

COLLEGE FOOTBALL HALL OF FAME

Atlanta, Georgia

The College Football Hall of Fame is a hall of fame launched by the National Football Foundation in 1951 to celebrate players and coaches of college football. In 2012, the Hall was relocated from South Bend, Indiana to Atlanta Georgia – opening a new 94,000-square-foot Hall of Fame and Chick-fil-A Fan Experience in August 2014. It contains 50,000 square feet of exhibit and event space, interactive displays, and a 45-yard indoor football field.

MR-ProFun worked with the College Football Hall of Fame team in Atlanta to help develop the preliminary business and operational plan for the relocation and expansion. After a feasibility study was conducted and a site was selected, MR-ProFun continued working with the management team, by assessing the Hall's various visitor components and its ability to accommodate planned levels of attendance. MR-ProFun also provided a preliminary organizational structure, annual operating budget based on design and program planning metrics.

MR-ProFun's scope of work also included reviewing and providing input for the proposed site location(s), development of an attendance distribution model, a design-day analysis, and a supply-side capacity analysis. Additionally, we advised on staffing requirements and provided recommendations regarding the Hall of Fame's ticket pricing and packaging strategy and program experience elements relative to operating efficiency and capacity utilization of the master plan components.

- Operational Input into Design
- Business and Operations Planning

