



FRISCO POLICE DEPARTMENT

CITY OF FRISCO

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Mayor & Council,

Attached is the research and data that we looked at related to the Universal project. Initially we were looking at a wide variety of theme parks in our research because we were not exactly sure what the Frisco Universal concept was going to be. We looked at 10 different theme parks from across the country and most were not a fair comparison for purposes of this project because of park size and surroundings. We tried to focus on an approximate 2-mile radius around each park to see what the crime statistics immediately surrounding the parks looked like.

Of the 10 we looked at the closest comparisons to look at are Six Flags Over Texas in Arlington, Kentucky Kingdom in Louisville, Kentucky, and Legoland in Winter Haven Florida. Each city has different ways of reporting crime which is challenging when trying to compare. Winter Haven, FL did not offer an ability plot criminal activity on a map so their city crime stats were looked at. What's important to highlight about Winter Haven is that they saw no significant spikes in crime during Legoland's busiest months for visitors. The other seven theme parks included do not offer a good comparison due to their dense metropolitan surroundings, proximity to a college campus, airport, etc. In looking at the 3 specifically mentioned parks for the comparison here are some observations:

- Property crimes makeup the majority of crimes (burglaries, criminal mischief, theft)
- It is likely that the majority of these crime stats have little to do with the theme park itself but rather the things that surround it which provide opportunities for crime

In addition to looking at these other theme parks we also took a look at Kidzania to examine what crime impact this attraction has had at Stonebriar Mall. [Attached is the spreadsheet of what we found.](#) Although Kidzania is a much smaller children's attraction, we make the same observations:

- 11 out of 24 incidents relate to a property related crime
- There are 8 incidents that are drug related which occur in the parking lot that have nothing to do with KidZania. Also the thefts/burglaries have nothing to do with KidZania rather they are opportunity crimes provided by the parking garage/lot.

We also recently looked at Great Wolf Lodge in Grapevine – this is another local comparison that offers a similar size and self-contained hotel within the attraction. The crime numbers for Great Wolf Lodge are consistent with the trends seen in the other parks:

- The majority of the crime numbers are due to thefts, lost/found, and information reports.
- The overall crime numbers for the park are pretty low if you consider the total visitors that came through the park each year. It is estimated that approximately 500,000 visitors per year come to the park.



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At a recent citizen input there were residents that cited a study that had been done that illustrated that crime increases in areas immediately surrounding theme parks. [I have attached the study for you to review.](#) We reached out to the author Dr. Piquero to learn more. Here were some of the items he conveyed when he spoke with us:

Dr. Piquero stated he would have no concerns about this development moving in next to his neighborhood. He maintained the park itself is not a bad thing, the study simply stresses the importance of visitors/tourists not letting their guard down and being cognizant of their surroundings. Dr. Piquero said the study didn't show an increase in crimes against children. Even though people talk about this perceived fear, it is not supported by the data.

From all of this information and input from Dr. Piquero we can conclude that there is nothing to indicate that this development will bring higher levels of crime than any other development. This development attracts a target audience of families and young children which doesn't bring crime with them. This development will have operating hours that do not keep it open into late night hours which is preferred to developments that have establishments that are open later. Crimes committed in tourist areas are typically crimes of opportunity related to property. This is likely because of people letting their guard down, being lax in locking doors or securing valuables, etc.

A big thanks to Deputy Chief Mike Hagan for pulling all of this information together.

Thanks,

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