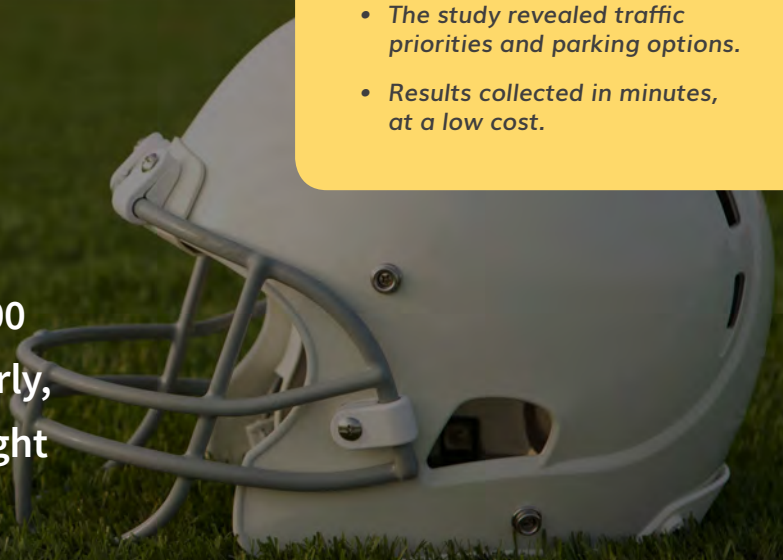


Football Hall of Fame Projects Tourism Explosion



The Pro Football Hall of Fame projected that visitorship would jump from 300,000 annually to three million. To plan properly, the Canton-area MPO relied on StreetLight Data for facts about traffic and parking.



EXECUTIVE SUMMARY

- Hall of Fame projected 10x tourism growth.
- Stark County planners wanted facts about the impact on visitors and area residents.
- The study revealed traffic priorities and parking options.
- Results collected in minutes, at a low cost.

Mission: Plan for 10x Visitor Increase

The Hall of Fame Village's projected 10x boost in tourism could have major impacts on everything from parking to hotel occupancy to traffic patterns. To better understand the possible ramifications for area residents, and inform potential solutions, the Stark County Regional Planning Commission (SCRPC) contracted for a land use and transportation study.

SCRPC wasn't sure if statistics from the Hall of Fame's developer or speculation from the public could be backed up by facts. They wanted data to inform a plan that would help them improve the quality of life for nearby residents, boost economic development, and support a multimodal mindset in the area.

"We would not have had critical O-D data without StreetLight, the study would have taken too long and would have been too expensive."

BRYAN NEWELL
Gannett Fleming



