



Markets



Competition



Financials



Planning



Pro Forma Advisors LLC

Pro Forma Advisors is a consultancy that provides market analysis, financial feasibility assessments, and economic master planning for leisure-oriented real estate development projects.

Our entertainment + resort (**e+r**) practice specializes in theme parks, casino gaming, water parks, dining, retail and entertainment (RD&E) centers, branded attractions, museums, and visitor destinations of all types.

Our economic master planning (**emp**) practice focuses on advisory services for urban mixed-use projects, large-scale master plans, retail and other site-specific development.

Market Analysis

Financial Feasibility

Impact Studies

Services

Pro Forma Advisors uses an international standard methodology originally developed over fifty years ago to analyze financial feasibility for theme parks. The process begins with the Client's Preliminary Concept and location. Depending on your needs, we offer analysis options in addition to the traditional economic feasibility study. These options are often performed in parallel with designers to provide timely input into the development process.

Team

Our professional team has successfully completed over 1,000 assignments for a wide assortment of clients – from industry leaders to startups. We are also highly experienced in playing a leading or supporting role within multi-disciplinary consulting teams.

Experience

Extensive knowledge, broad experience, global perspective, and sound methodology are key to informed and insightful land-use economic analysis. Our clients include the leading names in entertainment. Please visit our website to see our most up-to-date client and project lists.

Market Analysis

The Market Analysis focuses on the market context within which the Project will operate. The research creates a quantitative and qualitative assessment of the available market, the competitive environment, and comparable benchmarks which provide insight into potential market capture. In addition, the specific Project site is reviewed to understand opportunities, constraints and impacts to the Project.

The most critical task is the Demand Projection, which provides a range of expected market penetration and attendance. Estimated attendance is adjusted over time to illustrate ramp-up and market growth. Market pricing and per-capita spending for all revenue sources are estimated based on market conditions and benchmark trends.

Planning Factors

When working with a design group on a Project, critical market data can direct the scale and focus the concept. This design-oriented tasks provide attraction designers with the key inputs to help plan the project and ensure that scale, budget and design concepts are aligned with market conditions. The Planning Factors report takes baseline attendance and market information from the Market Analysis in order to provide market-based recommendations such as:

- Design Day Attendance
- Entertainment Planning (Capacity, Mix)
- Scaling Benchmarks (Guest Area, Parking)
- Capital Planning Review

Pro Forma Financials

The Pro Forma Financials combines Market Analysis and Planning factors with a financial analysis to present a full picture of project economics to potential partners and investors. The Pro Forma Financials uses a core financial model based on projections and industry benchmarks. The benefit of this approach is that industry factors can be used to develop rapid understanding of a Project's fundamental economic feasibility, and to present the key assumptions relative to industry standards. The report summarizes the investment potential in well-understood metrics such as Internal Rate of Return (IRR) and Net Present Value (NPV).

Economic Master Planning

The Economic Master Planning study provides preliminary data and analysis to support the design and planning process for multi-use, master-planned destination projects. The study identifies market support for critical elements such as resort hotels, RD&E centers, secondary gated attractions such as water parks, and other resort amenities. Estimated market demand is incorporated into an integrated pro forma financial model to illustrate the development and operating economics of the entire destination.

Impact Study

The Impact Study provides an assessment of the economic impacts and job creation of a Project. Using the Pro Forma Financials and Market Analysis data, the Impact Study provides an estimate of the increase in direct and indirect economic activity generated by the Project's construction and operations. Job creation is also estimated, including jobs generated directly by the Project and indirectly induced by increased economic activity. Primary direct tax benefits can also be presented based on the specific tax regime of the Project location.

Los Angeles Metro

727 2nd Street
Suite 107
Hermosa Beach, CA 90254

Hartford

35 East Main Street
No. 155
Avon, CT 06001

Tel: 310.616.5079 x701
Fax: 310.616.5079

Tel: 203.604.9007
Fax: 203.604.9007

Web: www.ProFormaAdvisors.com
E-mail: Info@ProFormaAdvisors.com

