



NEWS RELEASE

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Kennywood Plans Major Expansion Tied to the Arrival of Mon-Fayette Expressway

Announcement coincides with the release of Kennywood Entertainment's economic impact study

WEST MIFFLIN, PA – July 6, 2005 – Kennywood officials today announced their full support of the completion of the Mon-Fayette Expressway and stated that the project is critical to the economic expansion of western Pennsylvania's Mon-Valley. In addition, the much-acclaimed amusement park company shared major expansion plans tied to the completion of the new expressway.

For the past decade Kennywood has worked to acquire property adjacent to the park, and recently reached an agreement to purchase 23 brown field acres to expand the West Mifflin Park into Duquesne. Among its "blue-sky" entertainment investment ideas are new attractions, (possibly a hotel, an indoor waterpark and bigger and faster roller coasters), additional food and beverage outlets, expanded parking, and significantly enhanced access to the park.

"For Kennywood to be able to meet the entertainment expectations of our guests and to effectively compete with out-of-state amusement parks, especially those in Ohio, we need to plan now," said Pete McAneny, president of [Kennywood Entertainment](#) Company (KEC). "The Mon-Fayette Expressway opens up a whole new market to us and will eliminate our biggest marketing obstacle – *You can't here from there.*"

"Kennywood Park is a real treasure for both the Pittsburgh region and the Commonwealth as a whole," said Joe Brimmeier, the Pennsylvania Turnpike Commission's Chief Executive Officer. "Completion of the Mon/Fayette Expressway in Allegheny County will enhance the accessibility and economic future of this and other prime destinations in the Steel Valley. Our final design team will continue to work with Kennywood to maximize the benefits of our project."

To demonstrate the significance of the Mon-Fayette Expressway and Kennywood's proposed expansion, KEC released a report showing that its impact on western Pennsylvania's economy exceeds that of all other local entertainment venues. The study concluded that in 2004:

- Kennywood's state level economic impact is \$136 million compared to \$125 million for the Pittsburgh Pirates and \$85 million for the Pittsburgh Steelers
- Kennywood delivered over \$94 million in business volume impact in Allegheny County
- Kennywood supported more than 2,200 total full time jobs in Pennsylvania (both direct and indirect) and more than 1,450 total full time jobs in Allegheny County
- Statewide government revenue generated by Kennywood Entertainment equaled more than \$9 million. Allegheny County and local government revenue equaled almost \$6 million.

"For more than 100 years, Kennywood has been the destination for Western Pennsylvanians who are seeking a fun summer getaway," said Dan Onorato, Allegheny County Chief Executive Officer. "Kennywood is a treasured asset and an economic jewel for our region. I applaud its efforts to stay attuned to the needs of the community and to seek opportunities that will benefit the neighborhoods it surrounds and the people it attracts each year."

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"What impressed our firm the most was that with all the noise and public funding requests made by various for-profit and not-for-profit entertainment entities and sports teams, here is Kennywood Entertainment who has never asked for one dollar in public aid and for over 100 years has knocked the cover of the ball when it comes to economic impact," said Paul Umbach, president of Tripp Umbach the firm which conducted the research.

About Kennywood Entertainment

Kennywood Entertainment, western Pennsylvania's largest provider of summer fun, owns and operates the National Historic Landmark, [Kennywood](#), highly regarded as America's finest traditional amusement park; [Idlewild & SoakZone](#), named by Amusement Today as the second best children's park in the world, and [Sandcastle Waterpark](#) and Riverplex (an old-fashioned picnic park) both located on former steel mill property along the Monongahela River; and America's oldest theme park, [Lake Compounce](#), in Bristol, CT. For more information visit www.kennywood.com, www.sandcastlewaterpark.com, www.idlewild.com or www.lakecompounce.com.

About Tripp Umbach

Tripp Umbach is a national leader in performing economic impact research for leading community organizations, universities, hospitals, and tourism organizations. Since 1990, Tripp Umbach has completed more than 150 economic impact studies throughout the United States. The firm's regional economic impact experience includes: UPMC Health System, Allegheny General Hospital, the University of Pittsburgh, Children's Hospital of Pittsburgh, Highmark, The Greater Pittsburgh Convention and Visitors Bureau, The Pittsburgh Home and Garden Show, The Carnegie Science Center, The Greater Pittsburgh Auto Show, and the David L. Lawrence Convention Center. For more information visit www.trippumbach.com

Editors Note: For a full economic impact report visit www.kennywood.com