**Magical Park Corporation**

**MEMO**

TO: Imagination Parks Executive Team

FROM: Henry Nguyen, Vice President of Marketing

DATE: March 20, 2017

RE: Imagination Parks Trial Run

The grand openings of our three Imagination Parks are rapidly approaching. El Paso’s opening day is May 5. Grand opening dates for Pittsburgh and Portland parks are May 8 and 10, respectively. To ensure that we are ready to provide the level of cleanliness, service, and enjoyment that customers expect of our parks, we will host a trial run day at each park in the next month. This will allow us some time to make any necessary adjustments prior to opening day. Obviously, we can’t change the structural elements of the parks, but we can make other adjustments that will make visitors’ experiences go as smoothly as possible.

Each park can determine the specific questions they plan to ask, but we have developed some general topics that should be covered:

Cleanliness

Dining options and facilities

Ease of navigation

Educational value

Fun factor

Overall aesthetic appeal

Parking

Ride Safety

We have already recruited people to attend the trial run day at each park and give us feedback regarding their overall experiences. Of particular importance are the responses we receive from the following types of visitors:

Families with children

College students

Educators

All the parks have a point person who will manage the trial run day—conducting the surveys, coordinating the visitors, and sending the survey results back to the home office. Here is the contact information for the coordinators:

El Paso, TX: Angela Hunt (915) 555-0915

Pittsburgh, PA: Casey Reynolds (412) 555-8376

Portland, OR: Paulina Galley (503) 555-6522

If you have any major concerns or questions that the coordinator cannot answer, contact me at (702) 555-6184. Thanks for all your efforts to open these exciting new parks and create a wonderful, entertaining learning experience!