



JB Research Company

***JB* RESEARCH COMPANY**

**Concept Development and Economic Consulting for the Arts, Retail,
Entertainment, Attractions 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

JB Research was founded in 1990 by Jill Bensley. 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 Ojai, 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 the ULI Program Committee's Executive Group Vice Chair for Retail, Entertainment and Hotel, 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
and Analysis

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 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

Strategic Plan/Market Research
Glendale Galleria
Donahue Schreiber
Glendale, California

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

Market and Financial Feasibility of Various
Entertainment Elements
Major Casino
Las Vegas, Nevada

Projected Financial Operating
Performance for Three African American
Museums
Kansas City, Missouri

Market and Financial Feasibility Studies
Five Amphitheaters in Major US Markets
Spectator Corporation

Attendance Projects and Financial
Operating Performance Studies
The Aquarium of America
New Orleans, Louisiana

Market Potential for CNN Tour and
Other Retail/Attractions
Turner Sports & Entertainment
Atlanta, Georgia

Preliminary Market Analysis
Performing Arts Center
Las Vegas, Nevada

Assessment of Development Alternatives
Various Locations
Dick Clark & Levy Restaurants

Market and Financial Feasibility for
Bridges Auditorium
Claremont University
Claremont, California

Facility Plan and Development of an
Arts and Entertainment Program
15 Historic Cinemas
Los Angeles, California

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CLIENTS

The Coca-Cola Company
Atlanta, GE

Entertainment Design Group
Marina Del Rey, CA

20th Century Fox
Los Angeles, CA

Turner Sports & Entertainment
Atlanta, GA

American Girl Place
Chicago, IL

Hyper Entertainment (formerly Sony Development)
Burbank, CA

TrizecHahn
La Jolla, CA

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

Minnesota Zoo
Minneapolis, MN

Ketchum Downtown YMCA
Los Angeles, CA

Bowers Museum
Santa Ana, CA

Pasadena Redevelopment Agency
Pasadena, CA

Los Angeles Music Center
Los Angeles, CA

Tax Increment Financing Commission
Kansas City, MO

Mobil Reston Land Company
Reston, VA

South Carolina State Museum
Columbia, SC

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SPEECHES AND ARTICLES

"How To Stay Hip In The Kids' Retail Market"
Shopping Center Business
February 2004.

"Generation Y and Culture Do They Care?"
Entertainment Management
September/October 2002.

"Recent Trends In Retail Entertainment
Development."
Shopping Center Business
June 2002.

"Generation Shop."
Shopping Center Business
February 2001.

"Master of Shopping - Generation Y."
Speech. Panel - International Council
of Shopping Centers.
October 2001.

"20/20 Vision."
"Generation X & Y."
Developing Retail Entertainment Destinations,
2nd Edition. Urban Land Institute,
2001.

"Retail Entertainment Center: The Lake at
Riverdale."
Real Estate Market Analysis. Urban Land Institute,
2001.

"The Future of Themed Entertainment
Generation Y."
Speech. Panel - International Assoc.
of Amusement Parks & Attractions.
November 2001.

"Gen-X— Your Market for the 21st Century."
Speech. World Gaming Congress.
September 24, 1998.

"Like, Let's Gamble Dude."
International Gaming and Wagering Business
September 1998.

"The Right Stuff."
Speech. Amusement Show International.
March 13, 1997.

"What Women Want in Amusements."
Speech. Amusement Show International.
March 13, 1997.

"The Screening of America, The National Cinema
Market."
Speech. Entertainment Real Estate Forum.
June 1997.

"The Y Chromosome."
Speech. Panel - Entertainment Real Estate Forum.
June 1997.

"What Women Want in Shopping & Entertainment."
Shopping Center Business
July 1997.

"Entertainment Center Economics."
E-Zone
July 1997.

"Broadening Your Market."
Speech. Fun Expo.
September 1997.

"Capture 51% of Your Market."
Playmeter Magazine
October 1997.

"The Times They are A'Changing."
Speech. Urban Land Institute International
Association of Amusement and Theme Parks.
November 1997.

"Developing A Cultural Facility."
Speech. League of California Cities.
October 15, 1996.

"Retail Entertainment Centers Emerging
Nationally."
Shopping Center Business
December 1996.