

The Changing Landscape & Culture of Out-of-Home Entertainment

February 11, 2020



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Feasibility, design, production & consulting services



2007 - 2020



End of 2007 saw the introduction of first personal device that connected with the internet (iPhone) and was the beginning of the Great Recession



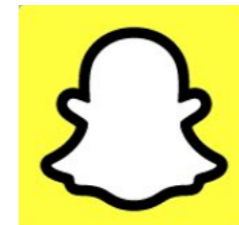
amazon alexa



UBER



DOORDASH



Puttshack
BAR • DINING • MINI GOLF



Trends impacting out-of-home entertainment

- ✓ Socio-demographics
- ✓ Family time
- ✓ Type of OOH entertainment experiences
- ✓ OOH entertainment time, spending & participation
- ✓ Gentrification
- ✓ Impact of technology
- ✓ Food & beverage



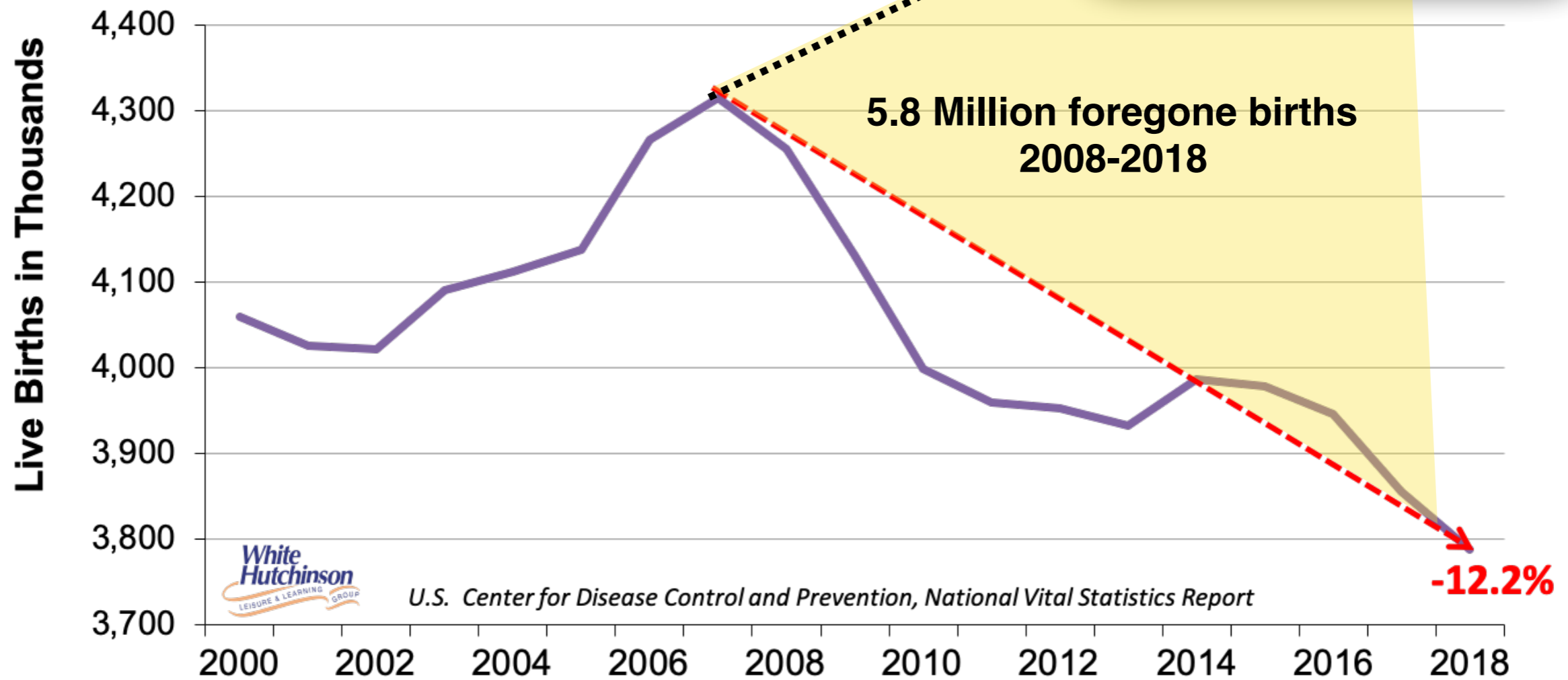
- ✓ OOH entertainment business models

Socio-demographic trends impacting out-of-home entertainment

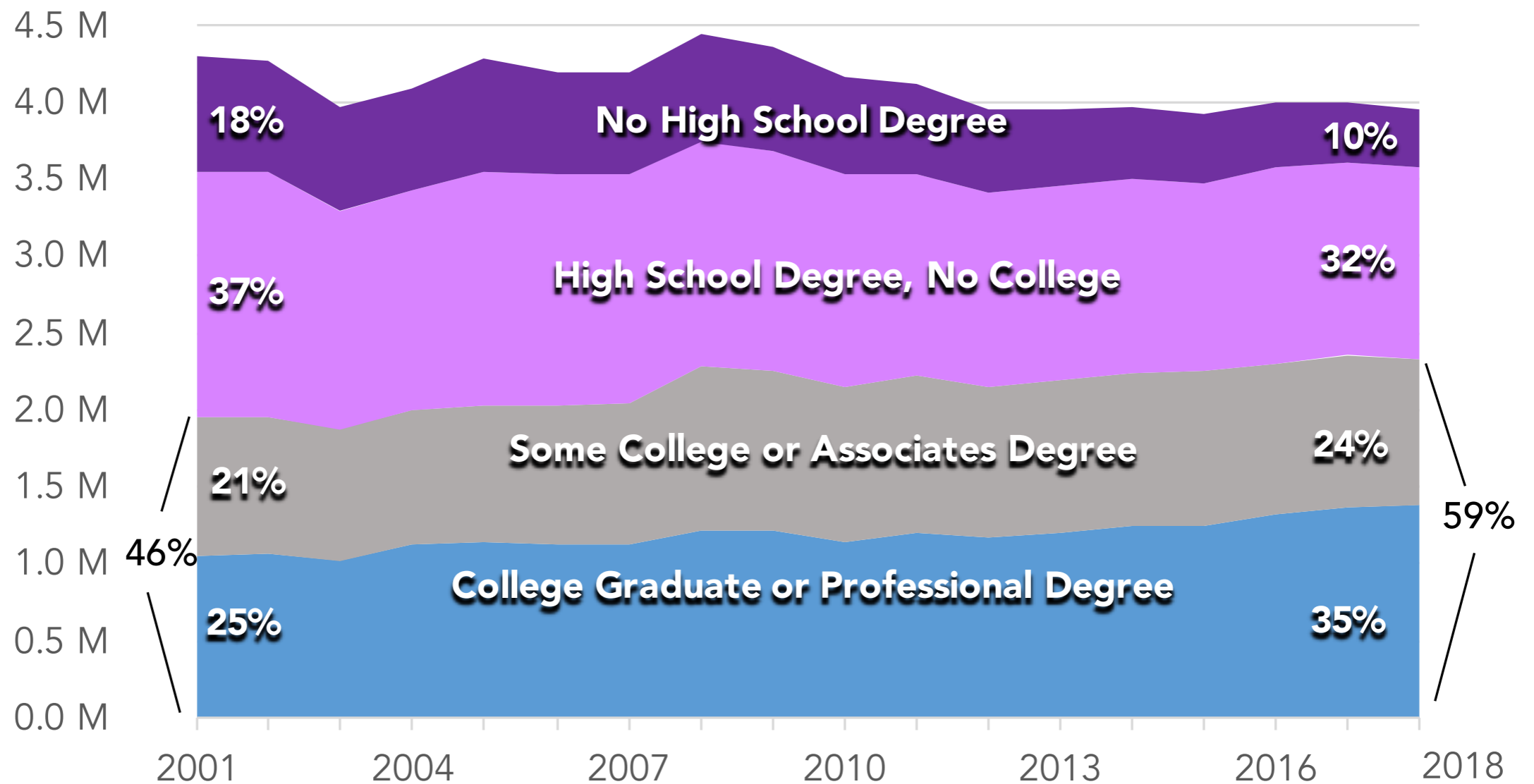




United States live births - 2000-2018



Women who have given birth* in the last 12-months, by education attainment, 2001-2018

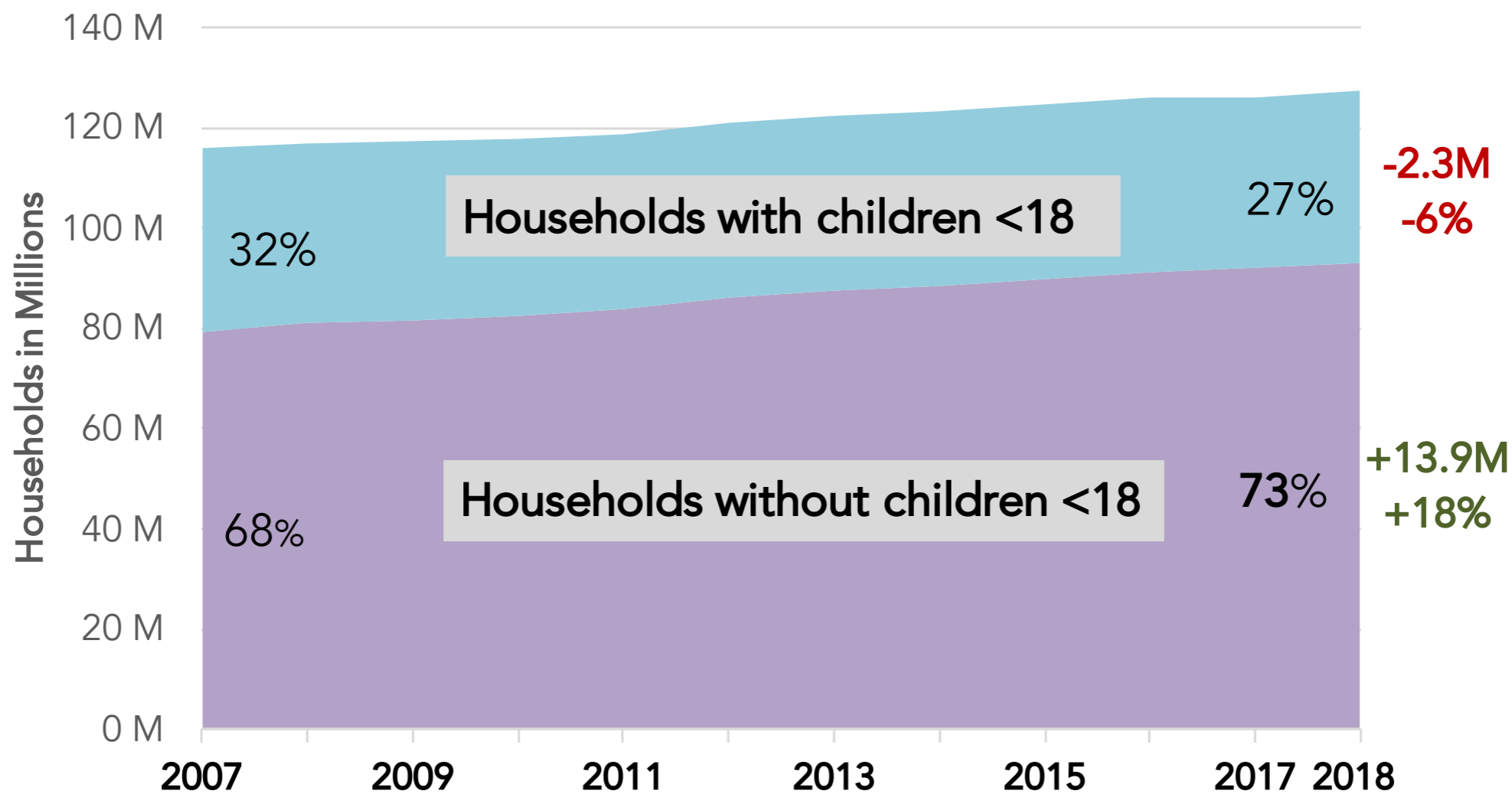


*Gave birth to a living child regardless of whether they kept the child

Source: IPUMS-USA, University of Minnesota

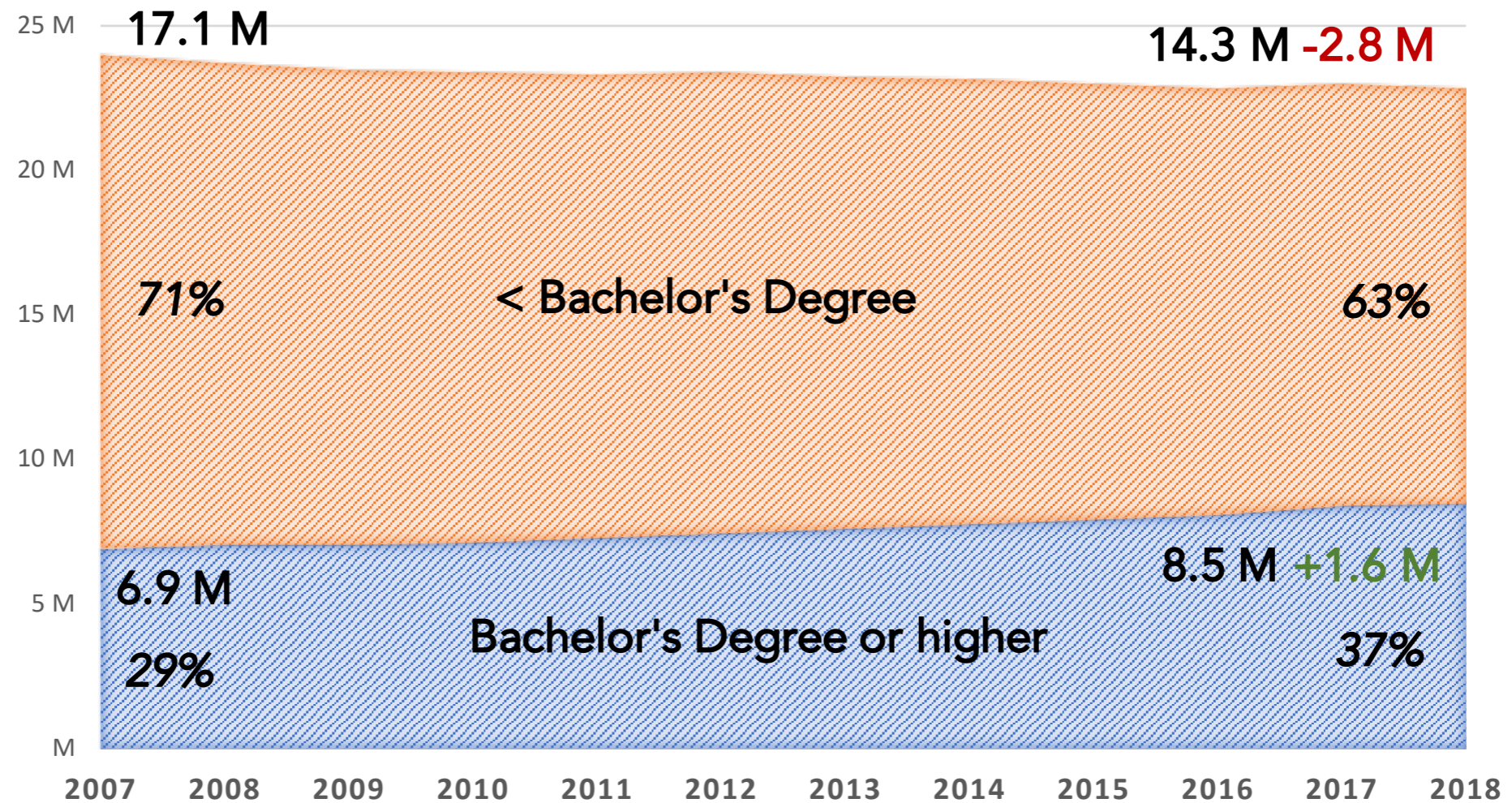


Households with & without children <18, 2007-2018



Source: U.S. Census Bureau, America's Families and Living Arrangements

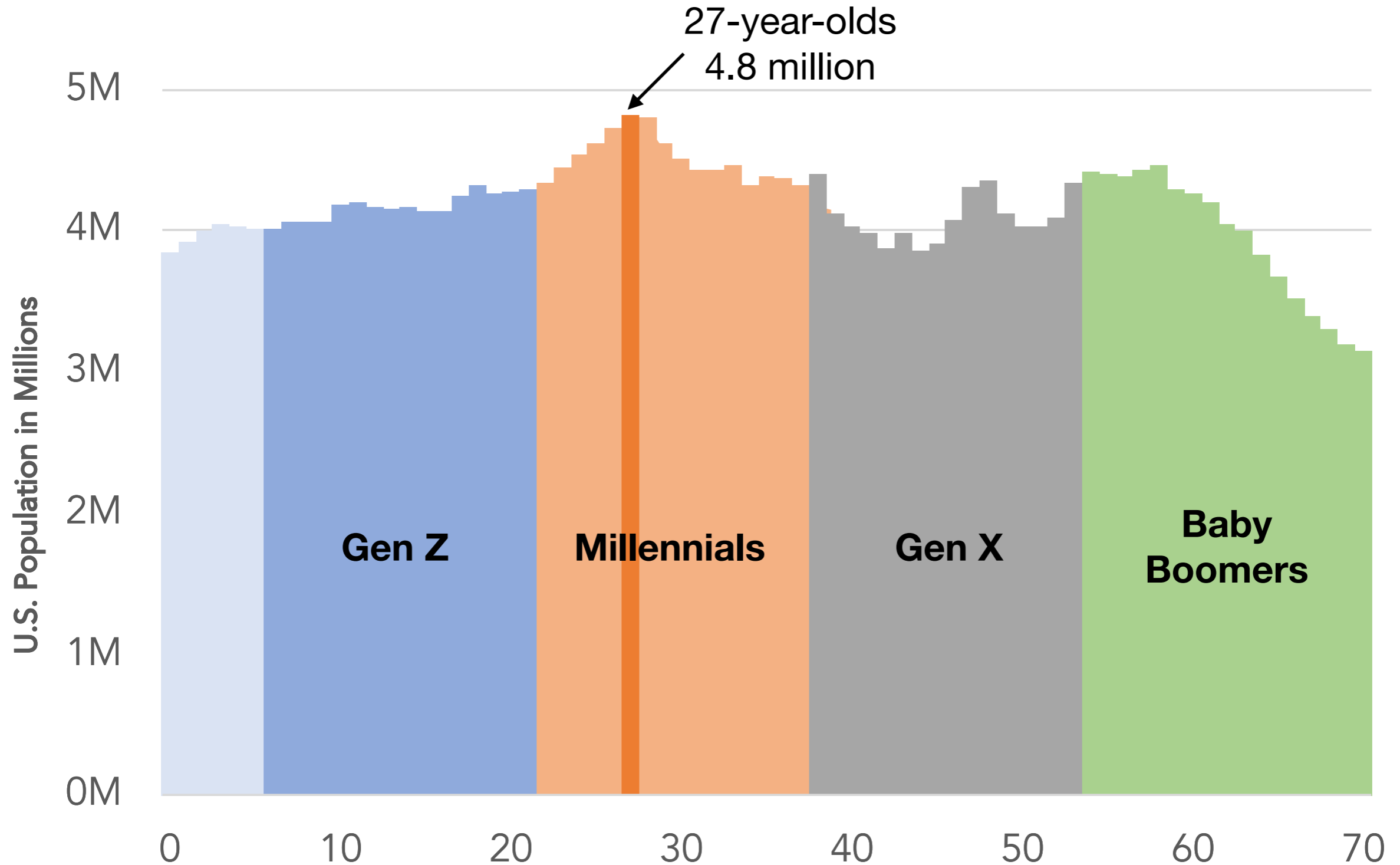
Households with children age 5-14 by education of head of household, 2007-2018



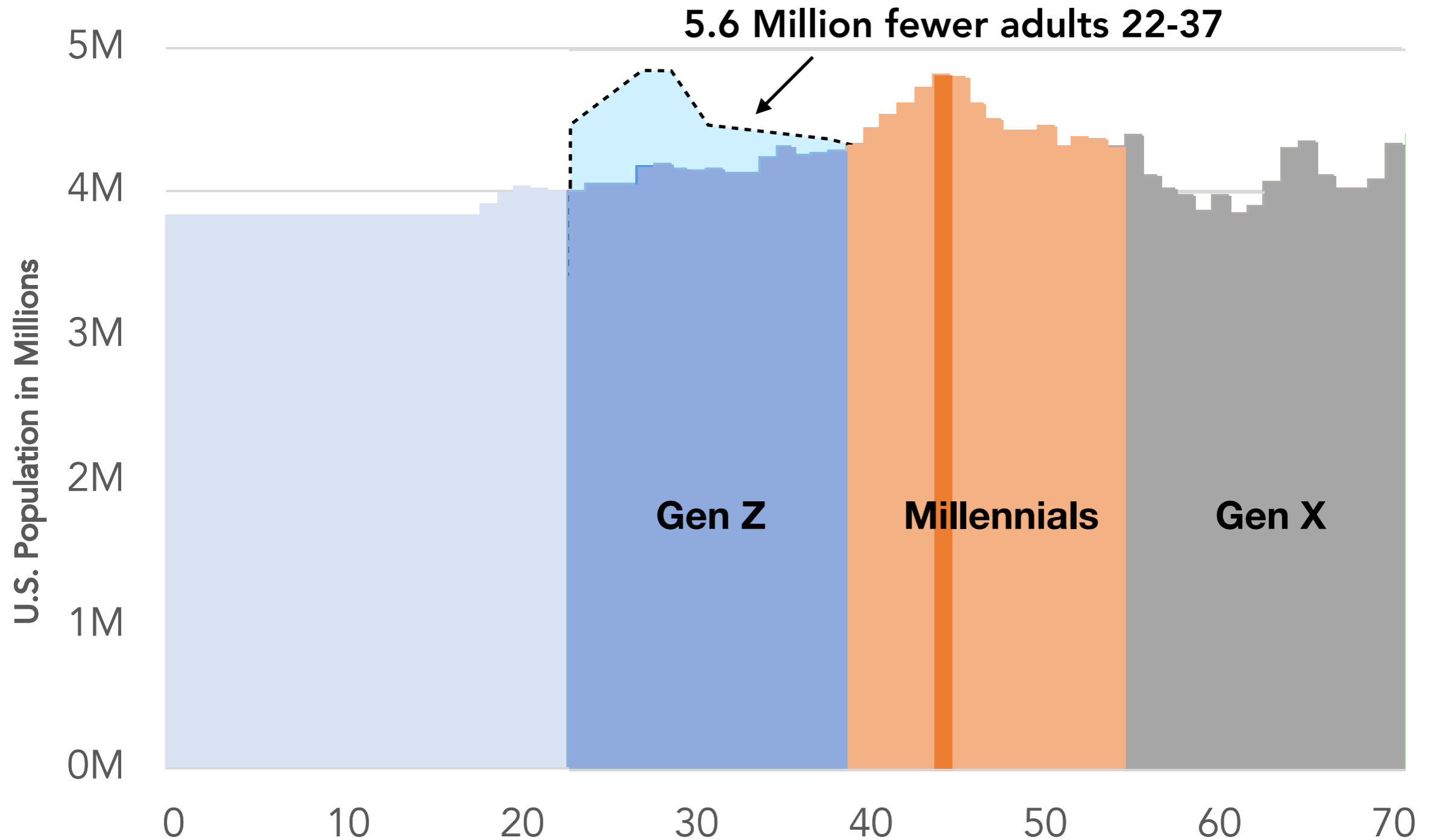
Source: IPUMS-USA, University of Minnesota, IPUMS.org



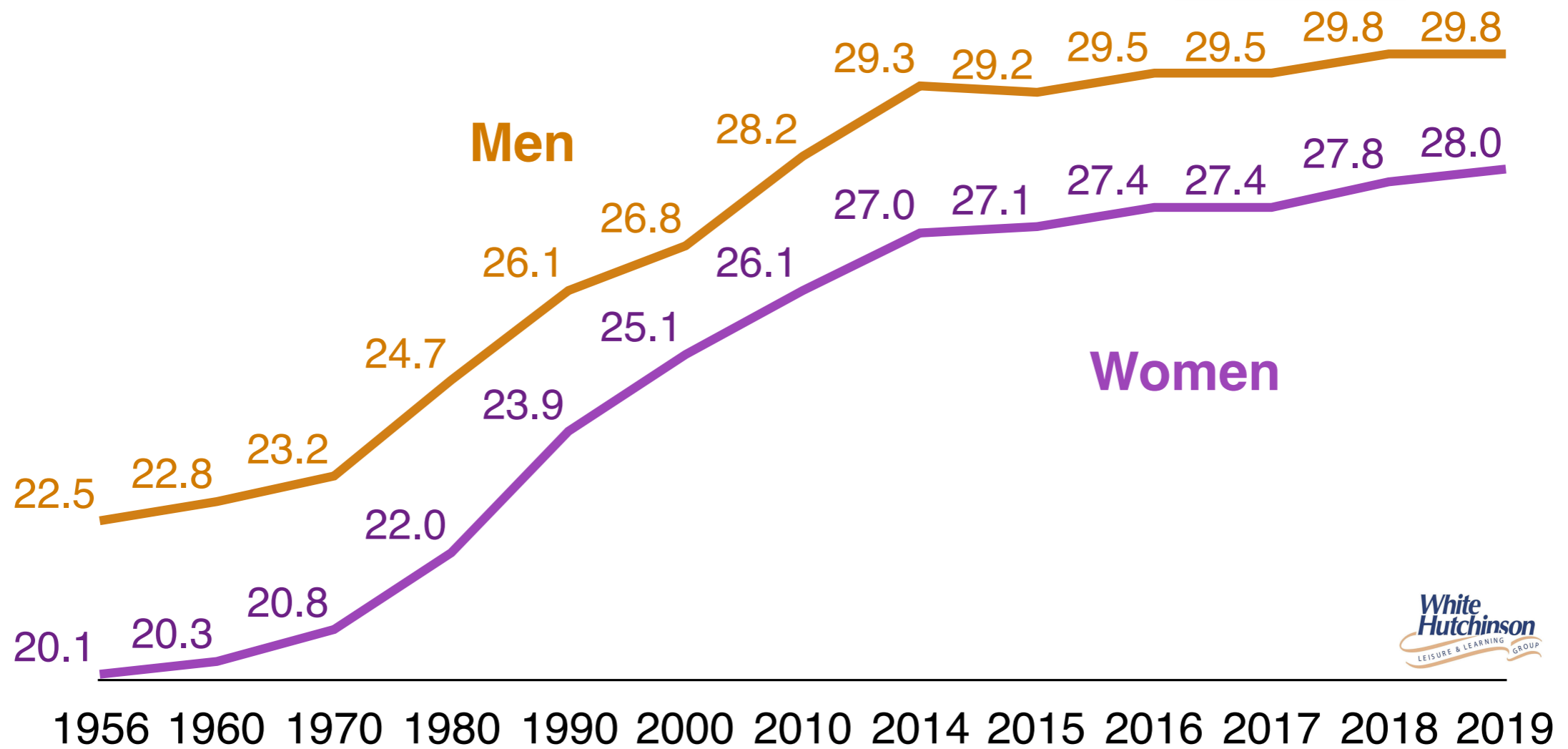
U.S. Population 2018



U.S. Population by 2035 (Projected)

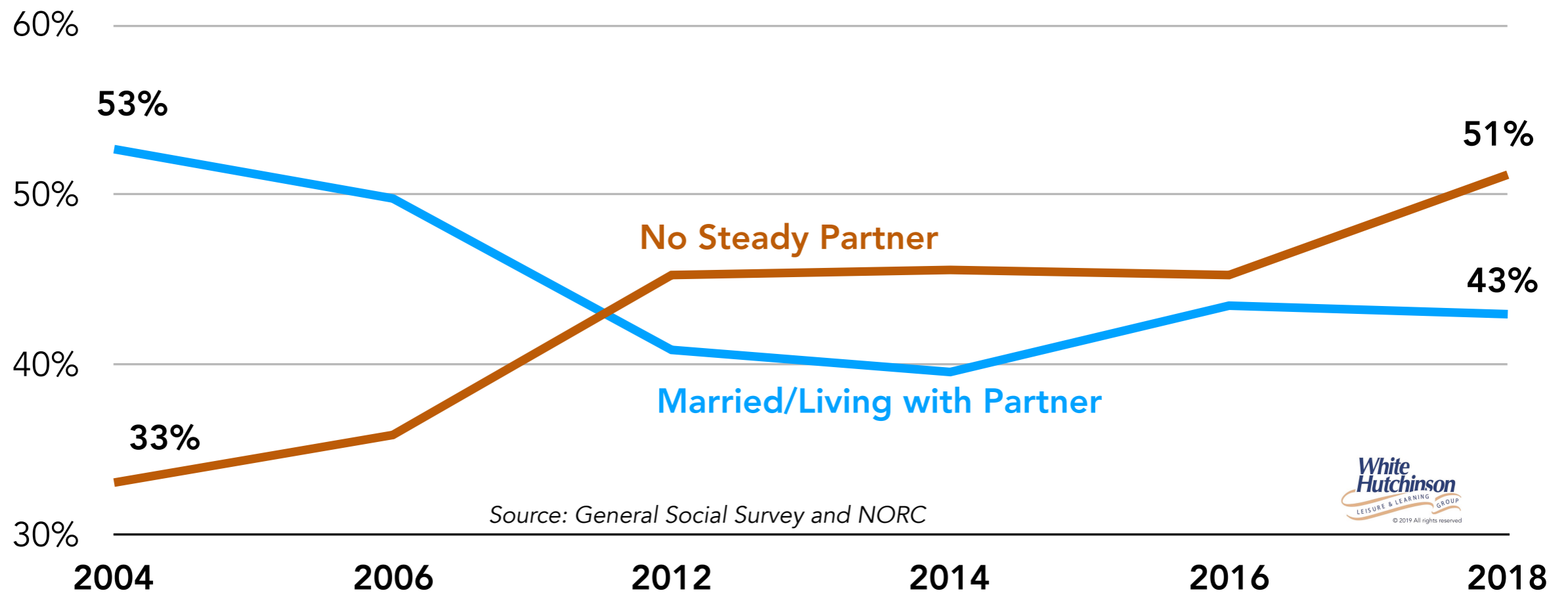


Median age at first marriage



Source: U.S.Census Bureau, Family and Living Arrangements, Marital Status

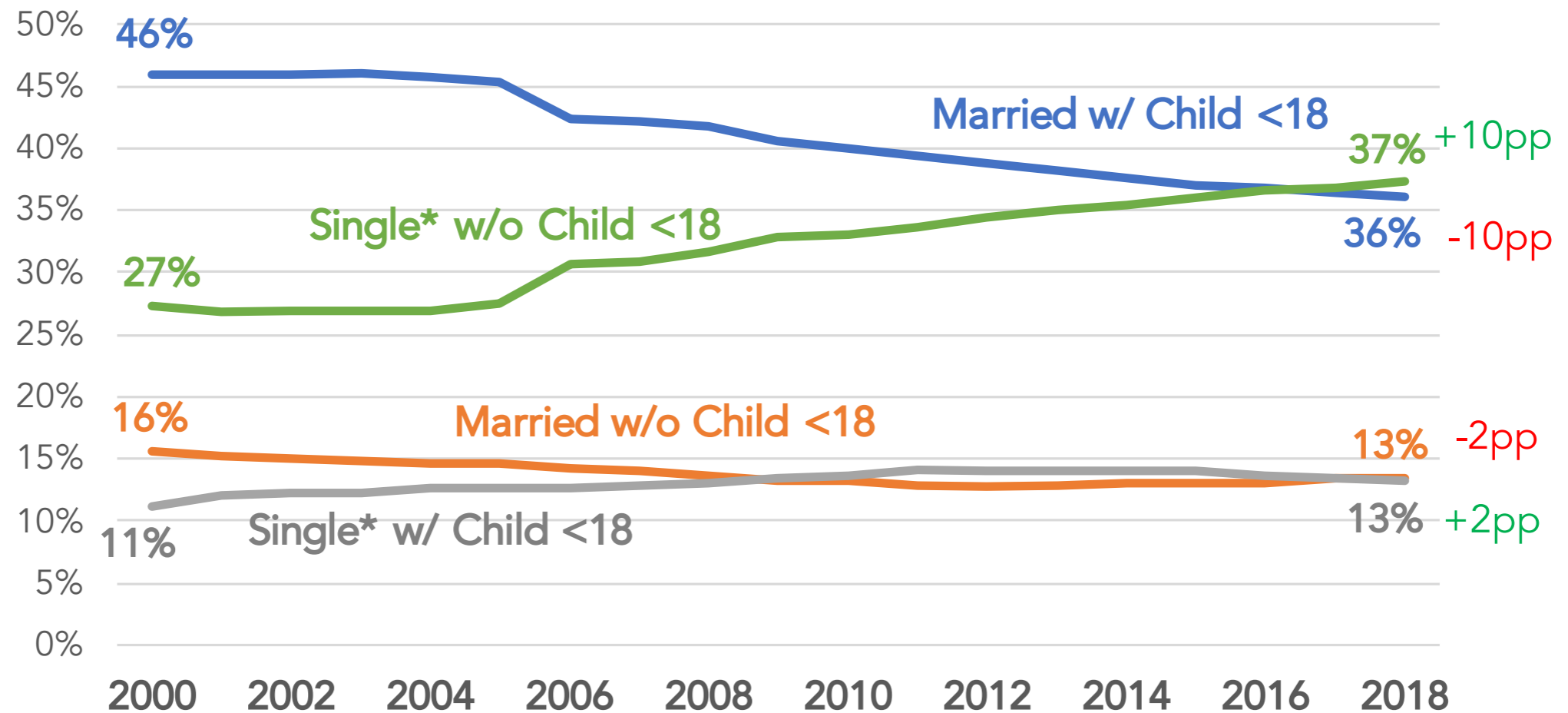
Adults 18-34 relationship status by year



Source: General Social Survey and NORC



Share of adults age 25-44 by marital status and presence of child <18, 2000-2018



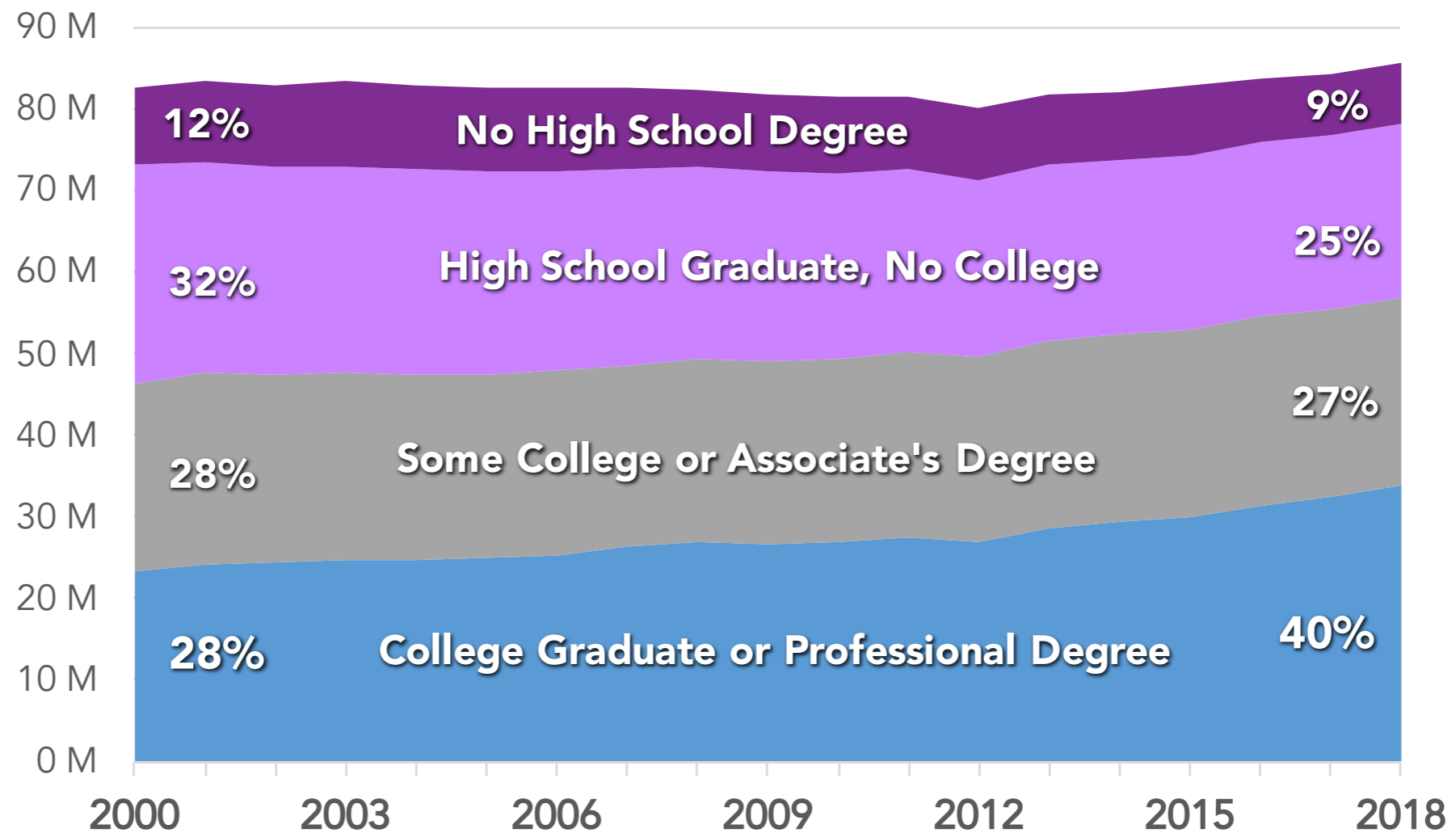
*Single may include cohabiting romantic partners

Source; IPUMS-USA, University of Minnesota





Adults age 25-44 by educational attainment, 2000-2018



Source: U.S. Census



Family time



Family time has taken
on a new meaning

Gen-X parents let their children rule choices for
family leisure time.

Millennial parents - “we’re in this thing together.”

KG OY

Kids growing old younger

3 ways to measure trends for out-of-home entertainment



Time



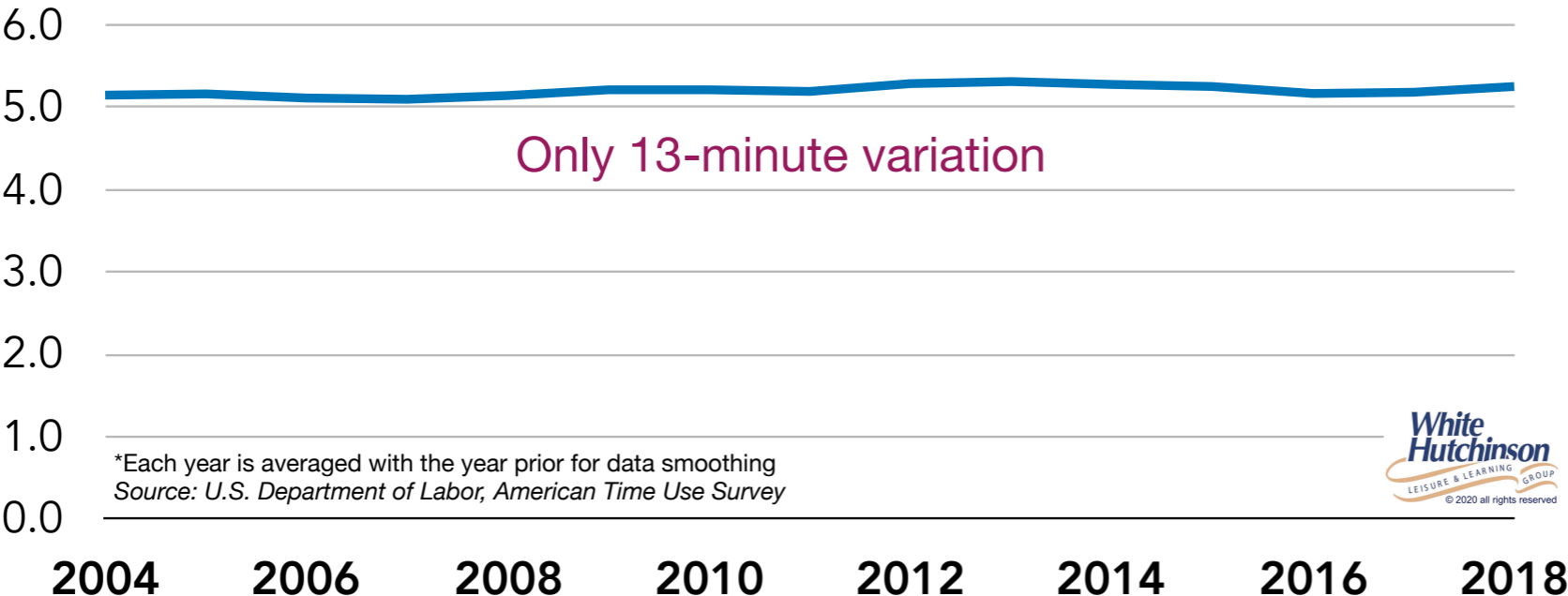
Spending



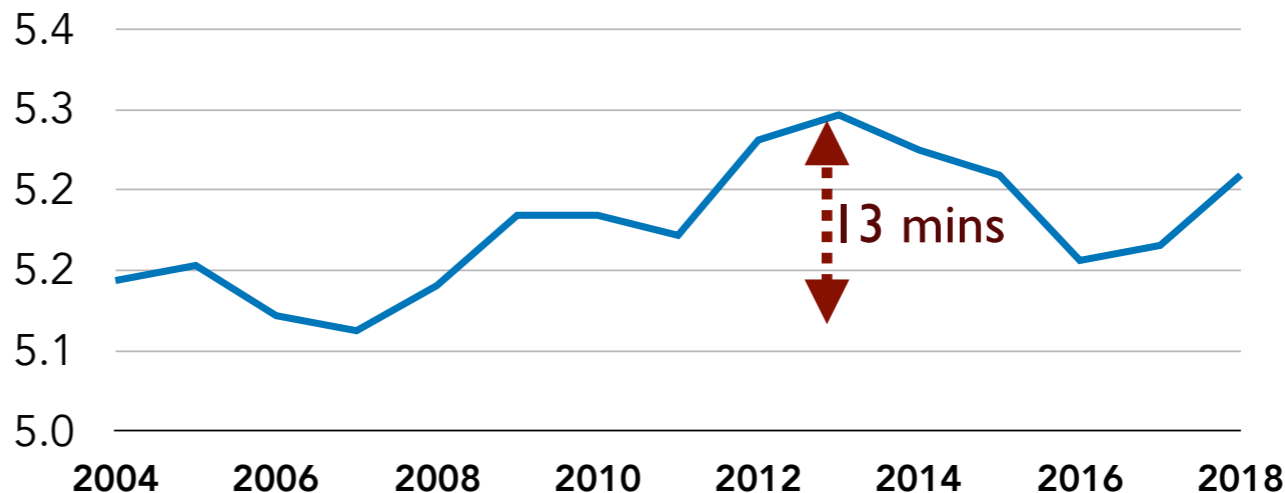
Participation

Time

Total hours of leisure time on average day 2004*-2018, age 15+



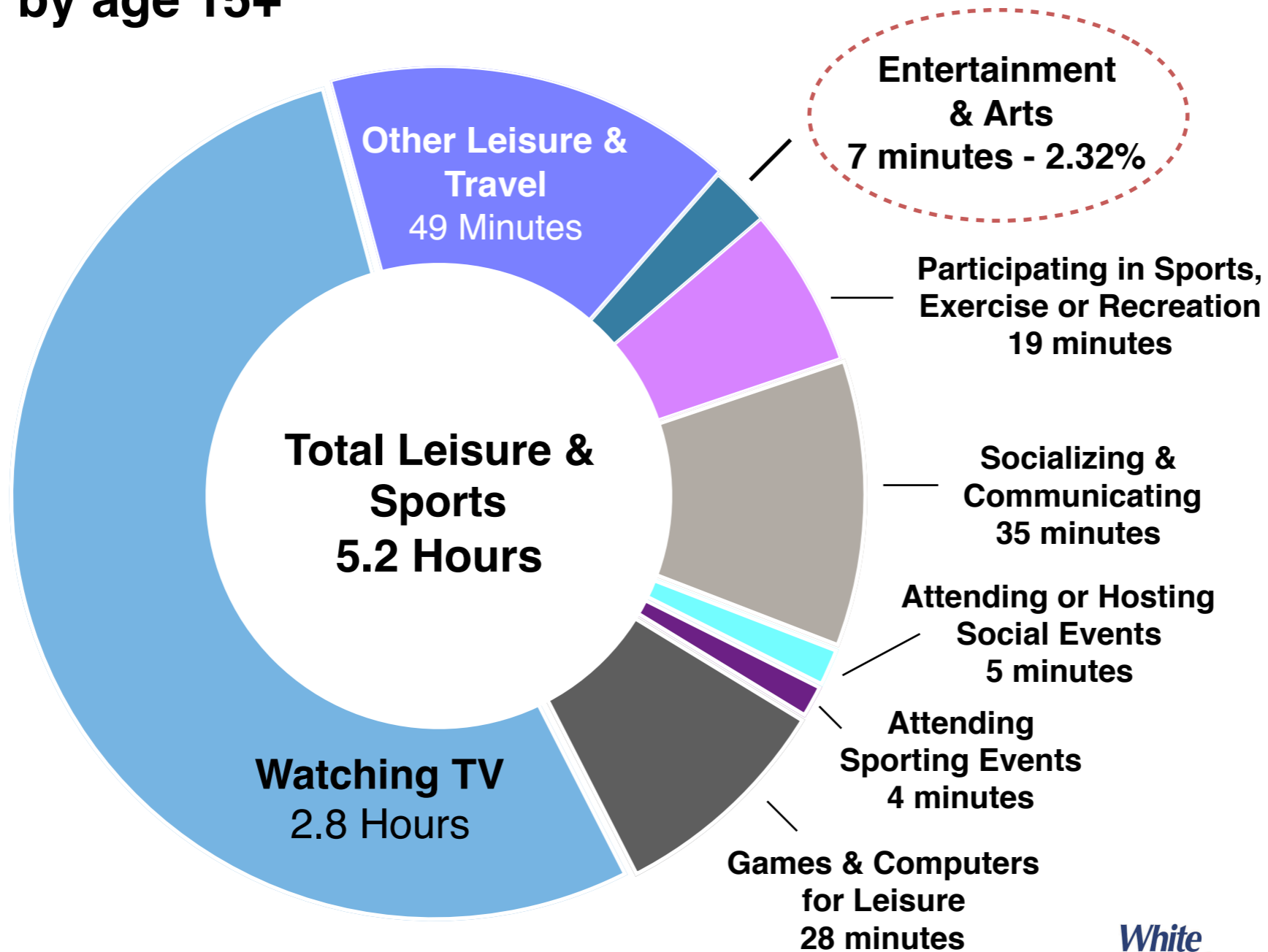
*Each year is averaged with the year prior for data smoothing
Source: U.S. Department of Labor, American Time Use Survey



*Each year is averaged with the year prior for data smoothing
Source: U.S. Department of Labor, American Time Use Survey



Leisure time* spent on an average day in 2017/2018 by age 15+

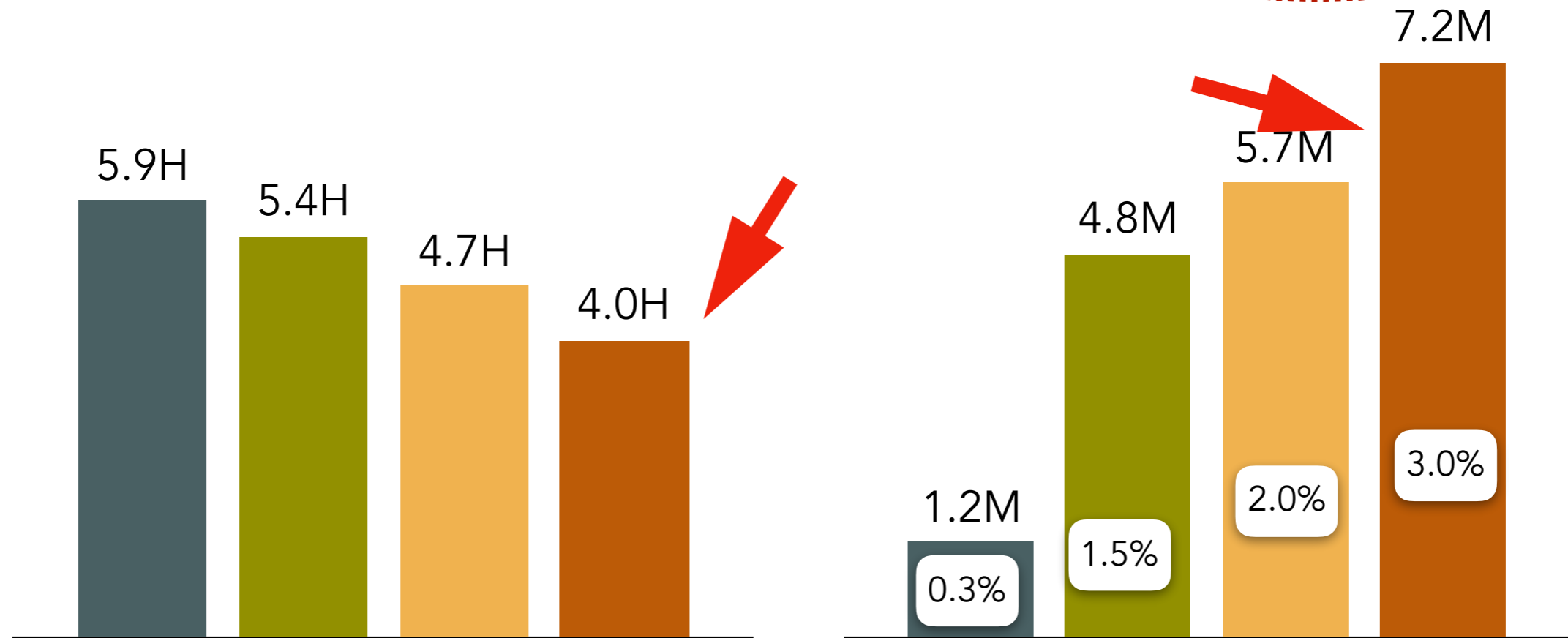


*Note: All activities include travel to and waiting for said activity where applicable
Source: American Time Use Survey



Time spent per day* in by educational attainment 2017/18** (age 25+)

< High School
 HS Graduate
 Some College
 Bachelor's+



All Leisure (in hours)

Entertainment & Arts (in min)
& as percent of all leisure

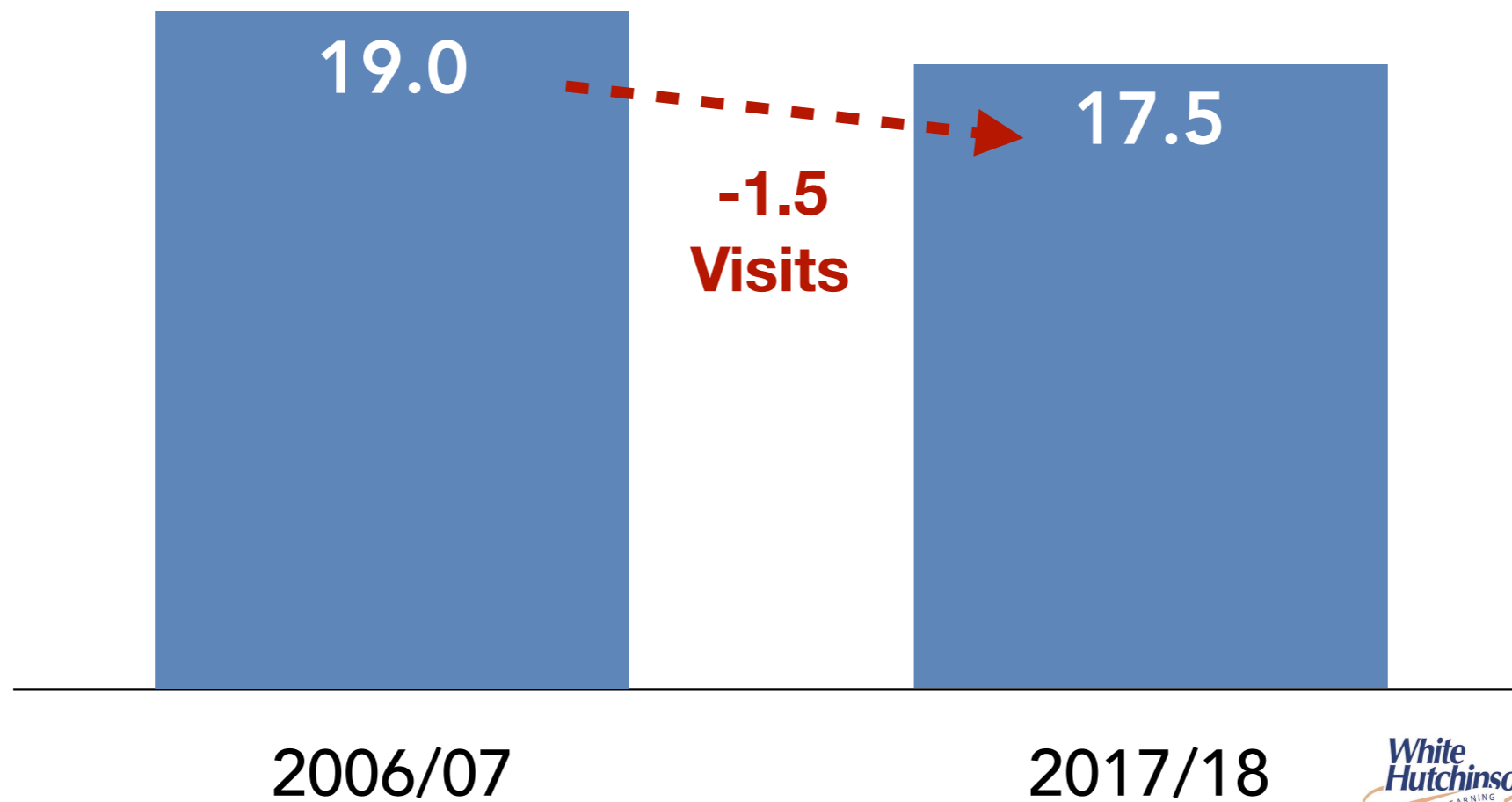


*Includes related travel, **Average of 2 most recent years for data smoothing
Source: U.S. Department of Labor, American Time Use Survey

Bachelor's+ feel the most time pressure

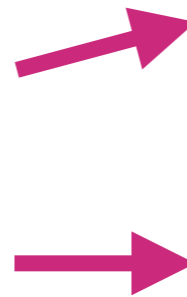


Average annual visits to out-of-home entertainment & art venues by age 15+



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Change to annual visits to entertainment & arts venues

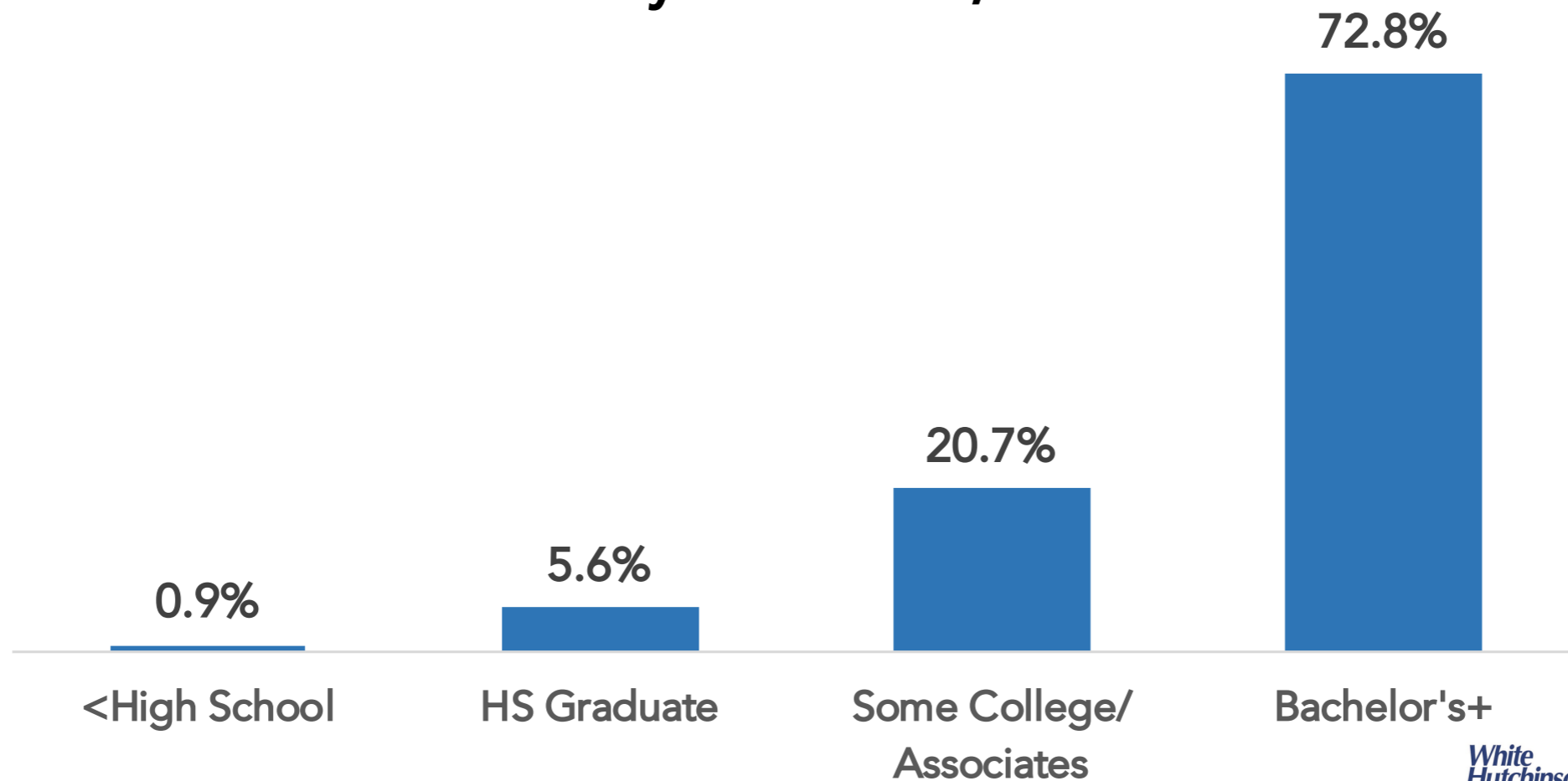


Annual change in number of entertainment & art visits 2006/07 - 2017/18			
Age	Change		Number 2018 Visits
	Hrs per Yr	E&A Visits	
15-19	(9.1)	(3.7)	23
20-24	(5.5)	(2.2)	23
25-34	(3.6)	(1.5)	16
35-44	3.7	1.5	15
45-54	(3.7)	(1.5)	13
55-64	(5.5)	(2.2)	13
65+	1.8	0.7	13

Annual change in number of entertainment/art visits 2013/14 - 2017/18 age 25+			
Education	Change		# 2018 Visits
	Hrs per Yr	E&A Visits	
<High School	(9.1)	(3.7)	3
High School Grad	(1.8)	(0.7)	12
Some College/Associates	(9.1)	(3.7)	14
Bachelor's+	1.8	0.7	18



Share of all household spending on out-of-home entertainment & arts by education, 2018

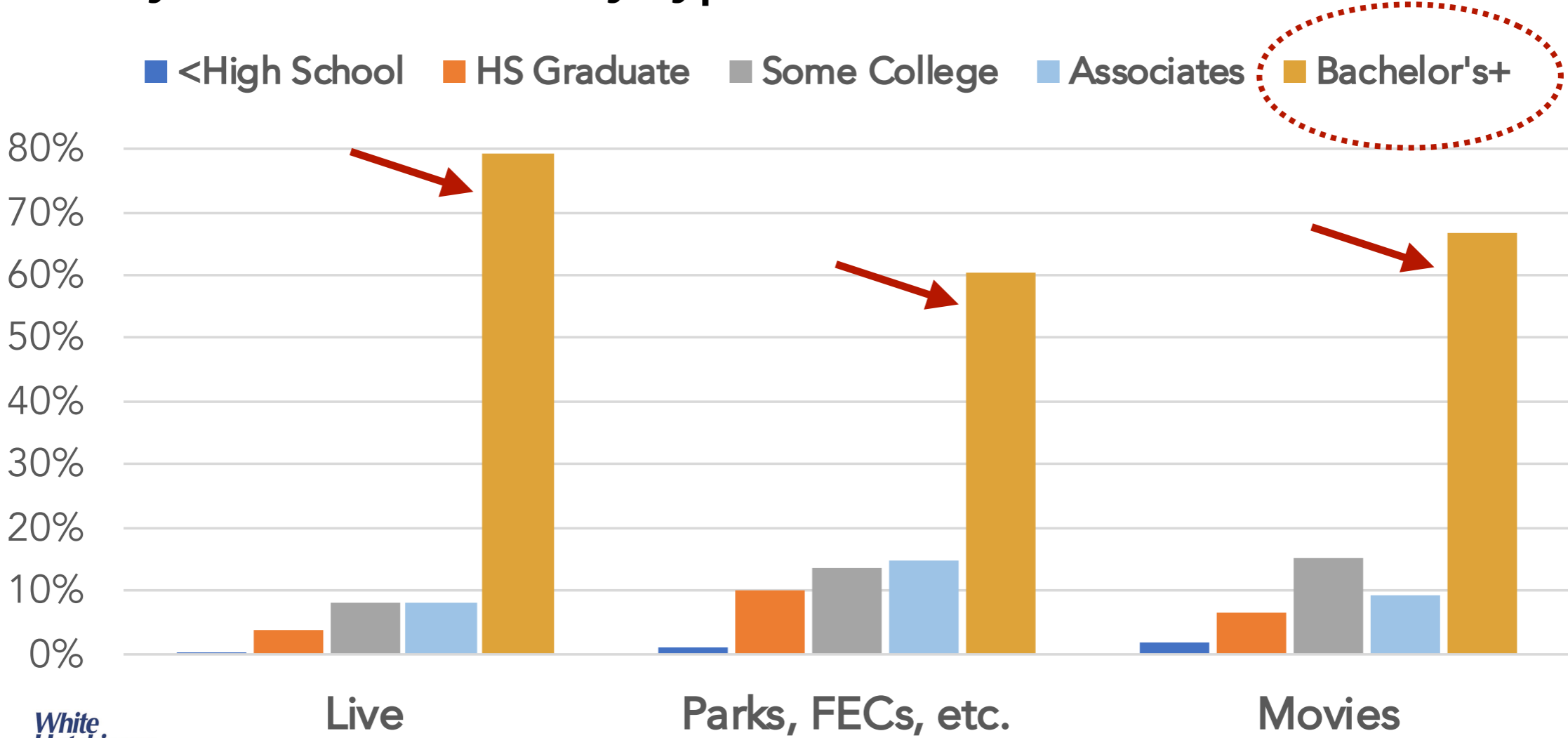


Source: U.S. Department of Labor, Consumer expenditure survey

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Bachelor's+ households are 44% of all households

2018 share of spending on out-of-home entertainment & arts by education and by type of entertainment

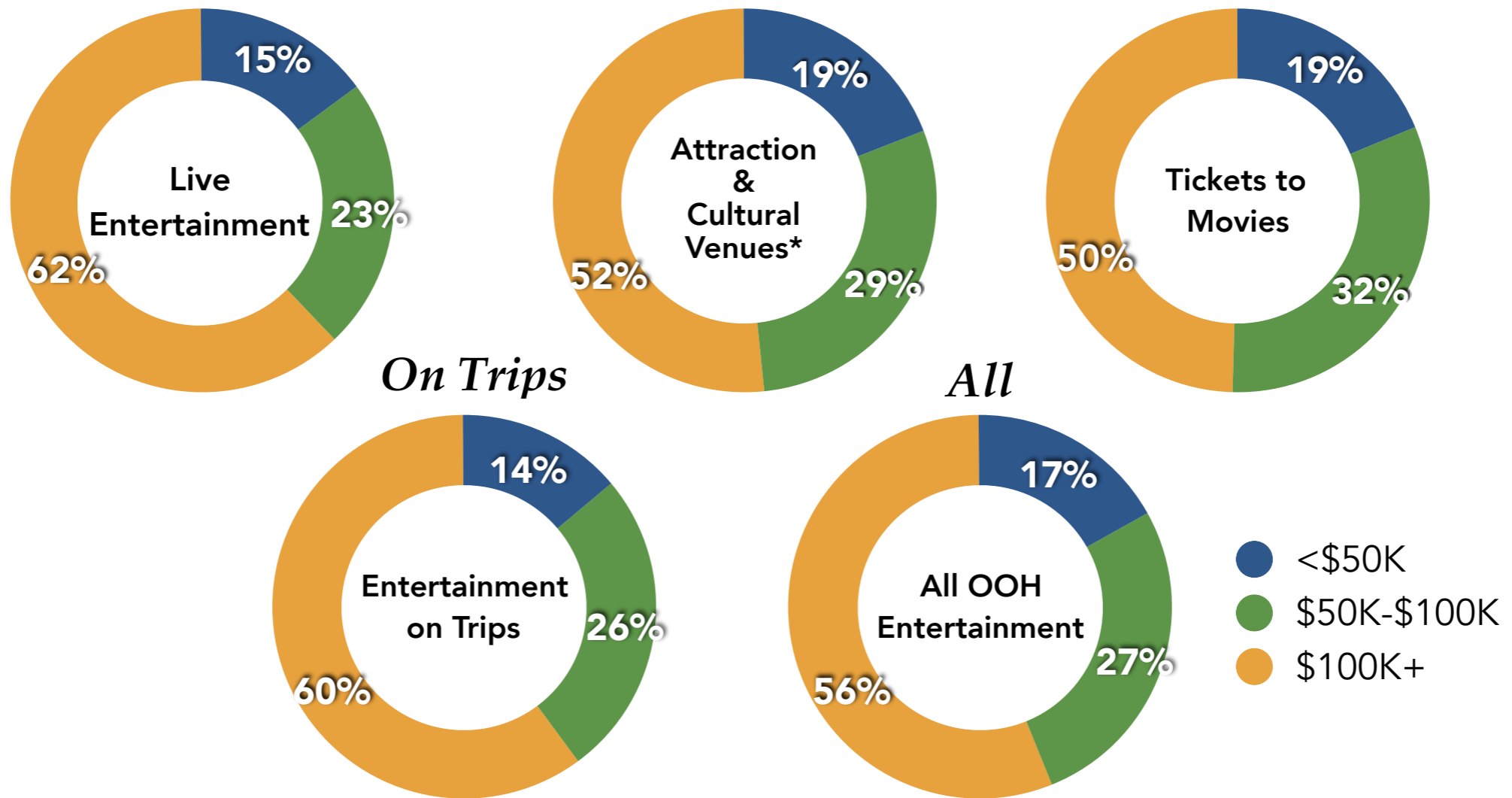


Source: U.S. Department of Labor, Consumer Expenditure Survey



Share of money spent on different types of entertainment by household income, 2018

Community-Based



Source: U.S. Department of Labor, Consumer Expenditure Survey
 * Includes community-based FECs, zoos, museum, theme parks, aquariums, etc.

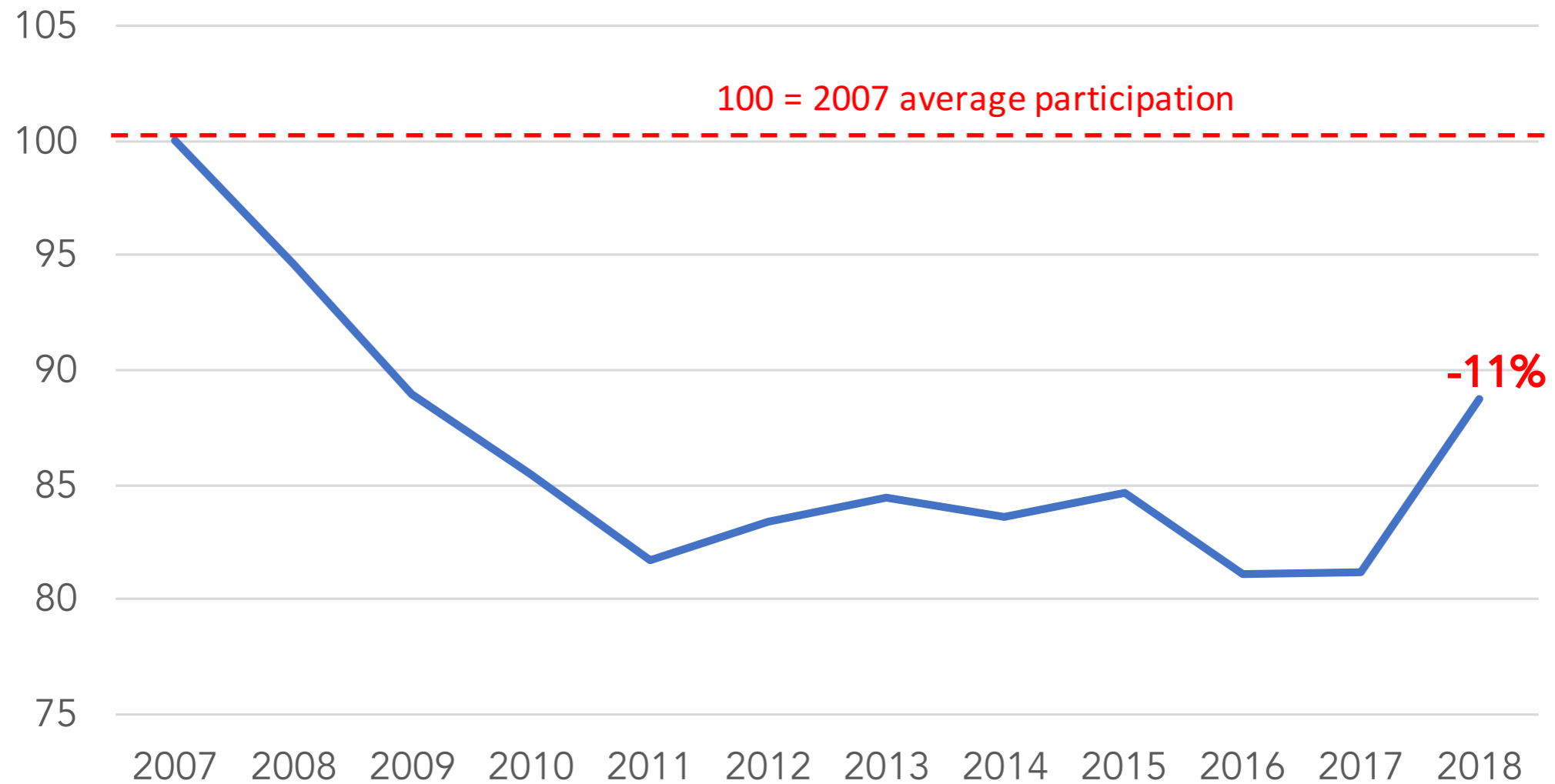


Households with \$100K+ incomes are 1/4 of all households



Participation

Index of two-year moving average* percent participation in out-of-home entertainment & arts age 15+, 2007-2018

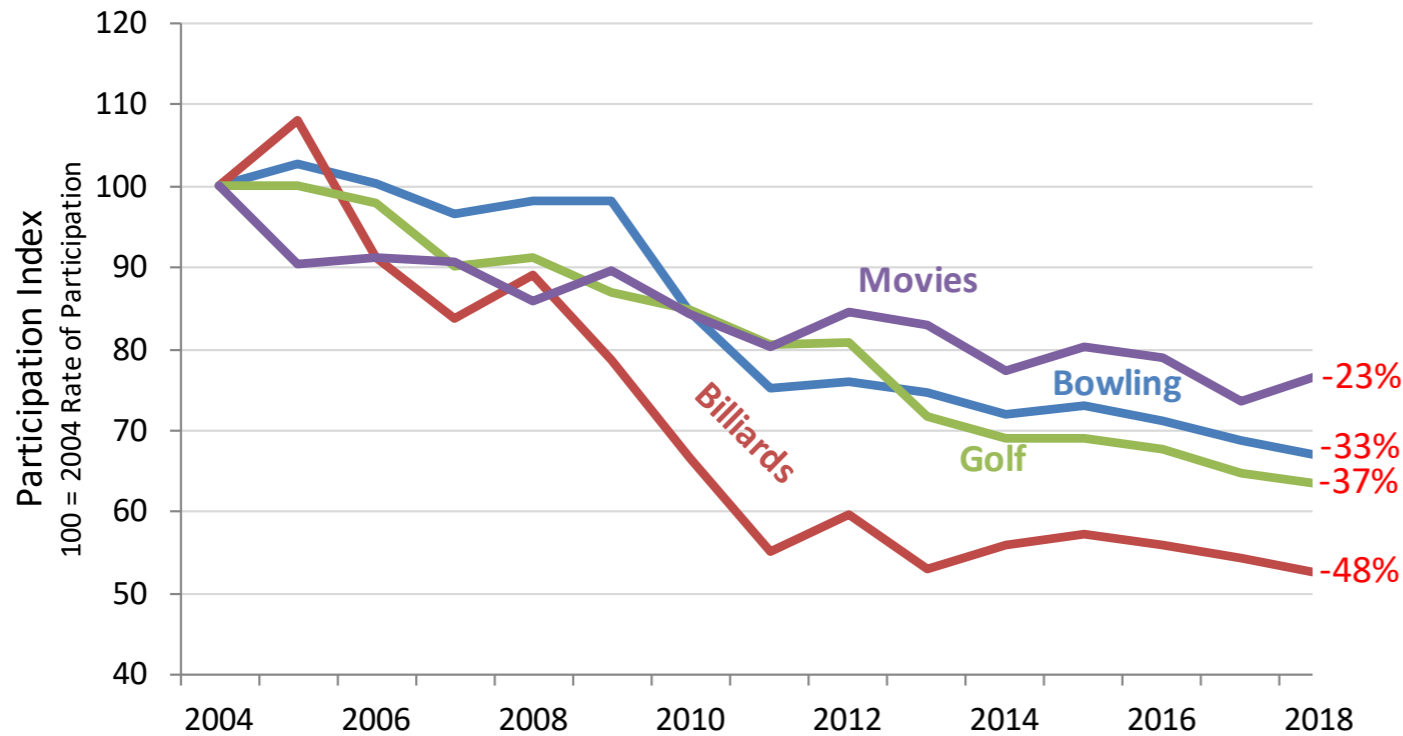


*Each year listed is the average of that year and the prior year
Source: U.S. Department of Labor, American Time Use Survey



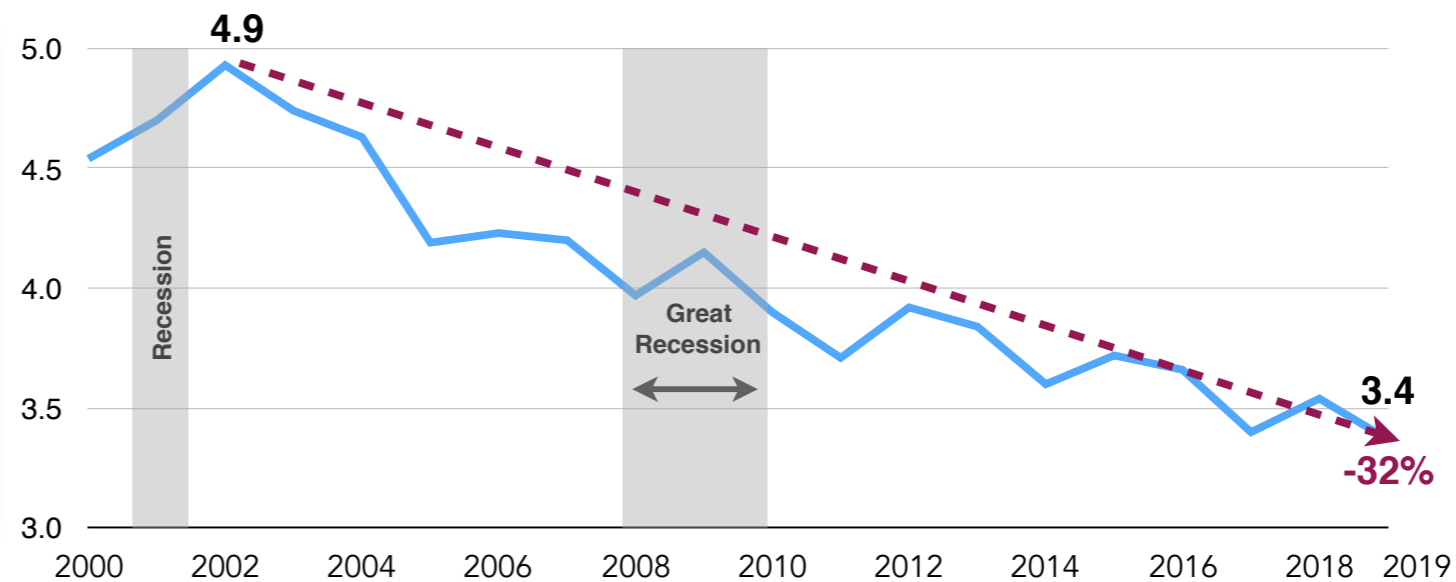
Participation index of selected leisure activities in U.S.

(population ages 7+*)



*Movie Participation is for North American Population ages 2+ attending at least once during the year.
Golf, bowling and billiards participation is for U.S. participation 2 or more times each year.
Source: NSGA Sports Participation in the United States, www.boxofficemojo.com, U.S. Census Bureau and Census of Canada

North America cinema annual per capita attendance

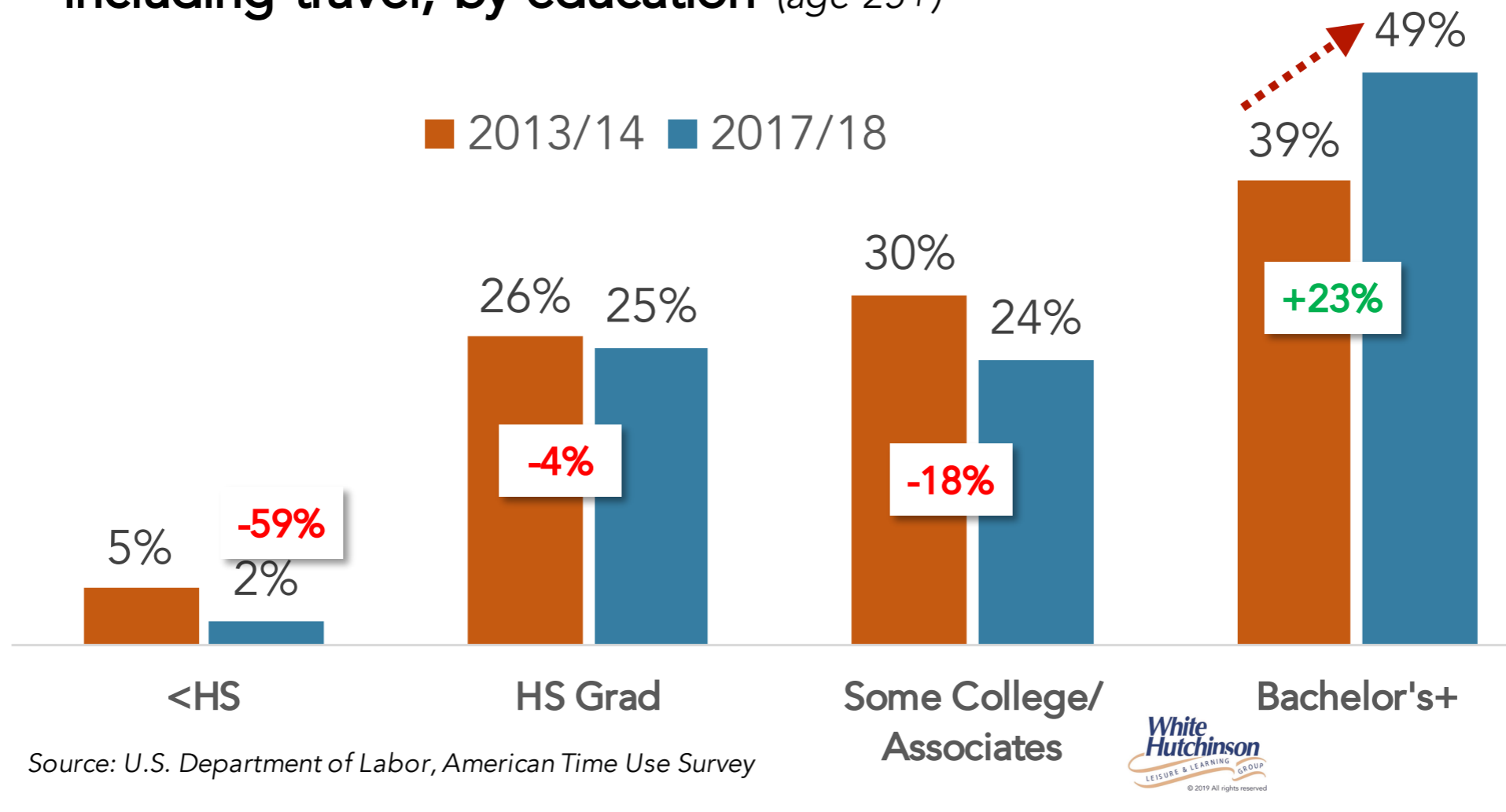


Sources: White Hutchinson Leisure & Learning Group, Box Office Mojo, MPA Theatrical Market Statistics, U.S. Census Bureau & Statistics Canada.

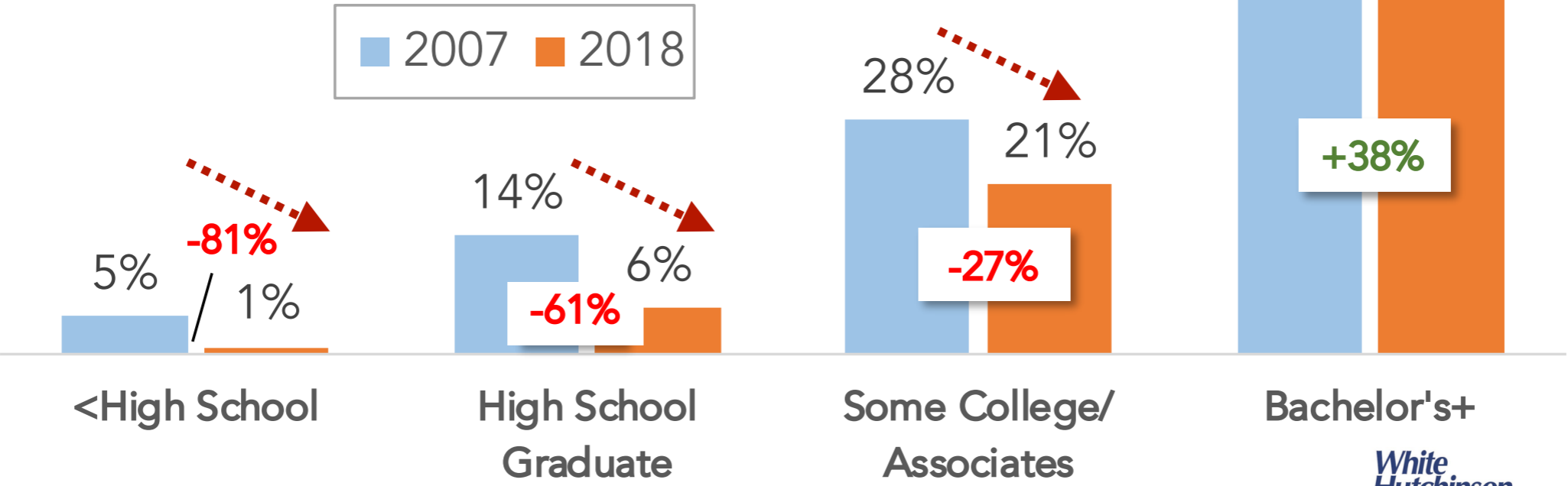


Gentrification/Stratification

Share of time spent on out-of-home entertainment & arts including travel, by education (age 25+)



Share of all household spending on all out-of-home entertainment & arts by education, 2007 vs. 2018



Source: U.S. Department of Labor, Consumer Expenditure Survey



Technology



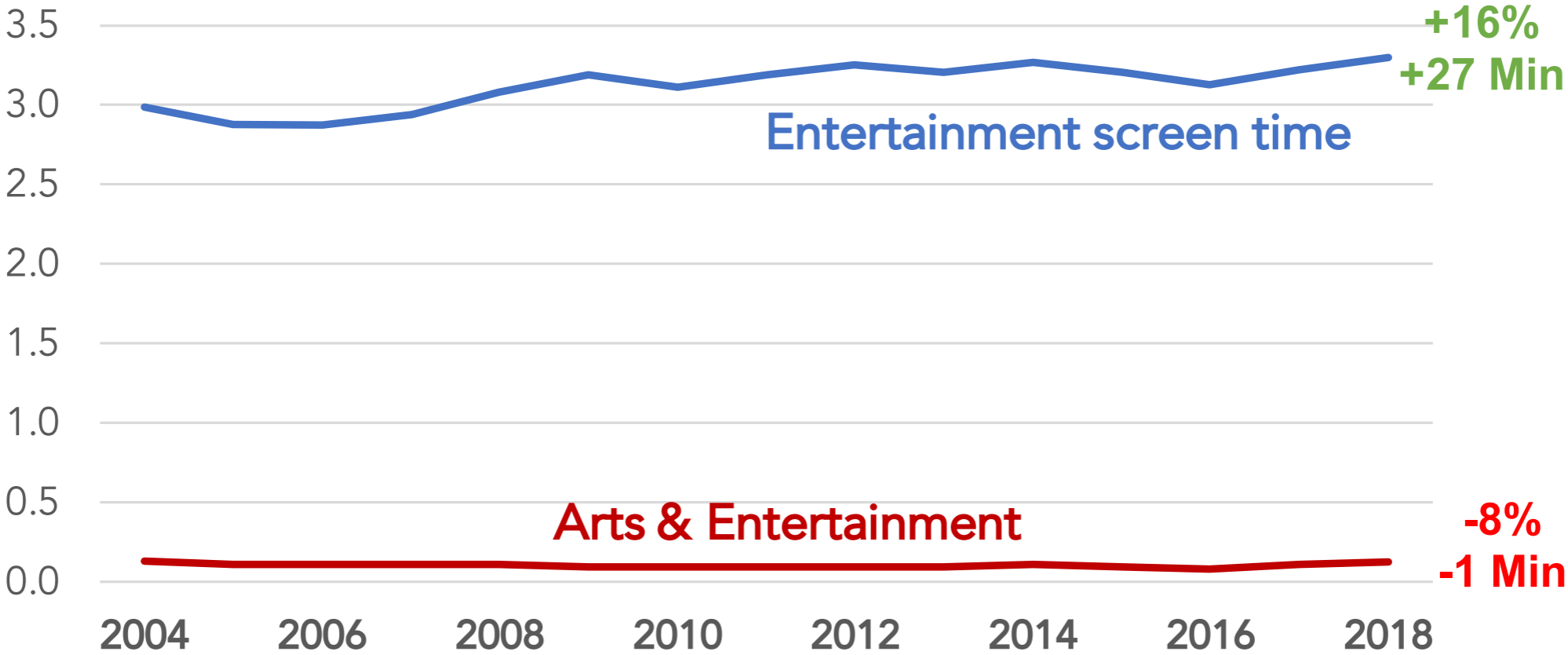
Time spent at home on average day, 2004-2018 (age 15+)



Source: U.S. Department of Labor, American Time Use Survey



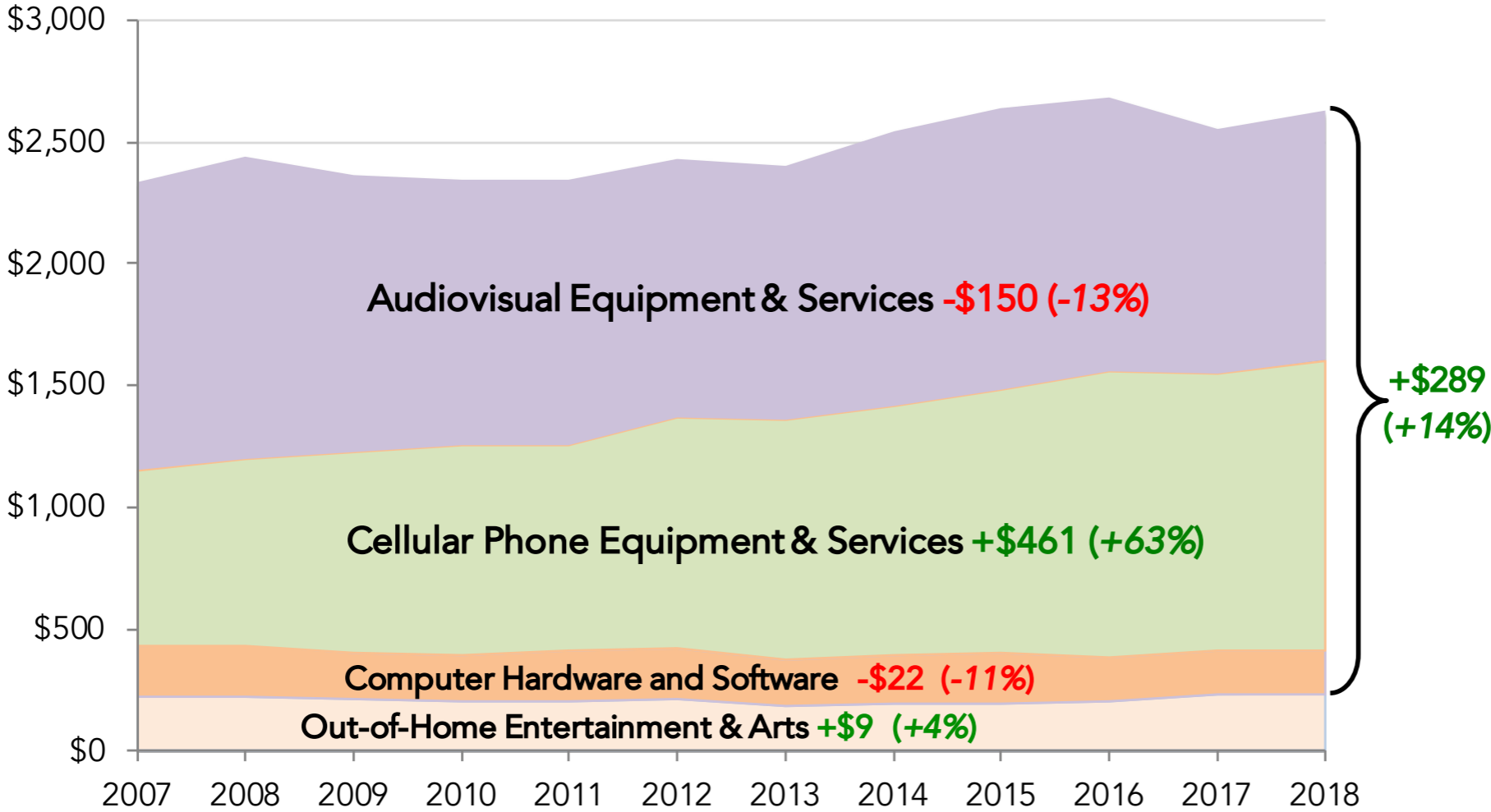
Average hours per day spent attending arts & entertainment and entertainment screen time*, age 15+



Screen time consists of watching TV and movies, playing games and computer use for leisure
 Source: U.S. Department of Labor, American Time Use Survey



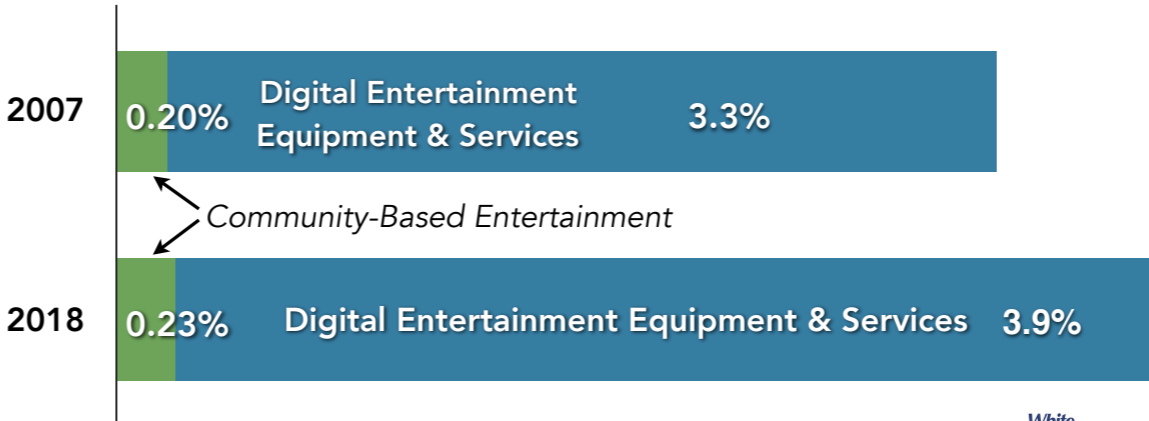
Average household annual expenditures in 2018 dollars



Source: U.S. Department of Labor Consumer Expenditure Survey



Share of all household spending



Source: U.S. Department of Labor Consumer Expenditure Survey

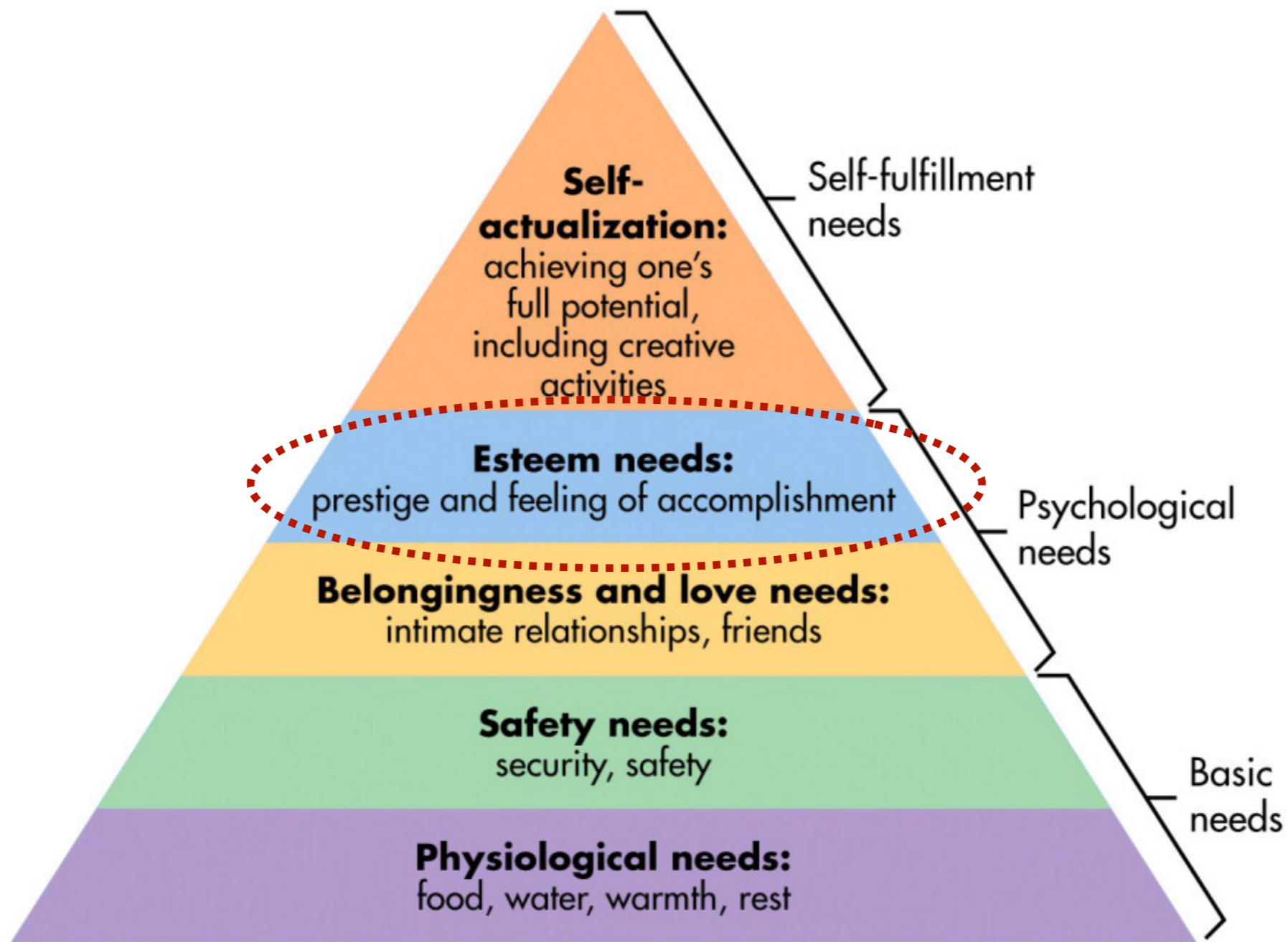


Staying home is the new going out

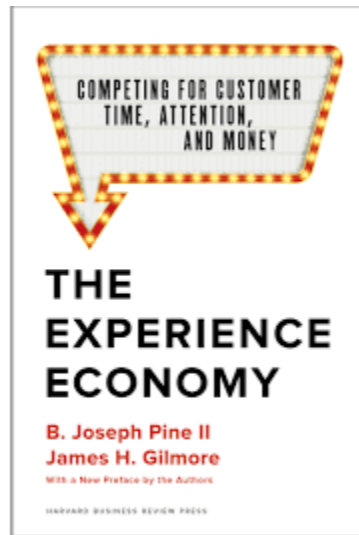
Cocooning Bunkering Home-basing Hygge



Maslow's Hierarchy of Needs



Out-of-home leisure culture



+



+

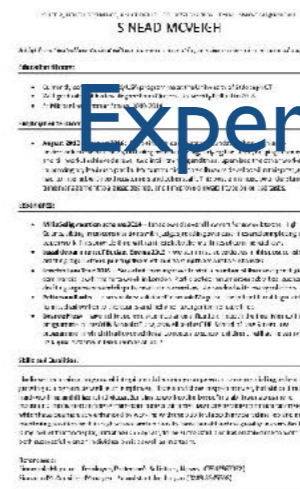
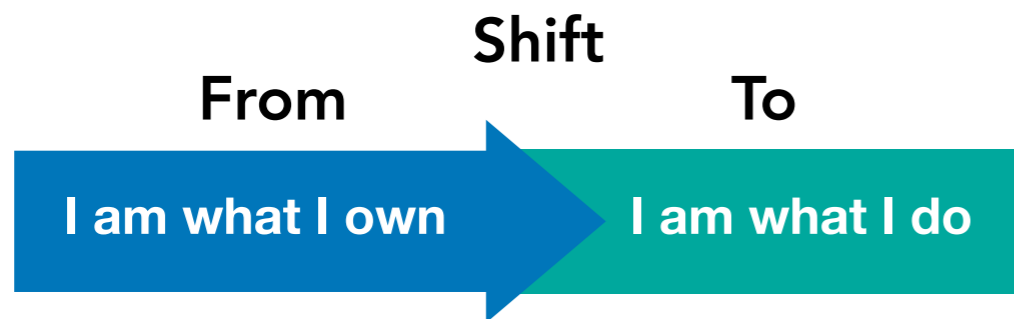


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Conspicuous leisure

~~conspicuous consumption of stuff~~

The combination totally changed the culture of OOH entertainment



Experiential CV

social capital

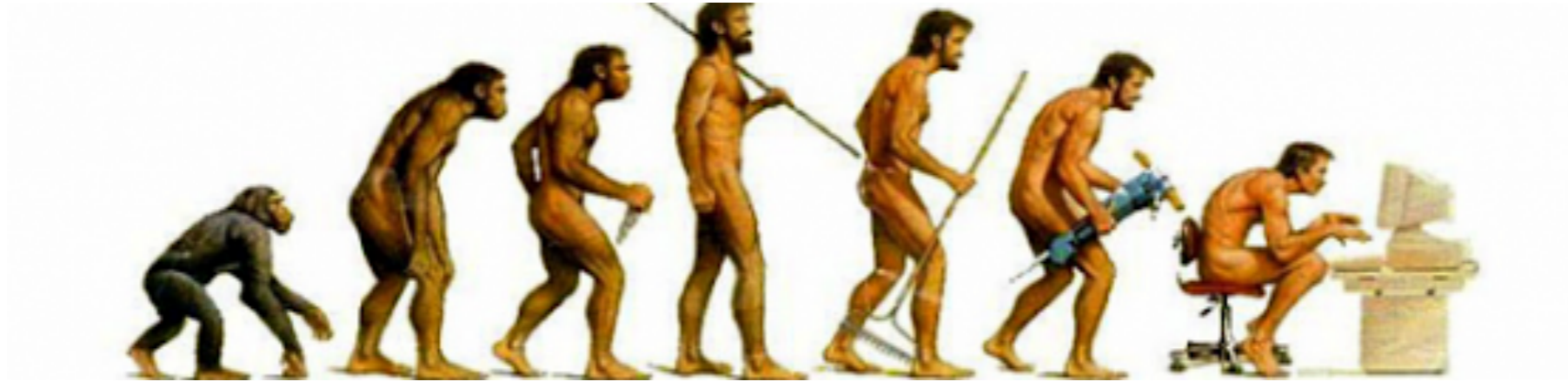
2/3s of people would rather be known for their experiences than their possessions

Out-of-home leisure culture

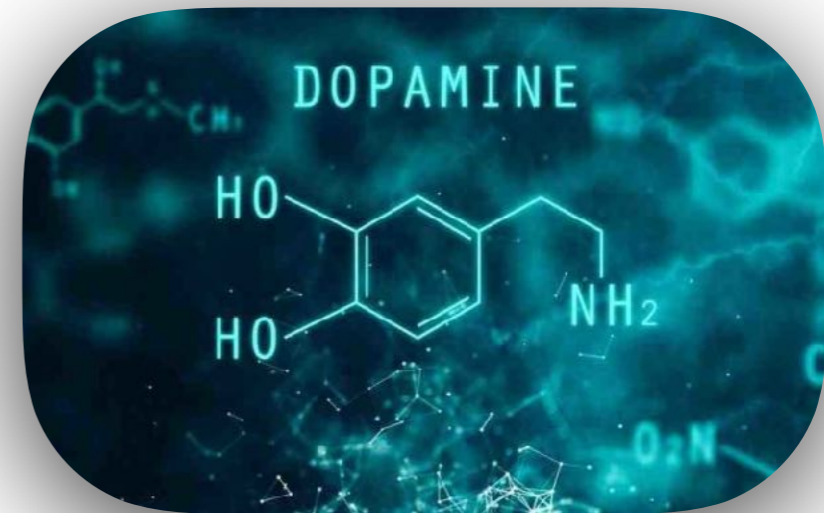
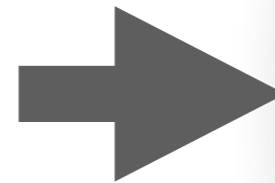


Voracious leisure consumption

Time spent in leisure becomes more intense due to time famine/pressure. Use leisure time *'to the fullest'* with highest variety and frequency of leisure participation. Higher social status, professionals, adults living alone, younger couples without children the most voracious in their leisure participation



Novelty-Seeking
Unique
Unfamiliar
Unusual
Special
Innovative
Quirky
New
Variety-Seeking
Novelty
Incomparable
Fresh
Offbeat
Original
Variety
One-of-a-Kind
Different
Distinctive



Our brains are programmed by evolution to crave novelty. Exploring something new is rooted in enabling us to learn something new about how to survive.

THE MOST COMMON PURCHASES MILLENNIALS POSTED TO INSTAGRAM INCLUDE:



TRAVEL
55%



EVENTS &
EXPERIENCES
44%



FOOD
53%



CLOTHING &
ACCESSORIES
29%

MILLENNIALS



ARE WILLING
TO SPEND
\$137



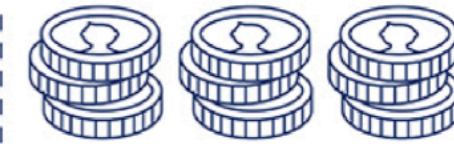
HAVE SPENT
UP TO
\$212

FOR THE PERFECT 'GRAM

GENERAL POPULATION



ARE WILLING
TO SPEND
\$70



HAVE SPENT
UP TO
\$378

FOR THE PERFECT 'GRAM



Experience decisions are influenced by friends' social media feeds

Influenced by social media to spent money on experiences



Total
34%



Gen Z
44%



Millennials
49%



Gen X
28%



Boomers
16%

Source: Schwab's 2019 Modern Wealth Index Survey, February 8-17, 2019 n=1,000 age 21-75



Framework for classifying conspicuous value of experiences

	Configurability for Self Expression	Physical Involvement	Purchase Frequency	Set Apart from Signal Group
Unique Vacation	High	High	Low	High
Festivals	Average	High	Low	High
Pop-up Concerts	Average	High	Low	High
Movies	Low	Low	High	Low
Amusement Rides	Low	Medium	High	Average

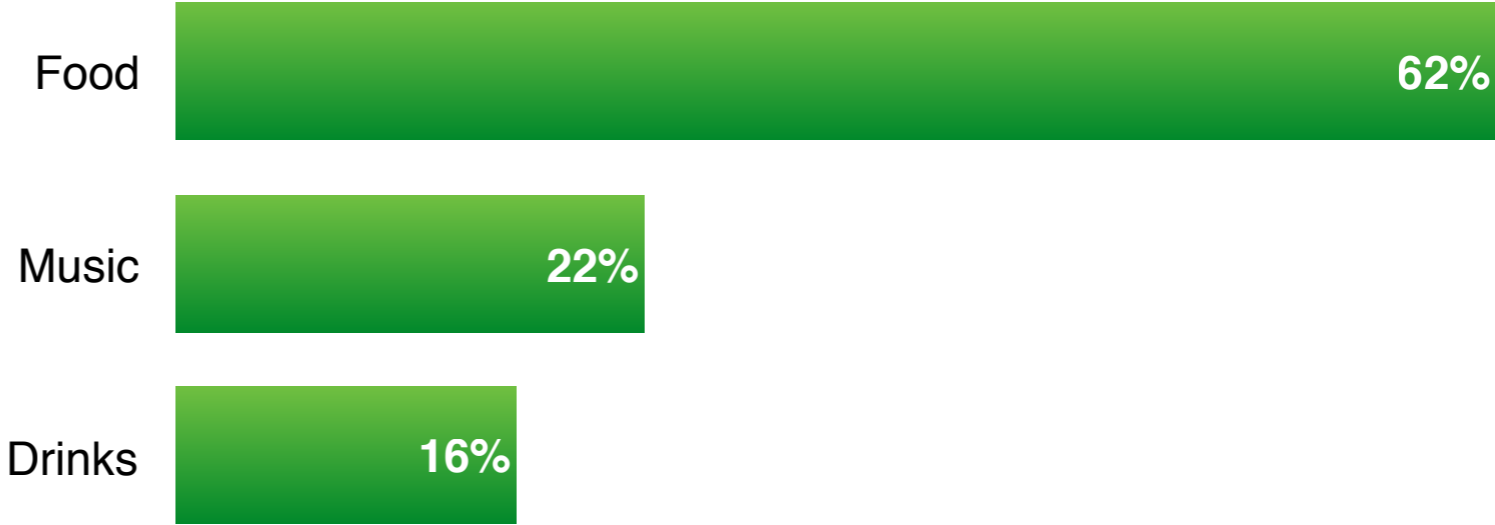
Food & beverage

Major culinary evolution - People are eating in new ways, craving new things and engaging with food in ways that have never been seen before.



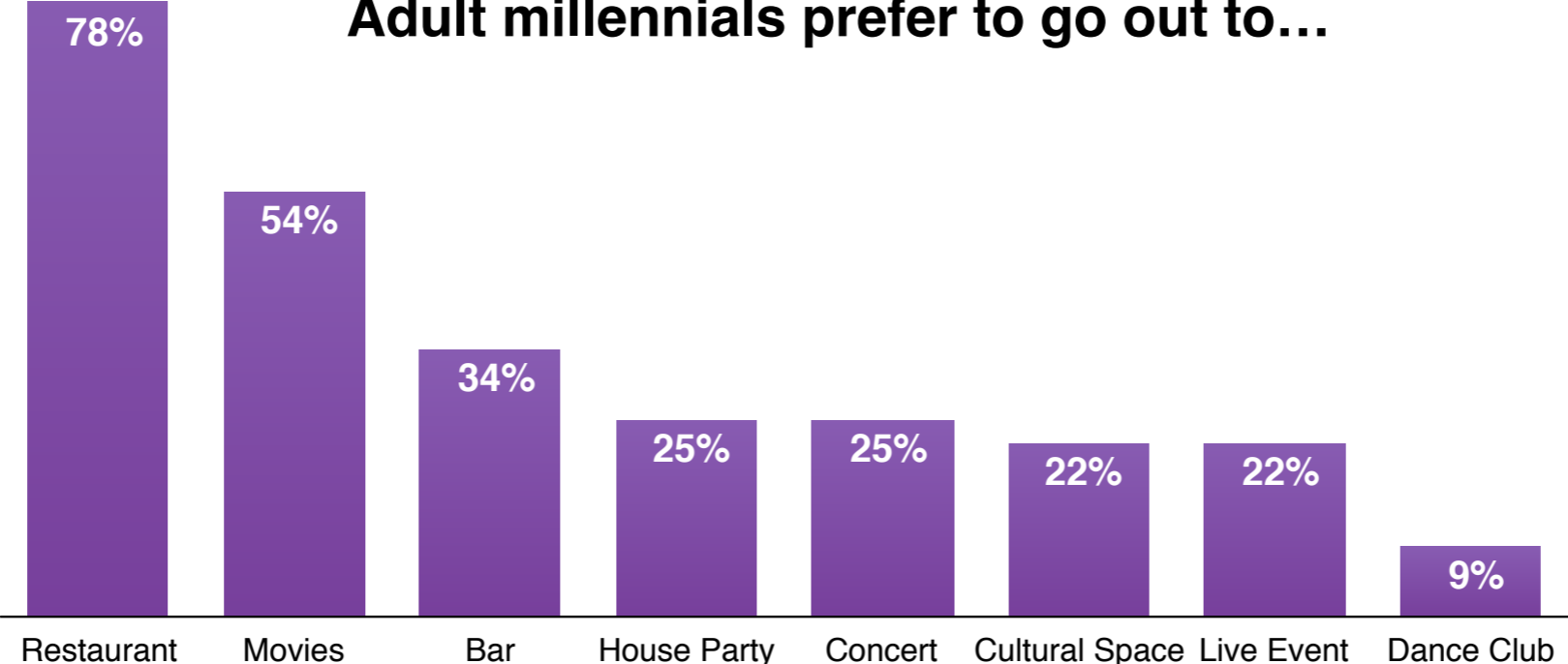
Food & drink is now considered entertainment

For adult millennials, a good night out is more about the...



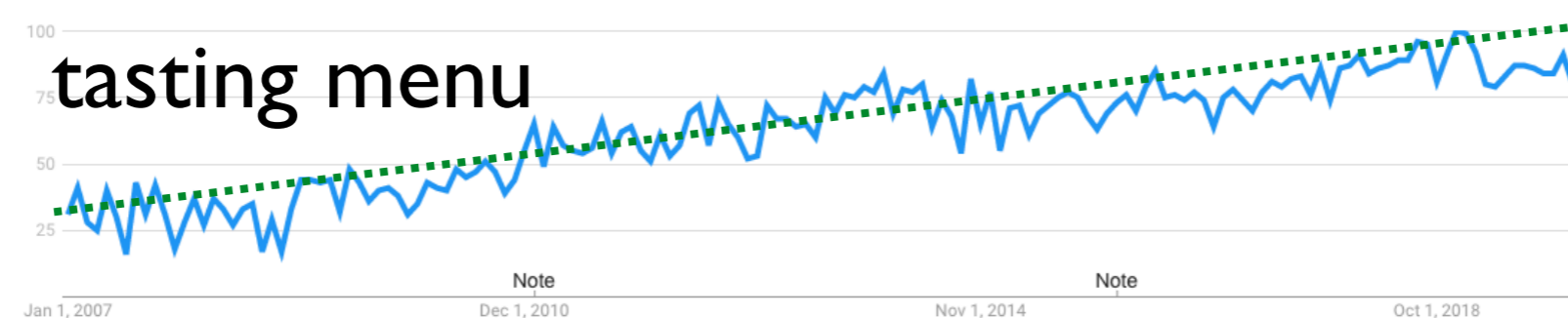
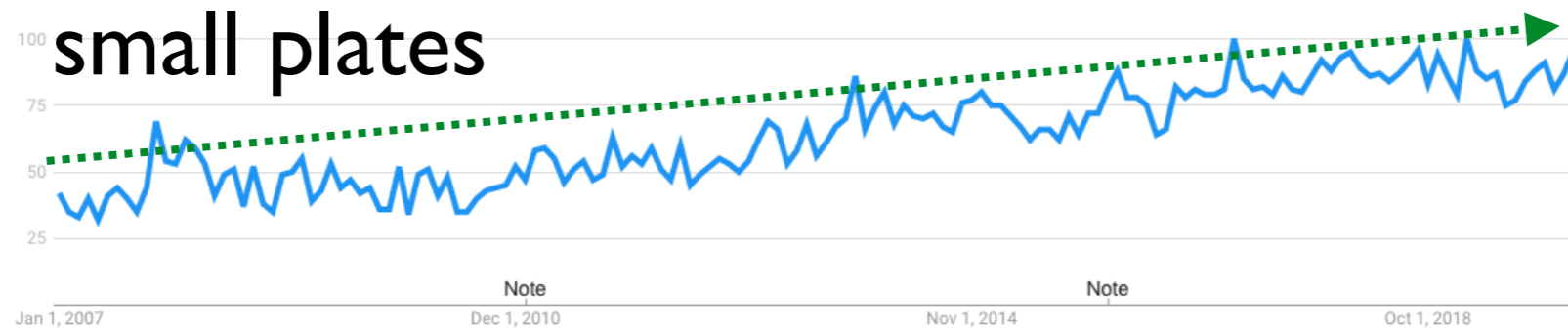
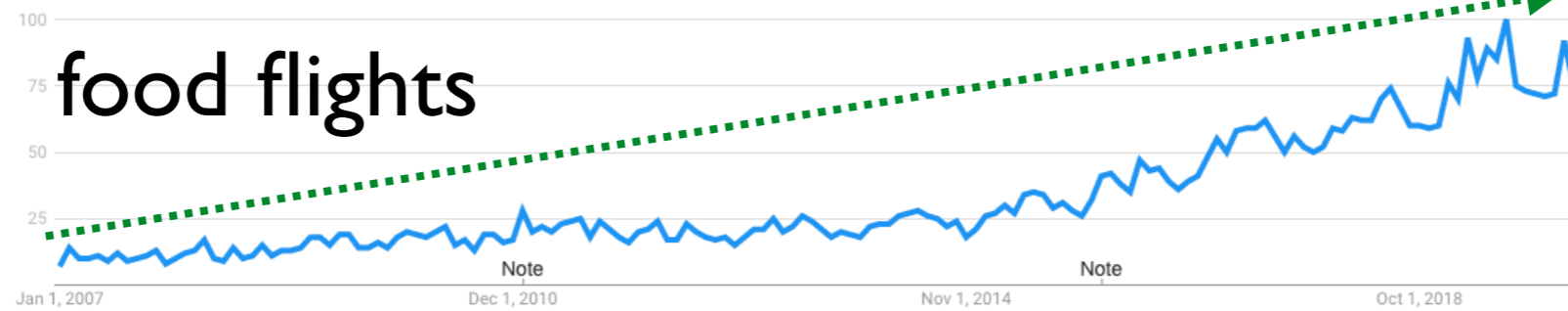
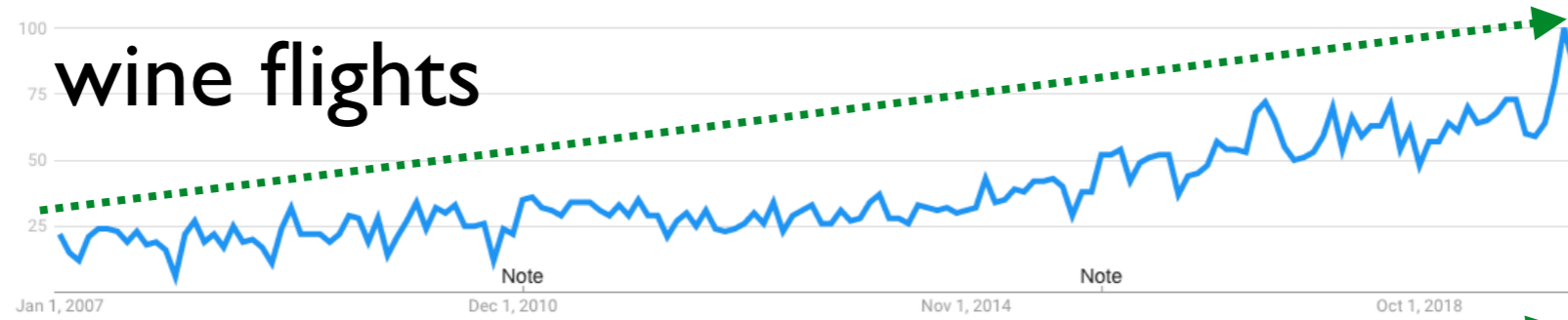
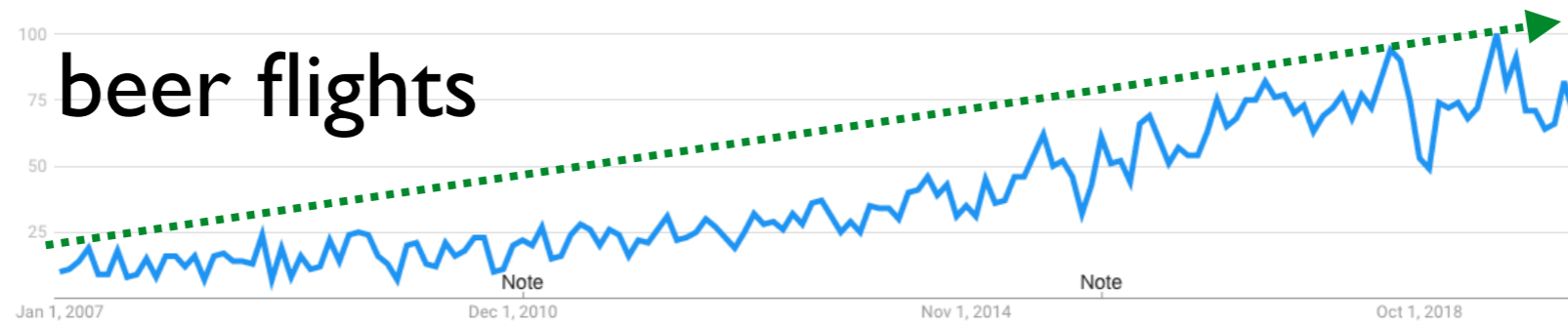
Source: YPulse

Adult millennials prefer to go out to...



Source: Ypulse

Google search trends - 1/01/2007-2/07/2020



Foodie culture

Culinary food & beverage:

- *adventure & discovery*
- *unique & memorable food & drink experiences*



Sharable experience:

- *communal - social*
- *on social media*

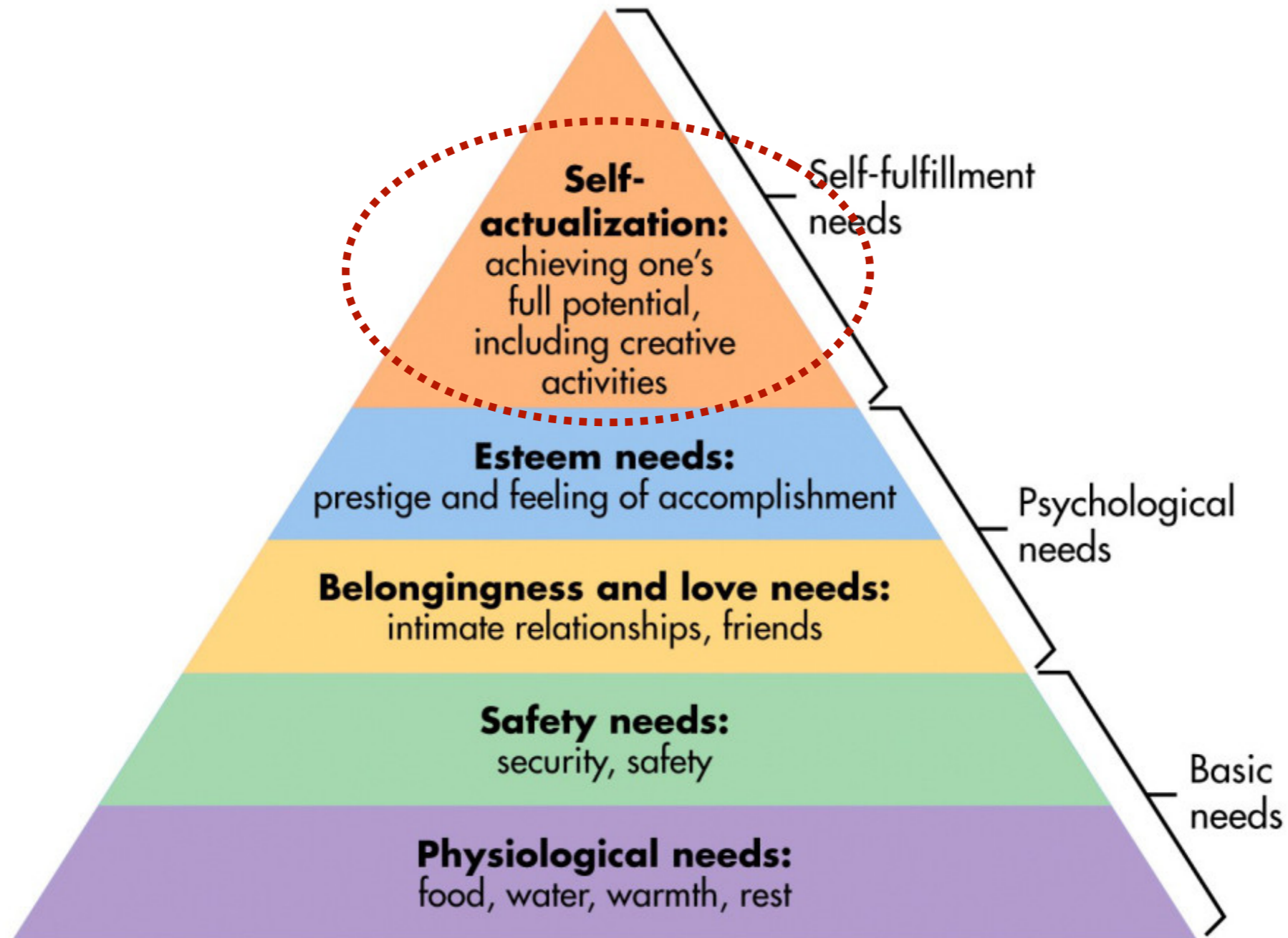


Adventure & discovery with food

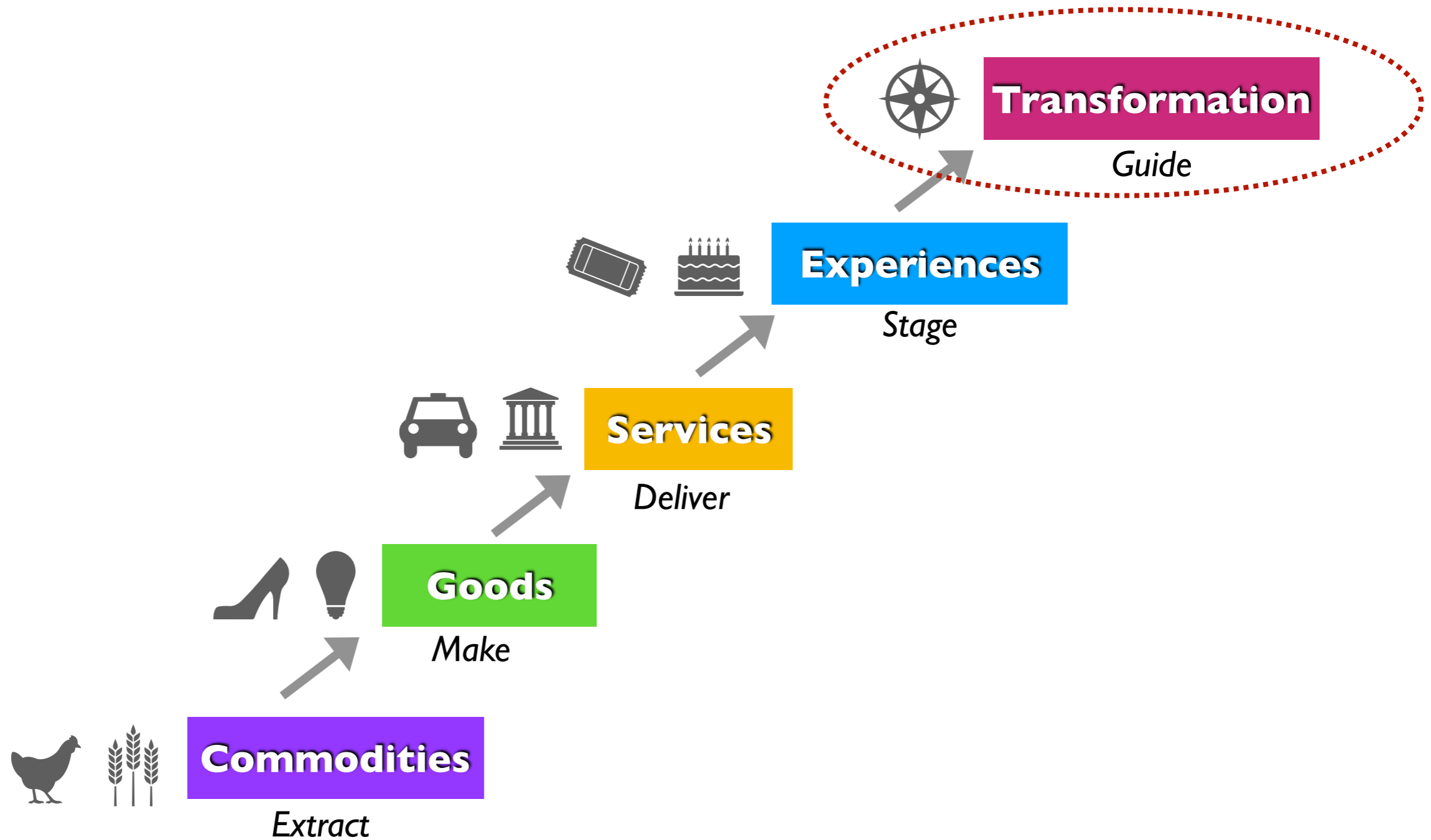
Foodie- & Instagrammable-worthy



Maslow's Hierarchy of Needs



The Progression of Economic Value



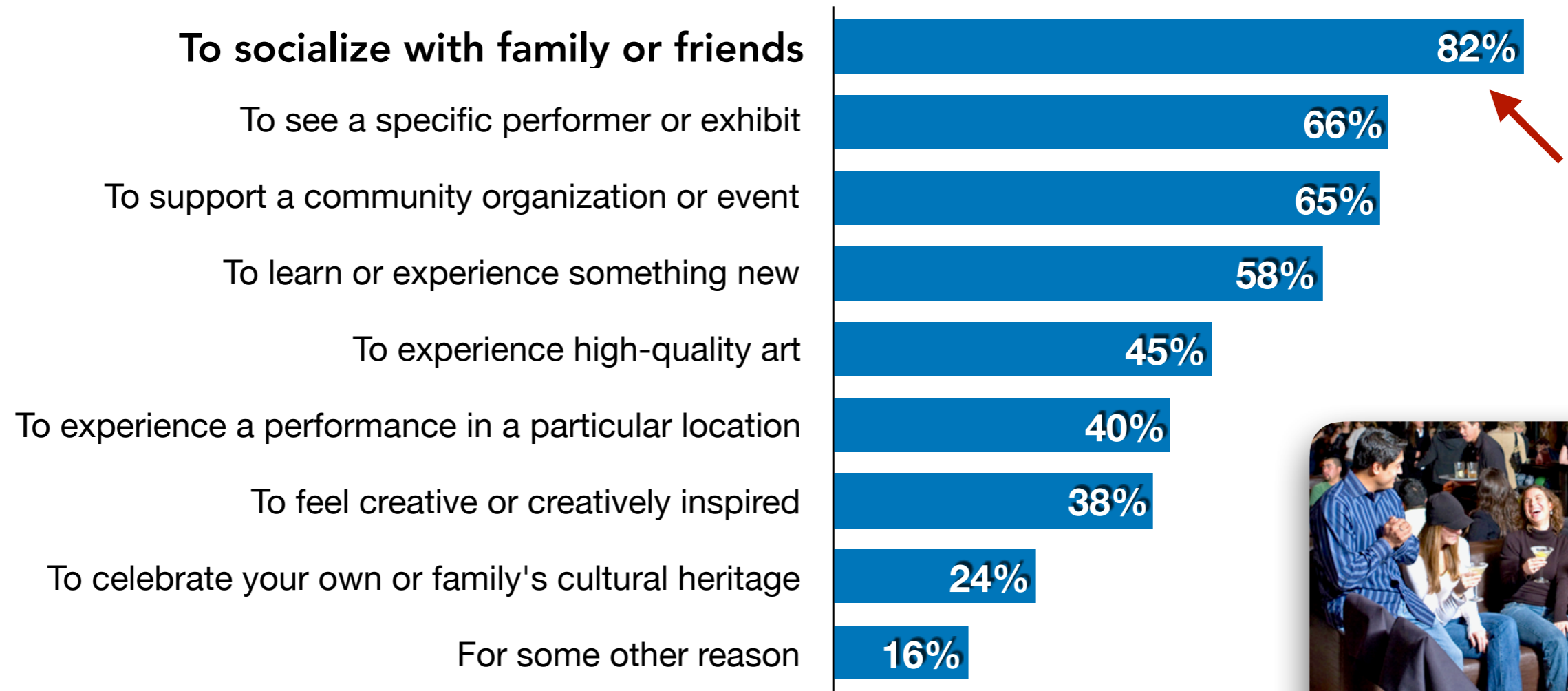
Source: *It's the Experience Economy, Stupid . . .*, B. Joseph Pine II, Strategic Horizons LLP

Transformative experiences



Social experience

Among U.S. adults who attended at least one artistic, creative or cultural activity during the last 12 months, percentage by reason given: 2017



Source: National Endowment for the Arts, 2017 Survey of Public Participation in the Arts (SPPA), Core 2



Conscientious consumers

Purpose-driven consumers

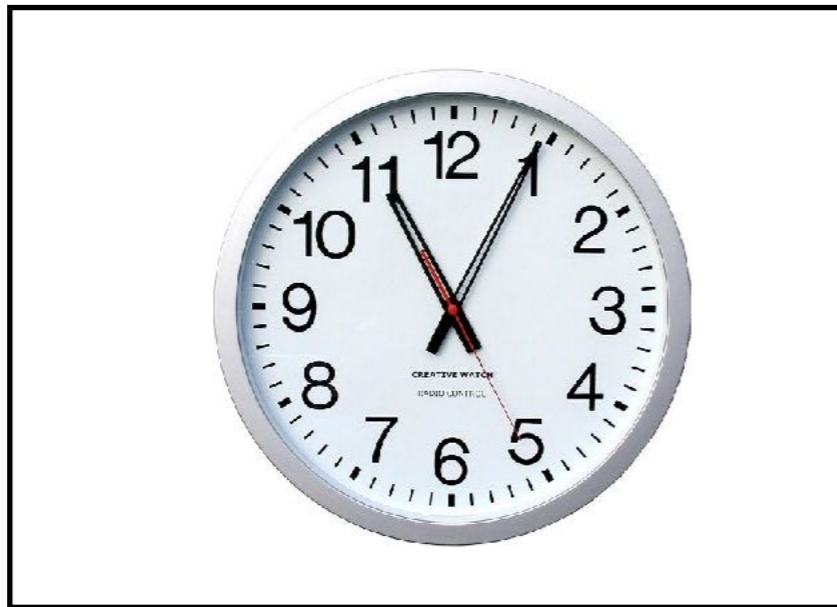
- ☑ Consumers' expectations that companies are environmentally and socially responsible is going mainstream.
- ☑ Consumers are more interested than ever in aligning their personal values with their expenditures.
- ☑ It is now impacting their purchase decisions and the prices they will pay.

Ocean5 - LEED

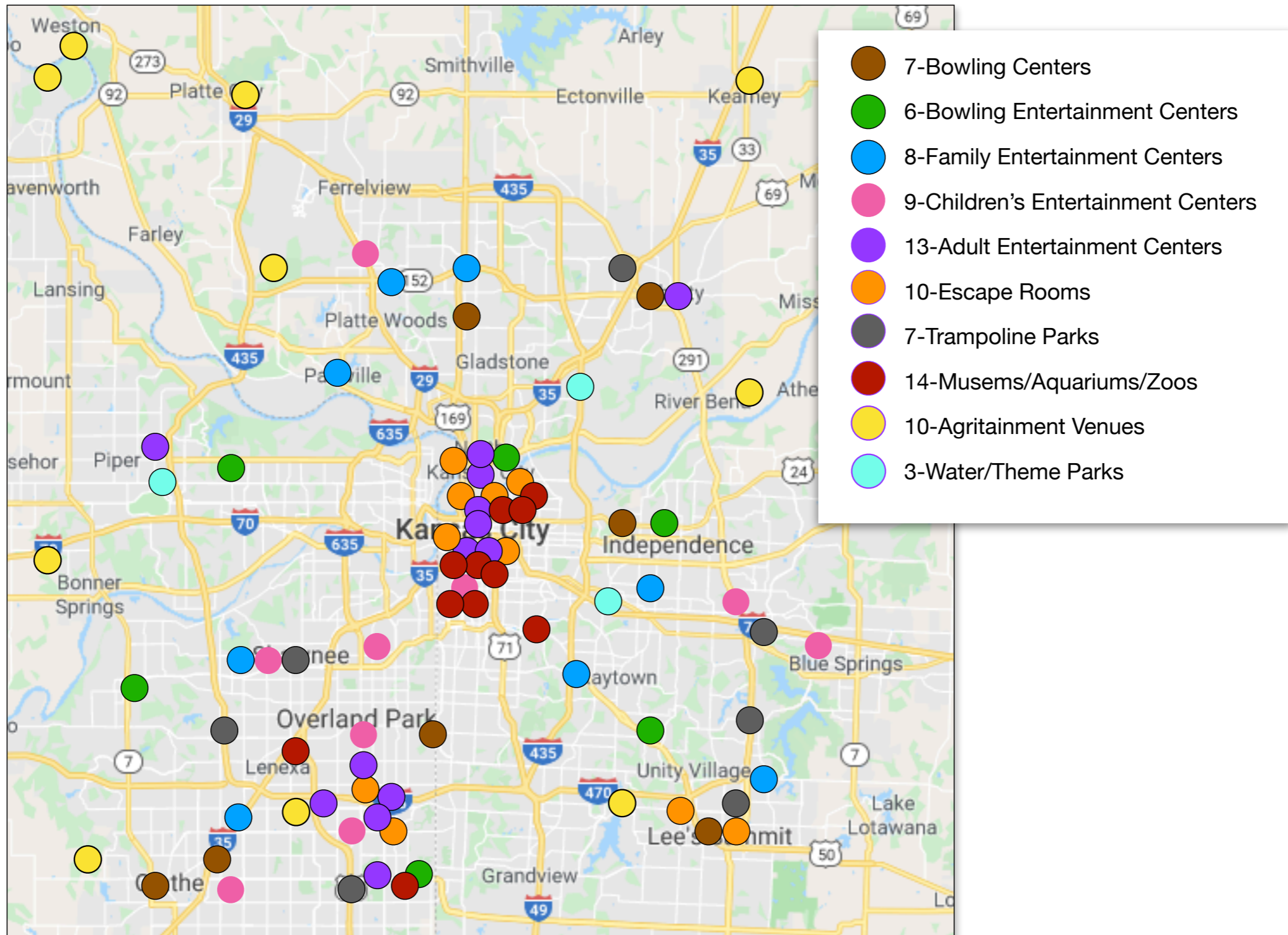




Out-of-home entertainment is a zero-sum game for:



Kansas City Metro Entertainment & Art Venues



Kansas City Festivals Memorial Day thru Labor Day 2019

May 2019

Tumbleweed Music Festival
 Festa Italiana
 KC Pride Fest
 Prairie Village Art Show

June 2019

Enchanted Faire
 Jesse James Wine & Brew Festival
 KC Summer Brew Fest
 Levee Fest
 Party on the Prairie
 Strawberry Festival
 Westport Community Festival
 Heartland Yoga Festival
 Old Shawnee Days
 Downtown Days Festival-Lees Summit
 Greek Festival
 Sugar Creek Slavic Festival
 VegFest KC
 Dragon Boat Festival
 Festival on the Trails
 Gladstone Summertime Bluesfest
 Juneteenth Celebration
 Outpace Poverty Family Festival
 Soul Yoga Fest
 Heart of America Shakespeare Festival
 Arts in the Park Artist and Maker Festival
 Boulevardia
 Frontier Days
 Antique Festival
 Brew-B-Que Kansas City
 SummerFest
 Wine Festival
 Future Stages Festival
 Food. Art. Drink
 Great Lenexa BBQ Battle
 Kansas City LGBT Film Festival
 Waterfest

Fiesta Filipina
 Maker Faire
 KC BassFest
 Lights on the Lake
 Parkes! Music, Food Trucks and Fireworks!
 Booms & Blooms
 Crossroads Beer Fest
 Freedom Fest
 Kansas City Kansas Street Blues Festival
 Kansas City Folk Festival
 TinyFest Midwest
 Briarfest
 Grand Carnivale
 Sesame Street Festival
 Baby Love, Baby Fair
 Lights on the Lake
 Parkes! Music, Food Trucks and Fireworks!
 Booms & Blooms
 Crossroads Beer Fest
 Freedom Fest
 Kansas City Kansas Street Blues Festival
 Kansas City Folk Festival
 TinyFest Midwest
 Briarfest

July 2019

Tails on the Trails Pet Festival
 Sesame Street Festival
 Water Lantern Festival
 Parkville 4th of July Carnival
 Independence Day at Missouri Town 1855
 KC Riverfest
 Village Fest
 Wyandotte Country Fair
 Salut! A festival of Wine and Food
 Teddy Bear Picnic
 Binham-Waggoner Antique and Craft Fair
 KC Taco Fest

KC Fringe Festival
 Cass County Fair
 Amelia Earhart Festival
 Kansas City's Reggae Music & Jerk Festival
 Kansas City's Big Picnic
 Miami County Fair
 Platte County Fair
 Festival of Butterflies
 Heartland Chamber Music Festival
 Johnson County Fair
 The Great Car Show

August 2019

Hip Hops Hooray Beer Festival
 Atchison County Fair
 Heart of America Hot Dog Festival
 UNICO Microbrew Festival
 Summer Swing
 Kansas City Improv festival
 Ethnic Enrichment Festival
 Croatian Festival
 Future Fields Festival
 Tiblow Days
 Mission Sunflower Festival
 Parkville Days
 Roots Festival
 Block Party
 Raytown Arts & Music Festival
 Universal Film Festival
 India Fest
 De Soto Days Festival
 Kansas City Irish Fest
 Santa CaliGon Days
 Kansas City Renaissance Festival
 Johnson County Old Settlers
 Brickworld
 KC Zoot Suit Festival
 KidFest

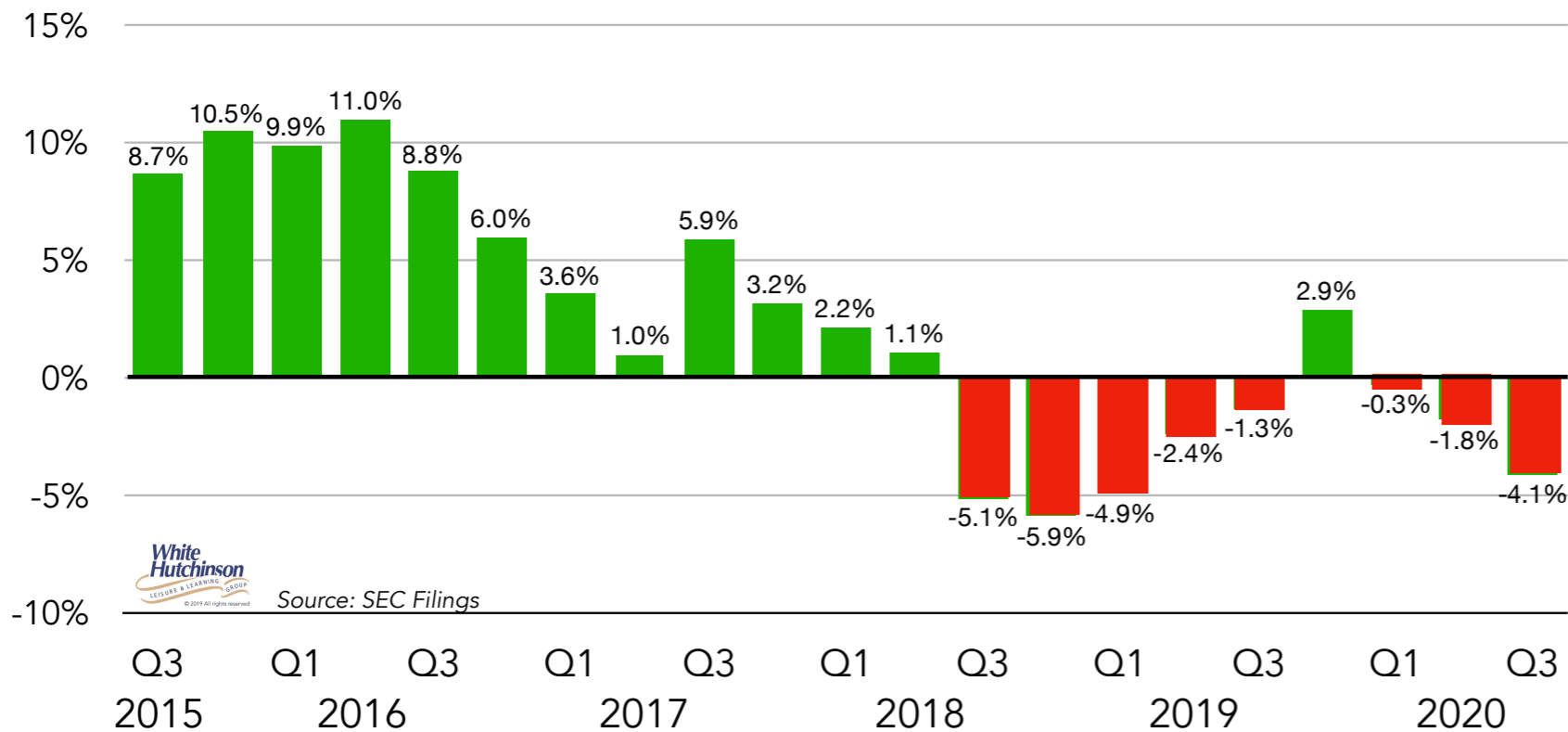
Loss of repeat appeal



Stores impacted
by either competition
or cannibalization

Q1 2019 → Q3 2019
~~10%~~ → 45%

Dave & Buster's Comparable Store Sales

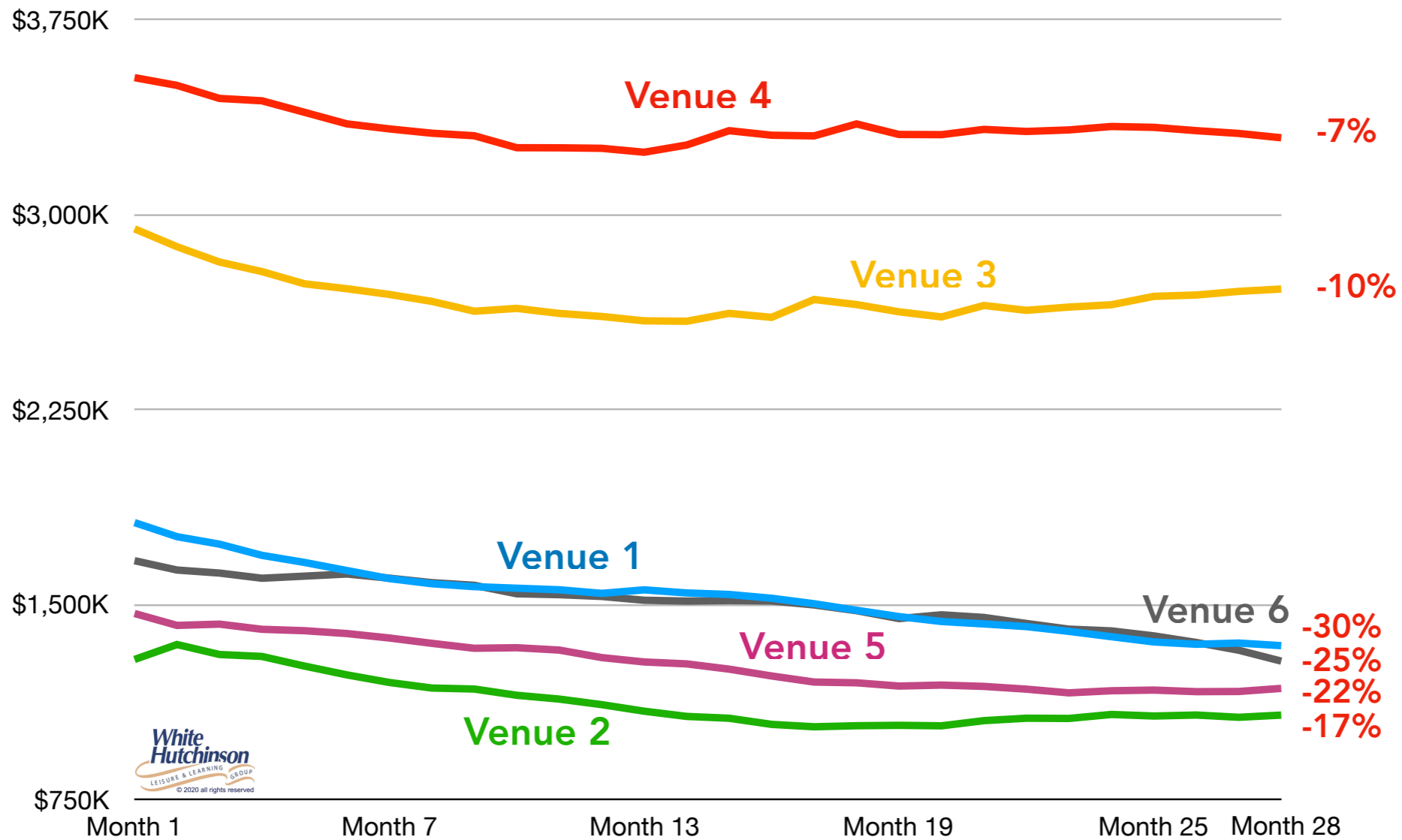


Adjusted for inflation,
same store sales down
-3.4% in 2018 and
projected -4.3% in 2019

Loss of repeat appeal

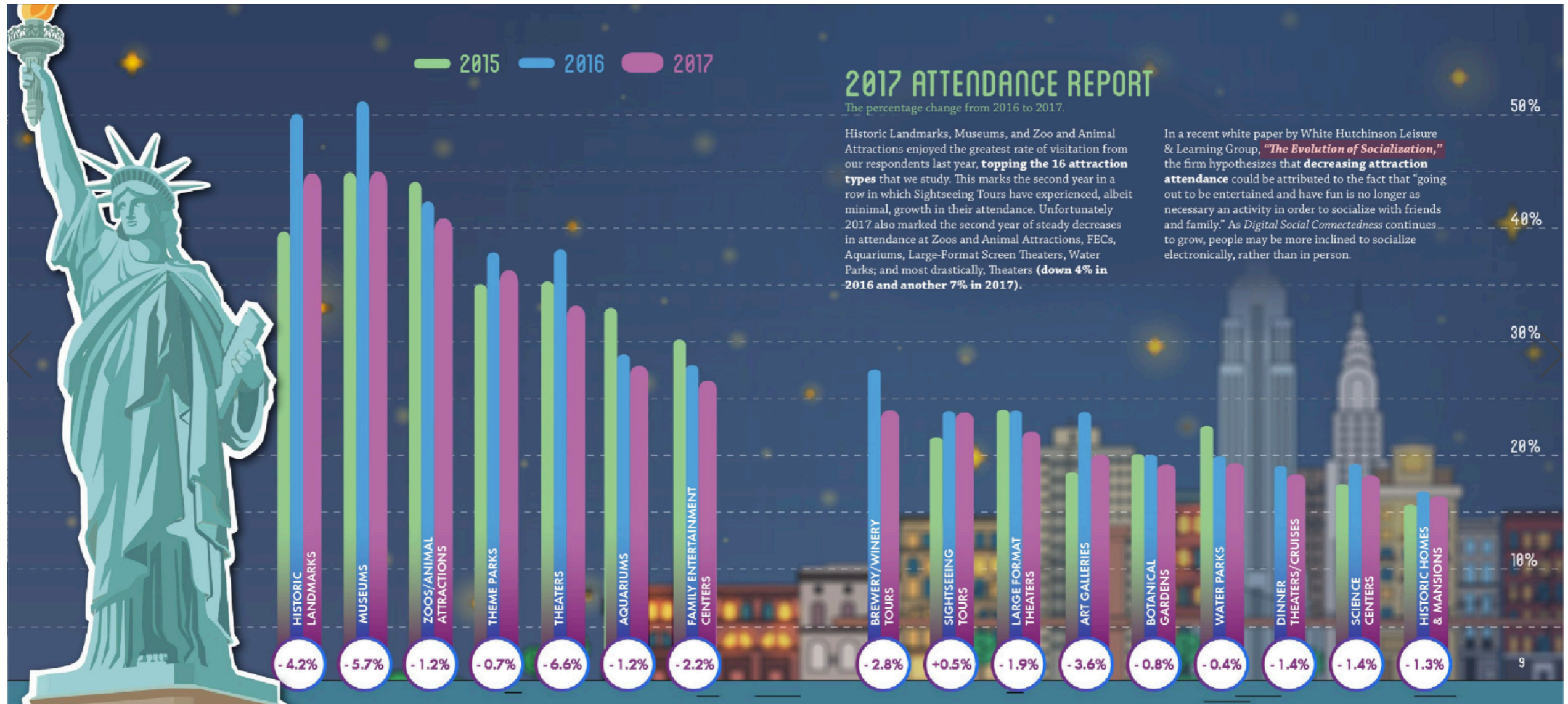
Been there, done it. So many new experiences to do

28-month revenues for 6 different entertainment venues



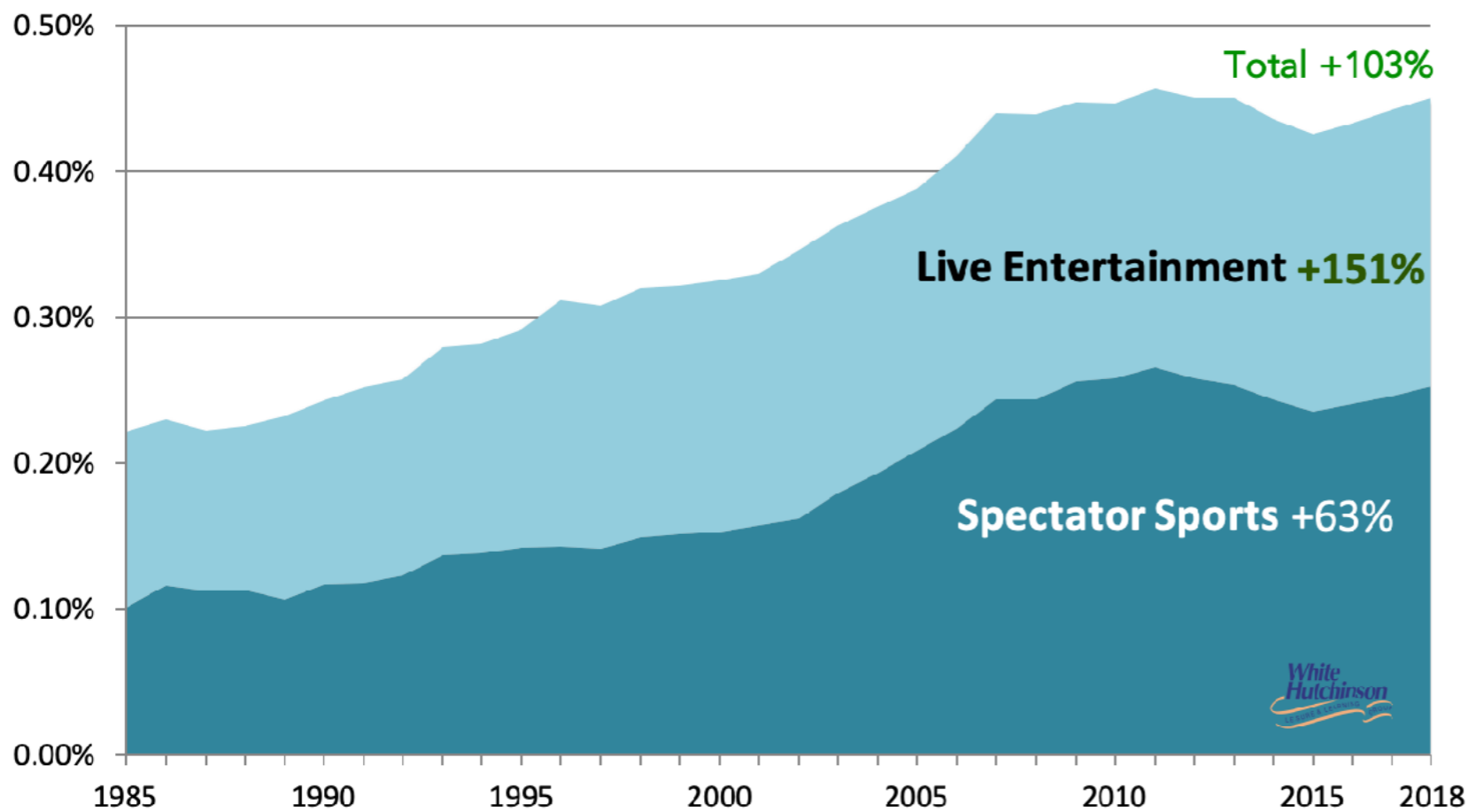
Accelerated obsolescence of attractions

Loss of repeat appeal



Live & Limited- & One-Time Events

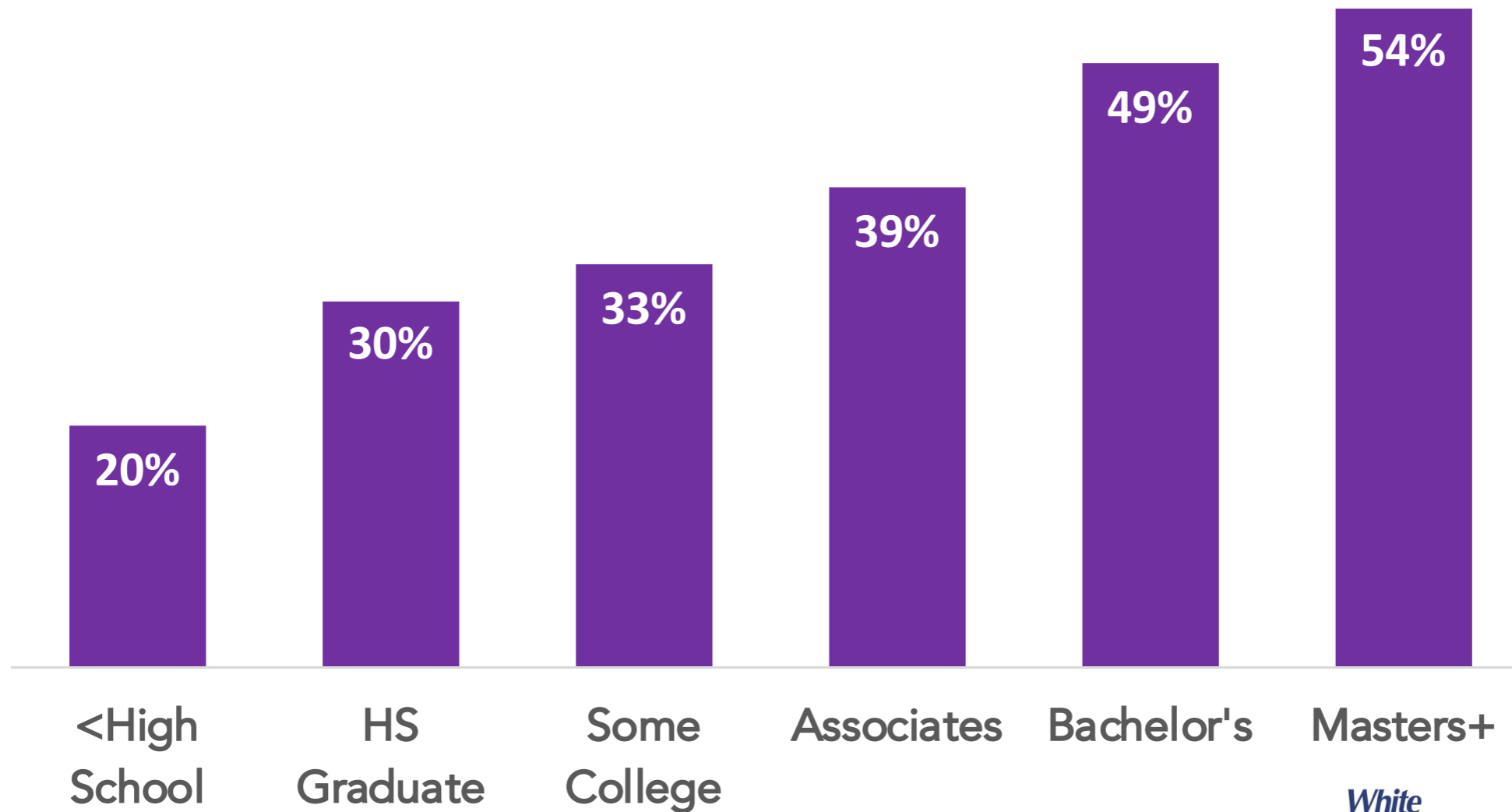
Percent of Total Household Spending, 1985-2018



Source: Bureau of Economic Analysis



Percent of Community-Based Out-of-Home Entertainment & Arts Expenditures that are for Live Events - 2018



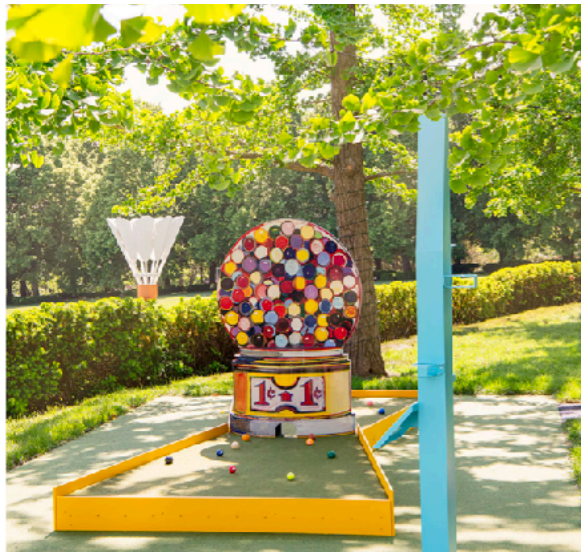
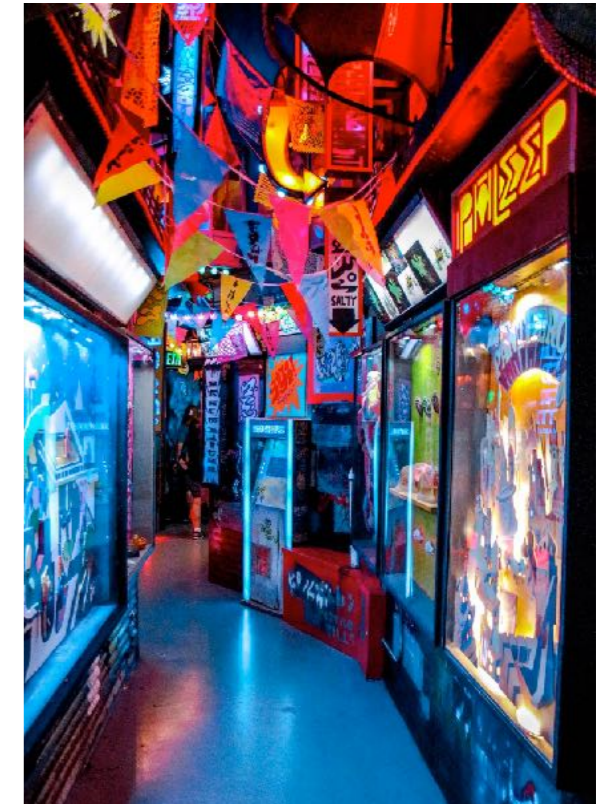
Source: U.S. Department of Labor, Consumer expenditure survey



The Nelson-Atkins Museum of Art

MUSEUM OF ICE CREAM

Candytopia



Pop up cocktail bars



Chicken N Pickle®



THERE'S ALWAYS SOMETHING GOING ON AT CHICKEN N PICKLE!

THURSDAY	1 KONA ICE	TUESDAY	6 KURLBAUM CHEF DINNER
SATURDAY	3 MILES OF SMILES PICKLEBALL TOURNAMENT	SATURDAY	10 THREE DRINK MINIMUM CONCERT
	GOLDEN ROAD BREWERY ROAD TRIPPIN' TO CHICKEN N PICKLE	SUNDAY	11 MOVIE NIGHT: THE HANGOVER
SATURDAY	17 SEC EVENT	TUESDAY	13 ROSE ON THE ROOFTOP
		WEDNESDAY	14 SPORTING KC WATCH PARTY
		SUNDAY	18 ISAAC'S DREAM PICKLEBALL TOURNAMENT
		WEDNESDAY	21 BARSTOOL SESSIONS
MONDAY	26 NATIONAL DOG DAY!	SATURDAY	24 NATIONAL WAFFLE DAY
		TUESDAY	27 PAINT YOUR PET
		SATURDAY	31 MIZZOU V WYOMING
CHEERS TO OUR S ARE LOCAL		1st-15th	16th-31st

Find out more

OFFICIAL PUB PARTNER

COME WATCH WITH US!

08.04 SPORTING KC V SEATTLE SOUNDERS FC 9PM

08.14 SPORTING KC V ORLANDO CITY SC 6:30PM

Chicken N Pickle

SUNDAY	1 LABOR DAY WEEKEND EXTENDED HOURS	WEDNESDAY	4 WAYSIDE WEDNESDAY	SUNDAY	8 CHIEFS V JAGUARS 12PM
TUESDAY	10 BARSTOOL SESSIONS	WEDNESDAY	11 10% BACK TO HERO FUND USA		
FRIDAY	13 CNP @ AMERICAN ROYAL	SUNDAY	15 CHIEFS V RAIDERS 3:05PM	MINGLE AT CHICKEN N PICKLE 3-6PM	
SATURDAY	14 AMANDA HUGHEY CONCERT	WEDNESDAY	18 NATIONAL CHEESE BURGER DAY		
SATURDAY	21-22 FRANKLIN PICKLEBALL MASTERS AN OFFICIAL EVENT BY CHICKEN N PICKLE	SATURDAY	21 BYRNE OUT CANCER CHARITY PICKLEBALL TOURNAMENT	MONDAY	23 1ST DAY OF FALL FALL COCKTAIL RELEASE
		WEDNESDAY	25 OKTOBERFEST KICKOFF WITH KC BIER CO.	SUNDAY	22 CHIEFS V RAVENS 12PM
				SUNDAY	29 CHIEFS V LIONS 12PM

CHEERS TO

OUR S ARE LOCAL

1st-15th



16th-30th



Events Calendar



TOP PICKLEBALL PROS PLAYING IN **3 SIGNATURE EVENTS** SEPTEMBER 21-22 CHICKEN N PICKLE - WICHITA, KANSAS

It's all about the programming of events

OOH entertainment business model trends



Most of today's centers are copies of where the puck was in the past, not where it is now in the future



There's an out-of-home entertainment venue bubble on the horizon



Future-proof OOH entertainment business model

- ☑ Out-of-home only experience - 10X+
- ☑ Unique
- ☑ Live, one- & limited-time events & LTOs
- ☑ Designed for adults
- ☑ Higher socio-demographic
- ☑ Social - IRL & on social media
- ☑ Adventure & discovery with food & beverage
- ☑ Transformational experiences
- ☑ Socially & environmentally responsible



The White Hutchinson Leisure & Learning Group is a Kansas City-based, multi-disciplinary firm that specializes in feasibility, concept and brand development, design, production and consulting for leisure, entertainment, eatertainment and edutainment venues. Over the past 31 years the company has worked for over 570 clients in 37 countries and won 17 first-place design awards. Randy White, CEO, was previously a mall/shopping center developer, owner and manager with hands-on experience with over 3.0 million square feet of both suburban retail and urban redevelopment centers. projects. The company publishes an occasional Leisure eNewsletter and Tweets and Randy blogs and posts on LinkedIn. Randy can be reached at 816.931-1040, ext. 100, or at randy@whitehutchinson.com.



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