

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To:	Matthew Fertal	From:	Chet Yoshizaki
Dept:	City Manager	Dept:	Economic Development
Subject:	INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS (IAAPA) CONFERENCE HELD IN ORLANDO FLORIDA, AND THEME PARK TOUR IN MYRTLE BEACH, SOUTH CAROLINA.		
		Date:	December 11, 2007

OBJECTIVE

The purpose of this report is to provide a summary of meetings at the International Association of Amusement Parks and Attractions (IAAPA) Conference held in Orlando, Florida the week of November 12 through November 15, and the tour held Friday, November 16 in Myrtle Beach, South Carolina.

BACKGROUND

The City of Garden Grove Economic Development Department exhibited at the IAAPA conference held in Orlando, Florida the week of November 12 through November 16. Mayor William Dalton and City Council Members Dina Nguyen, Mark Rosen and Steve Jones attended. City Council Member Bruce Broadwater joined the contingent for the tour of the Hard Rock Park in South Carolina. Preliminary estimates indicate that 27,000 people from 98 nations participated in IAAPA Attractions Expo 2007, the world's largest conference and trade show for the attractions industry. Produced by the International Association of Amusement Parks and Attractions (IAAPA), the Expo took place at the Orange County Convention Center in Orlando, Florida.

At the IAAPA Conference, staff conducted the following meetings:

- **McWhinney Downtown Disney Site Tour**

Jack Wolfe, President of Commercial and Mixed Use Properties for McWhinney, took the Agency on a tour of Downtown Disney. McWhinney was selected to master plan and develop the Central Hub site. Jack Wolfe, now with McWhinney, was instrumental in the development of Downtown Disney. There are some similarities for the type of entertainment/dining that may be used on the Central Hub site. The tour featured some of the projects Jack was involved with, including: Disney's Boardwalk Resort and

Yacht and Beach Club Pool Area. Disney's BoardWalk Resort is a hotel at the Walt Disney World Resort that opened in 1996 and is more commonly referred to as Disney's BoardWalk Inn and Disney's BoardWalk Villas.

- **Beach Club Resort**

Downtown Disney is an outdoor shopping, dining, and entertainment area located at Walt Disney World Resort in Lake Buena Vista, Florida. Until 1989, only the Marketplace existed and was known as the Disney Village Marketplace, and before that, the Lake Buena Vista Shopping Village. Pleasure Island then opened, and the West Side followed in 1997. Pleasure Island and Marketplace were referred to together as Disney Village until West Side opened, at which point the entire area was collectively renamed Downtown Disney.

- **Diamonda Educational**

Staff met with Steve Ericson, Theme Park Master Planner for Diamonda Educational Attractions from Holland. Mr. Ericson is currently working on two (2) theme parks on continents other than North America and once those are underway, he would be very interested in more closely examining our area for a third development site. He describes his theme park as a high tech educational park with indoor attractions that could occupy 40 to 100 acres.

- **Tour of Gaylord Palms Resort & Convention Center**

Gaylord Palms Resort & Convention Center is a hotel and convention center, opened in Kissimmee, Florida, on February 2, 2002. Gaylord Palms is built around a 4.5-acre glass-covered atrium, divided into four areas, each with their own activities and guest rooms. The Center has over 400,000 sq. feet of total meeting space, the second largest meeting space of any hotel in the state of Florida. More than half of that space is one large bay called the Florida Exhibition Hall, which has 210,300 ft., including prefunction space. It also features a permanent 101 by 40 ft. performing stage with green rooms and dressing rooms connected to its Osceola Ballroom.

- **Tour of Nickelodeon Family Suites by Holiday Inn®.**

Staff toured the Nickelodeon Family Suites by Holiday Inn. The hotel includes a total of 777 suites, and a water park component with two interactive pool complexes, featuring multiple slides, climbing nets, water jets, and a 400-gallon dump tank.

Staff had sent out an E-mail blast invitation to prospective developers and theme park industry leaders, inviting them to the booth at the IAAPA show. Many of the IAAPA attendees who came by the booth mentioned that they had received the E-

mail from the City. Brief informal meetings were held at the booth with topics ranging from development opportunities, general education about InternationalWest and status of projects under consideration. The InternationalWest web site received over 2,000 hits over a three-day period. The average hits per day for the InternationalWest Web Site is 130.

On a second phase of the IAAPA trip, Mayor Dalton and City Council Members Bruce Broadwater, Dina Nguyen, Mark Rosen and Steve Jones attended the site tour of the Hard Rock Theme Park, under construction in Myrtle Beach, South Carolina. The tour was preliminary in nature and allowed the city officials to understand the details of design of the Hard Rock Park. Hard Rock Park is a 50-acre rock 'n' roll themed park located in Myrtle Beach, South Carolina that will open in Spring of 2008. The park is located on 140 acres of land, located between Highway 501 and the Intracoastal Waterway on the site of the former Waccamaw Factory Shoppes in Fantasy Harbour. The Hard Rock Theme Park Developers noted that they need to complete their project in Myrtle Beach prior to looking at new development opportunities in other states.

Associated with the Conference/Tour, Council Members took time to view other developments, retailers and opportunities in the area, which are trending west or could be applied in the context of InternationalWest.

In conclusion, the Agency IAAPA tour revealed many land uses that would fit well into the InternationalWest master plan, including a resort hotel with convention facility and land uses included in the Downtown Disney and Universal City Walk projects. Staff would like to have EDAW, the consultant for the InternationalWest master plan, prepare a new plan with conceptual alternatives, each addressing the proposed development program and surrounding context of the InternationalWest Plan focused on re-planning of the parcel bounded by SR-22, Harbor Blvd., West 17th/Westminster Street and Newhope Street, which is approximately 130 acres.

FINANCIAL IMPACT

- The cost for City Council will be determined upon the completion of all expense reports.

COMMUNITY VISION IMPLEMENTATION

- Improving the City's Economic Base through development of tax-generating uses where appropriate, and
- Improve the aesthetics of the community and eliminate blighting influences.

RECOMMENDATION

Staff recommends that the City Council take the following actions:

- Receive and file this report as a supplemental to the City report as required by Assembly Bill 1234.

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Economic Development Director

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