.
   10. Will you have a shuttle service?
   11. Describe number and location of restroom facilities and concession stands.

V. **You must include the following**

* 1. A typed proposal for the park (limited to seven pages)
  2. A brochure for the park
  3. A detailed map of the park and surrounding area
  4. The project needs to be neat and look professional.
  5. All written information must be typed.

VI. **Prepare multimedia presentation or video to use as you present your project to the Board** **of Directors.**