FINAL REPORT: Subway Store in Amusement Park Location Analysis in Virginia – Group 14

Objective:

Subway, a prominent fast-food franchise, is considering opening a new store in an amusement park in Virginia. Due to a 25% decline in foot traffic over the past few years, Subway aims to optimize its next location by ensuring a steady stream of customers and maximizing profitability. To do this, they plan to partner with amusement parks to monetize the foot traffic in suburban as well as city areas. The goal of this analysis is to evaluate several amusement parks based on visitor data and county demographic factors to determine the most promising amusement park site for a new Subway store.

Analysis Methodology:

To evaluate potential locations for Subway's new store, we conducted an in-depth analysis of four key areas: **amusement park foot traffic, demographic age, demographic income and restaurant competition**. The results from each of these categories were combined using a weighted scoring system that reflects the importance of each factor to Subway's business model.

Given Subway's reliance on high foot traffic to drive impulse purchases, parks with the highest visitor volumes will be prioritized. Competition within the area will also be evaluated, as the presence of other fast-food outlets may impact profitability.

- **Visitor Volume:** Total number of visitors per year per amusement park.
  Research Question 1: How many total visitors does each county in Virginia get for all the amusement parks located in that county?

- **Restaurant Competition:** Number of other fast-food restaurants operating within or near the amusement park.
  Research Question 2: How many number of "Limited-Service" restaurants are available per county in Virginia, in counties that have Amusement parks?

Demographic data is essential to understanding the customer base and aligning Subway's offerings with their preferences. Specifically, we analyzed:

- **Youth Population**: When analyzing the type of people who would generally visit amusement parks and as a result, will visit the Subway store at the amusement park, we found out that people aged 5-17 are most likely to visit amusement parks with their parents so we wanted to focus on counties with amusement parks with a high youth population in our target range.
  Research Question 3: What is the population of children aged 5 – 17 Yrs in each county in Virginia that has amusement parks? What is the youth population ratio compared to the total population?

- **Median Household Income:** Middle-income families are frequent Subway customers. We will target counties where household income aligns with Subway's core market, avoiding areas where income is either too high or too low. For this project, our target audience has an income of $30k to $75k.
  Research Question 4: What is the population of people in income range of $30k to $75k in each county in Virginia that has amusement parks? What is the population ratio compared to the total population?

Weighted Scoring System:

To analyze the data, we applied a weighted scoring model based on industry research. Each factor's weight reflects its relative importance in determining the profitability of a Subway store in an amusement park location.

Factor	Weight	Rationale
Visitor Volume	40%	According to a study by Stephen L.J. Smith, "Location patterns of urban restaurants", visitor volume has the highest correlation with profitability in quick-service restaurants, especially in locations such as malls and amusement parks. Subway relies

		on impulse purchases, and high visitor numbers ensure a steady flow of potential customers.
Youth Population	30%	NPD Group report titled "Gen Zs Prefer Fast Casual Restaurants" indicate that fast-food restaurants serving healthier options like Subway appeal strongly to families, children, and young adults. The presence of these demographics is critical, as they tend to visit quick-service restaurants frequently.
Competition	20%	While competition is a factor, study published in INFORMS titled "Product Positioning and Competition: The Role of Location in the Fast Food Industry" suggest that fast food restaurants perform worse with competition in areas with a large enough market.
Income Distribution	10%	Income distribution is less significant in amusement parks, where a wide range of income groups visit. While middle-income families are Subway's core audience, foot traffic and impulse purchasing are stronger determinants of success in this context.

Explanation of Queries

1. **Target Identification**: We began by identifying a list of counties in Virginia with amusement parks, narrowing down the regions that would be the focus of our analysis.
2. **Factor Analysis**: We evaluated our target CBG list based on four key factors: counties with the largest population in the income range of $30K to $75K, counties with the highest youth population (ages 5-17), those with the most significant foot traffic, and counties with a high concentration of fast-food restaurants (competition). Thus, we had 4 separate queries that produced results satisfying each factor.
3. **Reverse Ranking System**: Each county was ranked according to its standing for each factor. For example, if Star County had the highest foot traffic out of 60 counties (in the foot traffic query), it was assigned a rank of 60, while the county with the lowest foot traffic was ranked 1.
4. **Weighted Score Calculation**: We assigned weights to each factor—Foot Traffic: 40%, Youth Demographics: 30%, Competition: 20%, and Income: 10%. For each county, we multiplied the rank by the corresponding weight. For instance, if Star County ranked 60th in foot traffic, its weighted score would be 60 * 0.4 = 24. Finally, we ordered the counties by their total weighted scores in descending order to determine which county best satisfied all criteria, with the highest score being the most suitable location for Subway expansion near an amusement park!

Results: Recommendation and Conclusion

Based on the weighted scoring system, we analyzed several counties with amusement parks in Virginia. After scoring each county on visitor volume, demographic suitability, competition, and income distribution, we identified **Loudoun County** as the most suitable location for Subway's new store.

Loudoun County scored fairly high in all the factors. Additionally, Loudoun County's demographic profile aligns well with Subway's target customers: a large percentage of families and middle-income households. The level of competition in the area is moderate, making it an ideal environment for Subway to thrive.

By focusing on high foot traffic, favorable demographics, and manageable competition —while excluding CBGs that already host existing Subway locations— we identified 6 Amusement Parks in Loudoun County that offer the best potential for Subway's new store location.

Additionally, **Ashburn Park** presents itself as a strong candidate for consideration based on the foot traffic, further enhancing Subway's growth potential in the area.

QUERY LOG

Below are the 4 ranked results queries for each factor followed by the final weighted average query which joins all 4 queries.

1. Foot traffic

Research Question: How many total visitors does each county in Virginia get for all the amusement parks located in that county?

```
WITH ranked_result as (select county, sum(raw_visitor_counts) as number_of_visitors,
DENSE_RANK() OVER (ORDER BY sum(raw_visitor_counts) DESC) as index_value from
safegraph.visits v
join safegraph.places p
on v.safegraph_place_id = p.safegraph_place_id
join safegraph.cbg_fips f
on poi_cbg like concat(concat(f.state_fips, f.county_fips),"%")
where top_category like "%Amusement%" and state = "VA"
group by county
order by number_of_visitors DESC)
SELECT county , number_of_visitors, (SELECT COUNT(*) FROM ranked_result) - index_value
+ 1 AS foot_traffic_score
FROM ranked_result
ORDER BY foot_traffic_score DESC;
```

Result:

Row	county	number_of_visitors	foot_traffic_score
1	Fairfax County	301397	125
2	Virginia Beach city	234657	124
3	Loudoun County	183975	123
4	Chesterfield County	119387	122
5	Prince William County	116937	121
6	Henrico County	103590	120
7	Arlington County	81336	119
8	Richmond city	73622	118
9	Chesapeake city	71771	117
10	Norfolk city	69563	116

2. Young Population

Research Question: What is the population of children aged 5 – 17 Yrs in each county in Virginia that has amusement parks? What is the youth population ratio compared to the total population?

```
WITH target_cbg AS (
SELECT
v.poi_cbg,
f.county,
SUM(v.raw_visit_counts) AS visit_count
FROM
team14-fa24-mgmt58200-final.safegraph.visits v
```

```
JOIN
team14-fa24-mgmt58200-final.safegraph.places p
ON v.safegraph_place_id = p.safegraph_place_id
JOIN
team14-fa24-mgmt58200-final.safegraph.cbg_fips f
ON v.poi_cbg LIKE CONCAT(CONCAT(f.state_fips, f.county_fips), "%")
WHERE
p.top_category LIKE "%Amusement%"
AND f.state_fips = "51" -- Assuming '51' is the state FIPS code for Virginia
GROUP BY
v.poi_cbg, f.county
),
ranked_results_population AS (
SELECT
t.county,
SUM(`pop_m_5-9` + `pop_m_10-14` + `pop_m_15-17` +
`pop_f_5-9` + `pop_f_10-14` + `pop_f_15-17`) AS youth_population,
SUM(d.pop_total) AS total_population,
SUM(`pop_m_5-9` + `pop_m_10-14` + `pop_m_15-17` +
`pop_f_5-9` + `pop_f_10-14` + `pop_f_15-17`) / SUM(d.pop_total) AS pop_ratio,
DENSE_RANK() OVER (ORDER BY SUM(`pop_m_5-9` + `pop_m_10-14` + `pop_m_15-17` +
`pop_f_5-9` + `pop_f_10-14` + `pop_f_15-17`) / SUM(d.pop_total) DESC) AS index_value
FROM
team14-fa24-mgmt58200-final.safegraph.cbg_demographics d
JOIN
target_cbg t ON d.cbg = t.poi_cbg
WHERE
d.pop_total > 0 -- To avoid division by zero
GROUP BY
t.county
HAVING
SUM(`pop_m_5-9` + `pop_m_10-14` + `pop_m_15-17` +
`pop_f_5-9` + `pop_f_10-14` + `pop_f_15-17`) > 100 -- Optional: set a threshold for
youth population
)
SELECT
county,
total_population,
pop_ratio,
(SELECT COUNT(*) FROM ranked_results_population) - index_value + 1 AS population_score
FROM ranked_results_population
ORDER BY population_score DESC ;
```

Result:

Row	county	total_population	pop_ratio	population_score
1	King William County	1921	0.285788651743...	106
2	Bland County	827	0.275695284159...	105
3	Orange County	1744	0.250573394495...	104
4	Dinwiddie County	2422	0.239471511147...	103
5	Lee County	1156	0.211937716262...	102
6	Lancaster County	1061	0.207351555136...	101
7	Loudoun County	150427	0.205854002273...	100
8	Colonial Heights city	9114	0.195303928022...	99
9	Halifax County	7551	0.193351873923...	98
10	Falls Church city	9864	0.192619626926...	97

3. Competition:

Research question: How many number of "Limited-Service" restaurants are available per county in Virginia, in counties that have Amusement parks?

```
  WITH Parks_county AS (SELECT
      v.poi_cbg,
      f.county,
      SUM(v.raw_visit_counts) AS visit_count
  FROM
      team14-fa24-mgmt58200-final.safegraph.visits v
  JOIN
      team14-fa24-mgmt58200-final.safegraph.places p
      ON v.safegraph_place_id = p.safegraph_place_id
  JOIN
      team14-fa24-mgmt58200-final.safegraph.cbg_fips f
      ON v.poi_cbg LIKE CONCAT(CONCAT(f.state_fips, f.county_fips), "%")
  WHERE
      p.top_category LIKE "%Amusement%"
      AND f.state_fips = "51"
  GROUP BY
      v.poi_cbg, f.county
  ORDER BY
      visit_count DESC),
ranked_result as
(SELECT f.county as county,COUNT(*) AS number_of_fastfood_places, DENSE_RANK() OVER
(ORDER BY COUNT(*) ASC) as index_value
FROM team14-fa24-mgmt58200-final.safegraph.visits v
INNER JOIN Parks_county c
ON c.poi_cbg = v.poi_cbg
JOIN team14-fa24-mgmt58200-final.safegraph.places p
ON p.safegraph_place_id = v.safegraph_place_id
JOIN team14-fa24-mgmt58200-final.safegraph.cbg_fips f
ON v.poi_cbg like concat(concat(f.state_fips, f.county_fips),"%")
WHERE p.sub_category LIKE 'Limited%'
AND p.top_category LIKE 'Restaurants%'
```

```
AND v.region LIKE 'VA'
GROUP BY f.county
ORDER BY number_of_fastfood_places DESC)
SELECT county , number_of_fastfood_places, (SELECT COUNT(*) FROM ranked_result) -
index_value + 1 AS competition_score
FROM ranked_result
ORDER BY competition_score DESC;
```

Result:

Row	county	number_of_fastfood	competition_score
1	Rappahannock County	4	108
2	Alleghany County	4	108
3	Nelson County	4	108
4	Dickenson County	4	108
5	Dinwiddie County	4	108
6	Covington city	4	108
7	Carroll County	4	108
8	Pittsylvania County	4	108
9	Bland County	4	108
10	Nottoway County	8	107

4. Income

Research Question: What is the population of people in income range of $30k to $75k in each county in Virginia that has amusement parks? What is the population ratio compared to the total population?

```
WITH target_cbg AS (
SELECT
v.poi_cbg,
f.county,
SUM(v.raw_visit_counts) AS visit_count
FROM
team14-fa24-mgmt58200-final.safegraph.visits v
JOIN
team14-fa24-mgmt58200-final.safegraph.places p
ON v.safegraph_place_id = p.safegraph_place_id
JOIN
team14-fa24-mgmt58200-final.safegraph.cbg_fips f
ON v.poi_cbg LIKE CONCAT(CONCAT(f.state_fips, f.county_fips), "%")
WHERE
p.top_category LIKE "%Amusement%"
AND f.state_fips = "51"
GROUP BY
v.poi_cbg, f.county
ORDER BY
visit_count DESC
),
ranked_result AS (
SELECT
```

```
t.county,
SUM(`inc_30-35` + `inc_35-40` + `inc_40-45` + `inc_45-50` + `inc_50-60` + `inc_60-75`)
AS target_income_population,
SUM(`pop_total`) AS total_population,
SUM(`inc_30-35` + `inc_35-40` + `inc_40-45` + `inc_45-50` + `inc_50-60` + `inc_60-75`)
/ SUM(`pop_total`) AS income_ratio,
DENSE_RANK() OVER (ORDER BY SUM(`inc_30-35` + `inc_35-40` + `inc_40-45` + `inc_45-50`
+ `inc_50-60` + `inc_60-75`) / SUM(`pop_total`) DESC) AS index_value
FROM
team14-fa24-mgmt58200-final.safegraph.cbg_demographics d
JOIN
target_cbg t ON d.cbg = t.poi_cbg
WHERE
pop_total > 0 -- To avoid division by zero
GROUP BY
t.county
HAVING
SUM(`inc_30-35` + `inc_35-40` + `inc_40-45` + `inc_45-50` + `inc_50-60` + `inc_60-75`)
> 100 -- Optional: set a threshold for population in the income range
)
SELECT
county,
total_population,
income_ratio,
(SELECT COUNT(*) FROM ranked_result) - index_value + 1 AS income_score
FROM ranked_result
ORDER BY income_score DESC ;
```

Result:

Row	county	total_population	income_ratio	income_score
1	Rockbridge County	1770	0.280225988700...	111
2	Tazewell County	4734	0.259611322348...	110
3	Grayson County	1444	0.245844875346...	109
4	Franklin city	1360	0.234558823529...	108
5	Greensville County	2187	0.230452674897...	107
6	Westmoreland County	2494	0.225340817963...	106
7	Dinwiddie County	2422	0.218827415359...	105
8	Page County	4760	0.207773109243...	104
9	Martinsville city	4844	0.207473162675...	103
10	Mecklenburg County	4189	0.205777035091...	102

5. Weighted Score

Research Question: Based on all the 4 different factors, which Virginia county should Subway open its newest store in?

```
SELECT a.county, foot_traffic_score,population_score,competition_score,income_score,
(ROUND(foot_traffic_score*0.4 + population_score*0.3 + competition_score*0.2 +
income_score*0.1,2)) as weighted_total_score
FROM (
```

```
  WITH Parks_county AS (SELECT
      v.poi_cbg,
      f.county,
      SUM(v.raw_visit_counts) AS visit_count
  FROM
      team14-fa24-mgmt58200-final.safegraph.visits v
  JOIN
      team14-fa24-mgmt58200-final.safegraph.places p
      ON v.safegraph_place_id = p.safegraph_place_id
  JOIN
      team14-fa24-mgmt58200-final.safegraph.cbg_fips f
      ON v.poi_cbg LIKE CONCAT(CONCAT(f.state_fips, f.county_fips), "%")
  WHERE
      p.top_category LIKE "%Amusement%"
      AND f.state_fips = "51"
  GROUP BY
      v.poi_cbg, f.county
  ORDER BY
      visit_count DESC),
ranked_result as
(SELECT f.county as county,COUNT(*) AS number_of_fastfood_places, DENSE_RANK() OVER
(ORDER BY COUNT(*) ASC) as index_value
FROM team14-fa24-mgmt58200-final.safegraph.visits v
INNER JOIN Parks_county c
ON c.poi_cbg = v.poi_cbg
JOIN team14-fa24-mgmt58200-final.safegraph.places p
ON p.safegraph_place_id = v.safegraph_place_id
JOIN team14-fa24-mgmt58200-final.safegraph.cbg_fips f
ON v.poi_cbg like concat(concat(f.state_fips, f.county_fips),"%")
WHERE p.sub_category LIKE 'Limited%'
AND p.top_category LIKE 'Restaurants%'
AND v.region LIKE 'VA'
GROUP BY f.county
ORDER BY number_of_fastfood_places DESC)
SELECT county , number_of_fastfood_places, (SELECT COUNT(*) FROM ranked_result) -
index_value + 1 AS competition_score
FROM ranked_result
ORDER BY competition_score DESC
) a
JOIN
(
WITH target_cbg AS (
SELECT
v.poi_cbg,
f.county,
SUM(v.raw_visit_counts) AS visit_count
FROM
team14-fa24-mgmt58200-final.safegraph.visits v
```

```
JOIN
team14-fa24-mgmt58200-final.safegraph.places p
ON v.safegraph_place_id = p.safegraph_place_id
JOIN
team14-fa24-mgmt58200-final.safegraph.cbg_fips f
ON v.poi_cbg LIKE CONCAT(CONCAT(f.state_fips, f.county_fips), "%")
WHERE
p.top_category LIKE "%Amusement%"
AND f.state_fips = "51"
GROUP BY
v.poi_cbg, f.county
ORDER BY
visit_count DESC
),
ranked_result AS (
SELECT
t.county,
SUM(`inc_30-35` + `inc_35-40` + `inc_40-45` + `inc_45-50` + `inc_50-60` + `inc_60-75`)
AS target_income_population,
SUM(`pop_total`) AS total_population,
SUM(`inc_30-35` + `inc_35-40` + `inc_40-45` + `inc_45-50` + `inc_50-60` + `inc_60-75`)
/ SUM(`pop_total`) AS income_ratio,
DENSE_RANK() OVER (ORDER BY SUM(`inc_30-35` + `inc_35-40` + `inc_40-45` + `inc_45-50`
+ `inc_50-60` + `inc_60-75`) / SUM(`pop_total`) DESC) AS index_value
FROM
team14-fa24-mgmt58200-final.safegraph.cbg_demographics d
JOIN
target_cbg t ON d.cbg = t.poi_cbg
WHERE
pop_total > 0 -- To avoid division by zero
GROUP BY
t.county
HAVING
SUM(`inc_30-35` + `inc_35-40` + `inc_40-45` + `inc_45-50` + `inc_50-60` + `inc_60-75`)
> 100 -- Optional: set a threshold for population in the income range
)
SELECT
county,
total_population,
income_ratio,
(SELECT COUNT(*) FROM ranked_result) - index_value + 1 AS income_score
FROM ranked_result
ORDER BY income_score DESC
) b
ON a.county = b.county
JOIN
(
```

```
  WITH ranked_result as (select county, sum(raw_visitor_counts) as number_of_visitors,
DENSE_RANK() OVER (ORDER BY sum(raw_visitor_counts) DESC) as index_value from
safegraph.visits v
join safegraph.places p
on v.safegraph_place_id = p.safegraph_place_id
join safegraph.cbg_fips f
on poi_cbg like concat(concat(f.state_fips, f.county_fips),"%")
where top_category like "%Amusement%" and state = "VA"
group by county
order by number_of_visitors DESC)
SELECT county , number_of_visitors, (SELECT COUNT(*) FROM ranked_result) - index_value
+ 1 AS foot_traffic_score
FROM ranked_result
ORDER BY foot_traffic_score DESC
) c
ON a.county = c.county
JOIN (
  WITH target_cbg AS (
SELECT
v.poi_cbg,
f.county,
SUM(v.raw_visit_counts) AS visit_count
FROM
team14-fa24-mgmt58200-final.safegraph.visits v
JOIN
team14-fa24-mgmt58200-final.safegraph.places p
ON v.safegraph_place_id = p.safegraph_place_id
JOIN
team14-fa24-mgmt58200-final.safegraph.cbg_fips f
ON v.poi_cbg LIKE CONCAT(CONCAT(f.state_fips, f.county_fips), "%")
WHERE
p.top_category LIKE "%Amusement%"
AND f.state_fips = "51" -- Assuming '51' is the state FIPS code for Virginia
GROUP BY
v.poi_cbg, f.county
),
ranked_results_population AS (
SELECT
t.county,
SUM(`pop_m_5-9` + `pop_m_10-14` + `pop_m_15-17` +
`pop_f_5-9` + `pop_f_10-14` + `pop_f_15-17`) AS youth_population,
SUM(d.pop_total) AS total_population,
SUM(`pop_m_5-9` + `pop_m_10-14` + `pop_m_15-17` +
`pop_f_5-9` + `pop_f_10-14` + `pop_f_15-17`) / SUM(d.pop_total) AS pop_ratio,
DENSE_RANK() OVER (ORDER BY SUM(`pop_m_5-9` + `pop_m_10-14` + `pop_m_15-17` +
`pop_f_5-9` + `pop_f_10-14` + `pop_f_15-17`) / SUM(d.pop_total) DESC) AS index_value
FROM
team14-fa24-mgmt58200-final.safegraph.cbg_demographics d
```

```
JOIN
target_cbg t ON d.cbg = t.poi_cbg
WHERE
d.pop_total > 0 -- To avoid division by zero
GROUP BY
t.county
HAVING
SUM(`pop_m_5-9` + `pop_m_10-14` + `pop_m_15-17` +
`pop_f_5-9` + `pop_f_10-14` + `pop_f_15-17`) > 100 -- Optional: set a threshold for
youth population
)
SELECT
county,
total_population,
pop_ratio,
(SELECT COUNT(*) FROM ranked_results_population) - index_value + 1 AS population_score
FROM ranked_results_population
ORDER BY population_score DESC
) d
ON a.county = d.county
ORDER BY weighted_total_score DESC;
```

Result:

Row	county	foot_traffic_score	population_score	competition_score	income_score	weighted_total_score
1	Loudoun County	123	100	49	3	89.3
2	Colonial Heights city	90	99	71	83	88.2
3	Chesapeake city	117	91	52	25	87.0
4	Prince William County	121	95	48	4	86.9
5	Rockingham County	104	73	88	47	85.8
6	Falls Church city	97	97	88	1	85.6
7	Stafford County	110	94	59	13	85.3
8	York County	103	92	64	32	84.8
9	Chesterfield County	122	75	50	30	84.3
10	Spotsylvania County	114	84	58	18	84.2

6. CBGs where Subway exists

```
SELECT
    p.location_name,
    p.sub_category,
    v.poi_cbg,
    SUM(v.raw_visit_counts) AS visits
FROM
    team14-fa24-mgmt58200-final.safegraph.visits v
JOIN
    team14-fa24-mgmt58200-final.safegraph.places p
    ON v.safegraph_place_id = p.safegraph_place_id
WHERE
    p.location_name LIKE '%Subway%'
    AND v.poi_cbg IN (
```

```
        '511076103002',
        '511076115011',
        '511076110192',
        '511076110132',
        '511076106021',
        '511076117001',
        '511076106031',
        '511076110053',
        '511076110142'
    )
GROUP BY
p.location_name, p.sub_category,v.poi_cbg
ORDER BY
    visits DESC;
```

Result:

Row	location_name	sub_category	poi_cbg	visits
1	Subway	Limited-Service Restaurants	511076106031	720
2	Subway	Limited-Service Restaurants	511076110142	425
3	Subway	Limited-Service Restaurants	511076117001	253

7. Amusement Parks in Loudoun County where Subway does not exist

```
SELECT
    p.location_name,
    p.sub_category,
    v.poi_cbg,
    SUM(v.raw_visit_counts) AS visits
FROM
    team14-fa24-mgmt58200-final.safegraph.visits v
JOIN
    team14-fa24-mgmt58200-final.safegraph.places p
    ON v.safegraph_place_id = p.safegraph_place_id
JOIN
    team14-fa24-mgmt58200-final.safegraph.cbg_fips f
    ON v.poi_cbg LIKE CONCAT(CONCAT(f.state_fips, f.county_fips), "%")
WHERE
    p.top_category LIKE "Amusement%"
    AND p.sub_category LIKE 'Amusement and Theme Parks'
    AND f.state_fips = "51"
    AND f.county LIKE 'Loudoun%'
    AND v.poi_cbg NOT IN ('511076106031','511076110142','511076117001')
GROUP BY
p.location_name,p.sub_category,v.poi_cbg
ORDER BY
    visits DESC;
```

Result:

Row	location_name	sub_category	poi_cbg	visits
1	Ashburn Park	Amusement and Theme Parks	511076110053	921
2	Leesburg Animal Park	Amusement and Theme Parks	511076106021	518
3	All Recreation of Virginia	Amusement and Theme Parks	511076110132	342
4	Kidz Plaza	Amusement and Theme Parks	511076110192	238
5	Dulles Town Center Carnival	Amusement and Theme Parks	511076115011	224
6	Riverside on the Potomac	Amusement and Theme Parks	511076103002	68