



JBRESEARCH

**Concept Development and Economic Consulting for the Arts, Retail,
Entertainment, Attraction, Sports and Recreation Industries**



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INTRODUCTION

JB Research Company is a full-service economic consulting firm specializing in the retail and entertainment industries. Drawing on a combined experience of over 50 years in entertainment, arts, sports, cultural, public assembly facility, recreation, and retail economics, we are able to offer our clients – the leaders in retail and entertainment – the most practical solutions to their economic planning strategies.

In the new entertainment infused retail industry, where new entertainment features are rapidly being established in areas where they never existed before - such as shopping centers, restaurants, and casinos – our experience and knowledge are unparalleled. Every JB Research consultant is matched specifically to each client's individual needs. They personally complete all phases of the assignment from concept development, primary and secondary research, data collection, analysis and recommendations, to the final report preparation.

JB Research Company is dedicated to the collection and analysis of the most current databases available, which we continually review and update. We provide concept planning, market and feasibility studies, consumer research, fiscal impact analysis, and financial planning for both the public and private sectors.

DESCRIPTION

Jill Bensley founded JB Research Company in 1990. Ms. Bensley brings 20 years of experience in the economic planning and research industry, beginning with her work with Economics Research Associates in Los Angeles. At Federated Department Stores, she served as Research Analyst and was Director of Research for South Mark/University Group, a multi-million-dollar real estate firm. She was Vice President of Harrison Price Company in Los Angeles before establishing JB Research Company in Oxnard, CA.

Active in her surrounding community, Ms. Bensley is co-founder of Kids' Arts, an arts education program for children in foster care in Ventura County. Currently she serves as an appointed member of the Economic Vitality Commission in Ventura County and has taught real estate market analysis at UCLA and UCSB. She is a full member of the Urban Land Institute and is Chair of the Urban Land Institute Entertainment Development Council, a member of the International Association of Amusement Parks and Attractions, and Themed Entertainment Association.



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SERVICES OFFERED

MARKET AND FINANCIAL FEASIBILITY

Strategic Planning
Project Concept Development
Complete Demographic Analyses
Needs Assessment Analyses
Competitive and Comparable
Surveys and Analysis
Attendance and Visitation Projections
Absorption Projections
Per Capita Spending Estimates
Capital Cost Estimates
Financial Operating Projections
Revenue and Expense

CONSUMER RESEARCH

Questionnaire Design and
Development
Intercept and Telephone Interviews
Management
Design
Implementation
Analysis
Recommendations
Focus Group Design, Moderation
Analysis

EXPERT WITNESS TESTIMONY

ECONOMIC IMPACT

Analysis of Regional Economic Impact
Employment Generated During
Construction and Operation
New Spending by Visitors and
Employees During Construction and
Operation
New Retail, Property and Income Tax
Collections
Multiplier Effects
Overall Business and Income
Effects
Cost Benefit Analyses

PROJECT TYPE

Retail
Entertainment
Museums
Restaurants
Performing Arts Centers
Live Performance Venues
Amphitheaters
Sports Venues
Cultural Venues
New Technology Entertainment
Sports Bars
Location Based Entertainment
Family Entertainment Centers
Children's Entertainment Centers
Game Arcades
Casino Entertainment
Aquariums



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SAMPLE PROJECTS

Market Research, Site Analysis, Attendance and Financial Projections
Academy Museum of Motion Pictures – Academy of Motion Pictures Arts and Sciences
Hollywood, CA

Strategic Development Plan, United States Expansion
Sega/British Broadcast Corporation
(The New Attraction will combine BBC Earth's natural history content with Sega's expertise in entertainment technology to create a 4,000 sq. meter, multi-level visitor experience.)

The Concord Resort - Master Plan, Market Research and Financial Feasibility for a Mixed-Use Entertainment Development in Sullivan County New York
Hart Howerton

Expert Witness Testimony – Several International Resort and Entertainment Projects
United Kingdom and Australia
Levitt Robinson

Program Development, Market and Financial Feasibility for an Indoor Attraction
Virginia Beach, Virginia
CSL International

Program Development, Market and Financial Feasibility for a Railroad and Container Themed Mixed-Use Entertainment Project
North Platte, Nebraska
Barry Howard Limited

Program Development, Market and Project Attendance/Lease Rates for a Luxury Retail Center
Downtown Buckhead – Atlanta, GA
SunTrust

Background Research, Program Development for Ormond Beach, a 1,000-Acre Wetland/Waterfront Resort
Ventura County, CA
Plaza Development Partners, LLC

Market and Financial Feasibility for Gardenwalk
Excel Realty Holdings
Anaheim, CA

Attendance and Revenue Outlook for the Proposed Legoland Missouri in Lee's Summit
City of Lee's Summit
Lee's Summit, MO

Market and Financial Feasibility for the Farm Museum at the Mill in Santa Paula, California
Museum of Ventura County
Santa Paula, CA

Market and Financial Feasibility
Strategy and Development Studies
Hollywood and Highland, Paseo Colorado
TrizecHahn Development
La Jolla, California

Strategic Review/Market Research
Retail and Entertainment Elements
The Irvine Company
Irvine, California

Market Analysis and Financial Feasibility
Smith Performing Arts Center
Las Vegas, Nevada

Strategic Development Plan/Market Research
American Girl Place
Chicago, Illinois

Market and Assessment and Financial Projections for Retail/Entertainment Centers
Various Locations
Oliver/McMillan

Market Research/Sales Volume Projections
Sony Metreon
Various Other Sony Retail/Entertainment Centers
Los Angeles, San Francisco, Chicago, Denver

Market Research/Sales Volume and Tax Projections
Regional Shopping Center
The Lusk Company
Irvine, California

Concept and Economic Planning
Recreation/Retail Elements
Nickelodeon/MTV Network
New York, New York
Retail/Entertainment Venue Development Various Assignments
20th Century Fox
Los Angeles, California

Development Potential for Various
Retail/Entertainment Venues
Gaylord Entertainment
Nashville, Tennessee



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CLIENTS

Academy of Motion Pictures Arts & Sciences
Hollywood, CA

Sega / British Broadcast Corporation
Tokyo, Japan

SunTrust
Buckhead Atlanta, GA

Tax Increment Financing Commission
Kansas City, MO

Levitt Robinson
Sydney/Australia

Plaza Development Partners
Ventura County, CA

Arrowcroft Group Plc
London, UK

W.K. Kellogg Institute
Battle Creek, MI

The Coca-Cola Company
Atlanta, GA

Starbucks Coffee
Seattle, WA

20th Century Fox
Los Angeles, CA

Turner Sports & Entertainment
Atlanta, GA

American Girl Place
Chicago, IL

Los Angeles Music Center
Los Angeles, CA

Tax Increment Financing Commission
Kansas City, MO

The Irvine Company, Retail Division.
Newport Beach, CA

Nickelodeon/MTV
New York, NY

Portland Trail Blazers
Portland, OR

Oliver/McMillan
San Diego, CA

Glendale Galleria
Glendale, CA

Las Vegas Entertainment Network
Las Vegas, NV

Claremont University
Claremont, CA

Dick Clark Restaurants
Burbank, CA

San Diego Convention Authority
San Diego, CA

Levy Restaurants
Chicago, IL

Imax Corporation
Toronto, Canada

Pequot Indians
Mashantucket, CT

Gaylord Entertainment, Opry Mills
Nashville, TN

Arlington International Racetrack
Chicago, IL

Oceanside Redevelopment Agency
Oceanside, CA

Glendale Redevelopment Agency
Glendale, CA

California Arts Council
Sacramento, CA



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SPEECHES, ARTICLES & BLOGS (www.jbresearchgoodtoknow.com)

“The Wedding Industry – Time For You To Buy In”
Shopping Center Business

“The Rich Get Richer”
Blog: (www.jbresearchgoodtoknow.com)

“It’s the Most Wonderful Time of the Year”
Blog: (www.jbresearchgoodtoknow.com)

“Richest Shopping Centers in the World”
Blog: (www.jbresearchgoodtoknow.com)

“Augmenting My Reality”
Blog: (www.jbresearchgoodtoknow.com)

“10 Steps to a Successful Project”
Blog: (www.jbresearchgoodtoknow.com)

“Meet Gen Z – Your Newest Market”
Blog: (www.jbresearchgoodtoknow.com)

“Revival of the American City”
Urban Land Institute

"How to Stay Hip in the Kids’ Retail Market”
Shopping Center Business

"Generation Y and Culture Do They Care?”
Entertainment Management

"Recent Trends In Retail Entertainment
Development.”
Shopping Center Business

"Generation Shop”
Shopping Center Business

"Master of Shopping - Generation Y.”
Speech. Panel - International Council
of Shopping Centers

"20/20 Vision"

"Generation X & Y"
Developing Retail Entertainment Destinations,
2nd Edition Urban Land Institute

"Retail Entertainment Center: The Lake at
Riverdale"
Real Estate Market Analysis Urban Land Institute

"The Future of Themed Entertainment
Generation Y."
Speech. Panel - International Association
of Amusement Parks & Attractions

"Gen-X— Your Market for the 21st Century.”
Speech. World Gaming Congress

"Like, Let’s Gamble Dude”
International Gaming and Wagering Business

"The Right Stuff"
Speech. Amusement Show International

"What Women Want in Amusements"
Speech. Amusement Show International

"The Screening of America, The National Cinema
Market.”
Speech. Entertainment Real Estate Forum

"The Y Chromosome"
Speech. Panel - Entertainment Real Estate Forum

"What Women Want in Shopping & Entertainment”
Shopping Center Business

"Entertainment Center Economics"
E-Zone



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Selected Qualifications for Retail/Entertainment Centers Retail Positioning

- ◆ Market and Financial Feasibility for a Mixed-Use Luxury Retail Center in Buckhead, *Oliver/McMillan*
- ◆ Market and Financial Feasibility for a Mixed-Use Retail/Entertainment Center in Austin Texas, *The Bend at Onion Creek LP*
- ◆ Market Research and Financial Projections, GardenWalk
Excel Realty Holdings LLC.
- ◆ Market Research and Financial Projections, Sinan-Gun, Alphae Island, Korea
Entertainment Design Group, Inc
- ◆ Market Analysis and Sales Projections the Pike Retail Entertainment Center
UBS PaineWebber Inc.
- ◆ Concept Development, Market and Financial Feasibility, Entertainment Center
Schnitzer Northwest, LLC
- ◆ Market Research and Retail Positioning, Irvine Spectrum Center
The Irvine Company, Retail Division
- ◆ Sales Projections, 2004 for the Glendale Galleria
Donahue Schriber
- ◆ Market and Financial Feasibility Queensway Bay Project Long Beach, California
DDR OliverMcMillan
- ◆ Concept Development, Market and Financial Feasibility for Several Retail Formats – Sports and Entertainment
CNN
- ◆ Market Research, Attendance and Revenue Projections
American Girl Place
- ◆ Background Research for the Retail/Entertainment Center at Mission Bay, San Francisco
Catellus
- ◆ Market Demand and Attendance Projections Green Valley Resort Retail/Entertainment Center
American Nevada Corporation
- ◆ Concept Development for Several Retail Formats – Sports and Entertainment
20th Century Fox
- ◆ Market Analysis and Program Development for an Entertainment Center at Hollywood and Highland
TrizecHahn
- ◆ Demand Generators and Supply Analysis for ABACOA
The Hutensky Group



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Selected Qualifications for Amphitheaters and Large Scale Indoor Theaters

- ◆ Concept Development, Market and Financial Feasibility for Encore Arts Park
Atlanta Symphony Orchestra
- ◆ Market and Financial Feasibility of an Amphitheater and Garden Attraction at the Waikoloa Beach Resort
Waikoloa Land Company
- ◆ Strategic Development Plan for Re-Use of the 8,500-seat Pacific Amphitheatre
Orange County Fair & Exposition Center
- ◆ Market Analysis for a Live Concert Venue Santa Clara County Fairgrounds
House of Blues
- ◆ Market and Financial Feasibility for a Broadway House in Anaheim California
City of Anaheim
- ◆ Market and Financial Feasibility for a Live Music Venue in Anaheim California
City of Anaheim
- ◆ Market and Financial Feasibility Conceptual Development for a Live Concert Venue in Bell Gardens
City of Bell Gardens Community Development Department
- ◆ Market Analysis for an Indoor Concert Venue at the Santa Clara County Fairgrounds, San Jose
Santa Clara County Fairgrounds
- ◆ Preliminary Market and Financial Feasibility for a Theater for the Academy Awards at Hollywood and Highland, *TrizecHahn Centers*
- ◆ Preliminary Market Feasibility for a 20,000 Seat Amphitheater in Valencia, California
Newhall Land and Farming
- ◆ Attendance and Revenue Projections for Metreon Entertainment Center at Yerba Buena Gardens in San Francisco, *Sony Corporation*
- ◆ Concept Development, Strategy and Market/Financial Feasibility for 15 Historic Theaters in Downtown Los Angeles, *Community Redevelopment Agency, City of Los Angeles*
- ◆ Market and Financial Feasibility of the South Jersey Performing Arts Center – Sony Amphitheater
South Jersey Performing Arts Center
- ◆ Market and Financial Feasibility for a 20,000 Seat Theater at the Santa Anita Racetrack
Santa Anita Racetrack Operating Company
- ◆ Market and Financial Feasibility for 20,000 Seat Amphitheaters in Eight Major Markets
Spectator Corporation



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Selected Qualifications for Performing Arts Facilities and Centers

- ◆ Market Research and Financial Feasibility Analysis for a Concert Hall – La Jolla Chamber Music Society, *The Robert B. Sharp Company of Colorado, Inc.*
- ◆ Preliminary Market and Financial Feasibility for the Smith Performing Arts Center- *City of Las Vegas, Nevada*
- ◆ Concept Development, Market Feasibility for a Cultural Center, Ventura, California *San Buenaventura Foundation for the Arts*
- ◆ Market, Financial and Program Feasibility for the California Theater *City of San Bernardino Economic Development Agency*
- ◆ Bridges Auditorium Program and Financial Feasibility Analysis *Claremont University Center*
- ◆ Market, Physical and Economic Feasibility Study for a Performing Arts Center, Madrid Theater *City of Los Angeles Cultural Affairs*
- ◆ Entertainment Concept Development, Market and Financial Feasibility of Adaptive Reuse of 15 Historic Theaters in Downtown Los Angeles *City of Los Angeles Redevelopment Agency*
- ◆ Market and Financial Feasibility of the Towne Theater Adaptive Reuse of a Theater to a Performing Arts Center, *City of Oceanside Redevelopment Department*
- ◆ Market and Financial Feasibility of the Simi Valley Cultural Center Adaptive Reuse-400 Seat Church, *City of Simi Valley*
- ◆ Consumer Research and Demand Analysis for the Renovated Alex Theater *Glendale Redevelopment Agency*
- ◆ Market and Financial Feasibility of the Proposed Highfield Theater *Highfield Performing Arts Association*
- ◆ Market and Financial Feasibility of a Cultural Center in South New Jersey (Tweeter Center at the Waterfront) *The Board of the South Jersey Performing Arts Center*
- ◆ Strategic Issues for Expansion of the Orange County Performing Arts Center *Second Theater Development*
- ◆ Ten Year Performing Arts Facility Plan for Downtown San Diego *Centre City Development Corporation*
- ◆ Market and Financial Feasibility - Los Angeles Theater Center (Four Theater Performing Art Centers) Adaptive Reuse of Bank, *City of Los Angeles Redevelopment Agency*



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Selected Qualifications for Museums and Corporate Attractions

- ◆ Strategic Assessment and Policy Recommendations for Development of Arts, Culture and Entertainment Assets in Downtown Miami, *Miami Downtown Development Authority*.
- ◆ Concept Development & Description Preliminary Market & Financial Feasibility
Starbucks Coffee
- ◆ Market and Financial Feasibility for a 200,000 Square Foot Academy Awards Museum in Hollywood
Academy of Motion Pictures Arts and Sciences
- ◆ Market and Financial Feasibility for READI 1 – A Safety Readiness Museum in Silver Springs Maryland
BKSK Architects
- ◆ Market Research and Financial Feasibility Analysis – “Hurricane Warning!”
City of Deerfield Beach, Florida.
- ◆ Market and Financial Feasibility OPT Expansion At The South Carolina State Museum
South Carolina State Museum
- ◆ Market and Financial Feasibility For A Proposed Animation Museum in North Hollywood
Los Angeles Community Redevelopment Agency
- ◆ Strategy For Future Viability Market and Economic Analysis Battle Creek Community Assets
Battle Creek Unlimited
- ◆ Business Plan – Market & Financial Feasibility for the San Manuel Cultural & Entertainment Center
San Manuel Band of Mission Indians
- ◆ Market Assessment for Expansion of CNN Studio Tour & Turner Experience
Turner Sports & Entertainment
- ◆ Attendance, Admission Fee and Per Capita Spending Projections
Mashantucket Pequot Indian Tribe
- ◆ Concept Development & Market/Financial Feasibility – Piru
County of Ventura, Chief Administration Office
- ◆ Concept Development & Market Support for an Attraction in Fillmore
City of Fillmore
- ◆ Market and Financial Feasibility for the Farm Museum at the Mill in Santa Paula California
Museum of Ventura County

- ◆ Projected Attendance & Operating Pro Forma for the Aquarium of the Americas
Audubon Park Commission
- ◆ Economic Impact of the Proposed Hollywood Entertainment Museum
Hollywood Entertainment Museum
- ◆ Market and Financial Feasibility, Three Portland Museums
Barry Howard Limited
- ◆ Economic Impact of the Umbrellas in California – Joint Project for Japan & USA
California Arts Council
- ◆ Attendance & Financial Projections for the Expanded Bowers Museum
Bowers Museum
- ◆ Preliminary Concept & Feasibility Analysis Museum of American Veterans
Institute for the Study of American Wars
- ◆ Market and Financial Feasibility of a Museum in Reston Town Center
Reston Town Center Associates



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Selected Qualifications for Gaming and Casino Projects

- ◆ Concept Development, Market and Financial Feasibility for the Concord Resort, Empire Resorts, Monticello, New York
- ◆ Concept Development, Market and Financial Feasibility for the Entertainment Elements at Green Ranch, Henderson Nevada, *American Nevada*
- ◆ Market and Financial Feasibility Study of Attractions at the Casino Morongo Resort Complex
The Morongo Band of Mission Indians
- ◆ Concept Development, Market and Financial Feasibility Testing/Business Plan Development for a Retail/Entertainment Center in Highland, California
San Manual Band of Mission Indians
- ◆ Market and Financial Feasibility for a Large Scale Amphitheater at the Casino, Redding, California *Redding Rancheria Band of Indians*
- ◆ Concept Development, Preliminary Market and Financial Feasibility, Various Entertainment Venues at the El Rancho Hotel, Las Vegas Strip, Las Vegas, NV
Las Vegas Entertainment Network
- ◆ Market and Financial Feasibility for a Large Scale Museum at Foxwoods, CN
Mashantucket Pequot Indian Tribe



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Selected Qualifications for Conference Centers

- ◆ Market and Financial Feasibility for a Conference Center/Hotel at Arlington International Racetrack in Schaumburg, Illinois; *Arlington International Racetrack*
- ◆ Concept Development, Market and Financial Feasibility for Conference Center in Newhall, California; *The Valencia Company*
- ◆ Concept Development, Market and Financial Feasibility, Hotel and Conference Center/ Entertainment Center in Portland, Oregon; *Oregon Arena Corporation*
- ◆ Market and Financial Feasibility, Residential Conference Center at University of California at Los Angeles; *Office of the Assistant Vice Chancellor, Business Enterprises, University of California at Los Angeles*
- ◆ Destination Resort and Conference Center Development Opportunities in Rancho Palos Verdes, California, *The Monaghan Company*
- ◆ Market Analysis and Program Development for a Conference Center and Condominium Development in Reno, Nevada; *Sierra Reflections Corporation*



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Selected Qualifications for Sports, Youth and Related Facilities

- ◆ Franchise Expansion Study for the National Hockey League
National Hockey League, New York
- ◆ Market and Financial Feasibility for a Minor League Baseball Stadium in Rancho Cucamonga, Quakes, *City of Rancho Cucamonga, California*
- ◆ Strategic Development Plan for Sports Related Facilities and Programs at 15-YMCA's and YWCA's
Various Locations, United States
- ◆ Market and Financial Feasibility for a Youth Swim Stadium
City of Vista, California
- ◆ Strategic Development Plan for a Youth Sports Facility in Battle Creek Michigan
Battle Creek, MI
- ◆ Market and Financial Feasibility, Concept Development for Retail and Restaurants for the Staples Center Arena
Los Angeles, California
- ◆ Market and Financial Feasibility, Concept Development for a Mixed-Use, Arena-Led Development Including Retail, Hospitality, Sports, Entertainment and Convention Center
Edmonton, Alberta
- ◆ Market Analysis, Economic Impact of Arena Led Mixed-Use Development in the United States
Various Arena Locales
- ◆ Market and Financial Feasibility, Concept Development for Retail and Restaurants for the Honda Center Arena
Anaheim, California
- ◆ Market and Financial Feasibility, Concept Development for Retail and Restaurants for Phillips Arena
Atlanta, Georgia
- ◆ Market Demand and Projected Development Cost for Legoland in Lee's Summit
City of Lee's Summit, Missouri
- ◆ Strategic Development, Market Demand and Financial Feasibility for a 1,000 Acre Mixed-Use Sports and Entertainment Resort in Sullivan County, New York
Concord, New York
- ◆ Strategic Development, Market Demand and Financial Feasibility for American Girl Place
Various Locations