

CRAYOLA EXPERIENCE

Easton, Pennsylvania

Located in the heart of downtown Easton, Pennsylvania, Crayola Experience is where the magic of Crayola comes to life. Here, guests are encouraged to let their creativity run free, to color outside the lines and to play, explore, and learn. This unique attraction is where color, chemistry, and technology magically combine to create a colorful adventure for a child's imagination.

MR-ProFun was engaged by Crayola to assist in preparing a preliminary, pre-concept evaluation of development program scenarios for the expansion/renovation of The Crayola Experience in Easton, PA. As part of the concept design and implementation for the "New" Crayola Experience, MR-ProFun assisted the design team by providing initial operational planning, facilities design criteria, and program input. MR also developed a detailed, concept-specific business plan, including an organization plan, staffing plan, and five year operating budget.

MR-ProFun assisted in their day-to-day operations of the Easton attraction and developed and implemented a Guest Service Excellence training program, including reinforcement, monitoring and assessment tools.

Crayola continues to expand and open new branded attractions throughout the US, including locations in Orlando and Mall of America. MR-ProFun provided business and strategic planning during the new location planning process. We look forward to watching another client continue to grow and provide an amazing experience to an expanding number of visitors.

- Business and Operations Planning
- Operational and Marketing Audit and Implementation
- Pre-Opening Support
- Training and Service Excellence

