

6. SITE ANALYSIS: Site Matrix Analysis (overall)

Site		SITE A		SITE B		SITE C		SITE D		SITE E		SITE F		SITE G		SITE H		SITE I	
Hammond I-94 & US41		Kennedy Ave & I-94		Hammond I-90 & US12		Majestic Star		Century Mall		Radisson/Star Plaza		Crown Point I-65		Gary IU Northwest		Hobart Silverstone			
Owner		Private		City of Hammond		Private/Public		Private		Private		Private		Private/Public		City of Gary		Private/Public	
Site Size (in acres)		10		25		300		65		25		25		275		460		200	
Site Elements	Weight	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating
Site Suitability (29%)	50																		
Acreage for Optimized Program Configuration	10	30	3	50	5	50	5	50	5	50	5	50	5	50	5	50	5	50	5
Acreage for Future Expansion	5	5	1	20	4	25	5	25	5	20	4	15	3	25	5	25	5	25	5
Acreage for Additional Onsite Complementary Development	4	4	1	16	4	20	5	20	5	12	3	20	5	20	5	20	5	20	5
Attractiveness of the Site to Event Planners & Attendees	6	12	2	24	4	18	3	24	4	18	3	24	4	18	3	12	2	18	3
Drainage / Wetlands / Flooding Characteristics	2	6	3	4	2	4	2	4	2	10	5	10	5	6	3	6	3	6	3
Environmental Issues	2	10	5	4	2	4	2	4	2	10	5	10	5	6	3	6	3	6	3
Land Acquisition Costs	3	3	1	9	3	12	4	6	2	6	2	6	2	12	4	15	5	12	4
Inclusion in Existing TIF District	3	3	1	3	1	15	5	15	5	15	5	3	1	15	5	3	1	3	1
Single vs Multiple Land Parcels	2	10	5	10	5	6	3	8	4	4	2	6	3	4	2	6	3	4	2
Magnitude of Necessary Infrastructure Improvements	3	9	3	6	2	6	2	9	3	9	3	15	5	6	2	6	2	6	2
Local Accessibility	2	10	5	10	5	6	3	4	2	10	5	10	5	6	3	6	3	8	4
Visibility	3	15	5	15	5	12	4	12	4	15	5	15	5	9	3	9	3	9	3
Regional Accessibility	5	20	4	20	4	20	4	15	3	20	4	20	4	15	3	15	3	20	4
Hotel Availability (43%)	75																		
Headquarters Hotel	30	30	1	30	1	30	1	90	3	30	1	150	5	30	1	30	1	30	1
Quality Hotel Rooms Within Walking Distance	30	60	2	60	2	30	1	30	1	60	2	150	5	30	1	30	1	60	2
Quality Hotel Rooms Within One Mile	15	75	5	75	5	15	1	30	2	75	5	75	5	30	2	15	1	75	5
Other Visitor Amenity Availability (20%)	35																		
Proximity to Restaurants/Bars	17	34	2	34	2	17	1	34	2	68	4	68	4	34	2	17	1	17	1
Proximity to Shopping/Retail	10	30	3	30	3	10	1	10	1	40	4	40	4	20	2	10	1	10	1
Proximity to Entertainment/Attractions	6	12	2	12	2	6	1	24	4	12	2	12	2	6	1	6	1	6	1
Proximity to Public Transit	2	4	2	4	2	4	2	2	1	6	3	6	3	4	2	4	2	4	2
Community Surroundings (9%)	15																		
Compatibility with Neighborhood	5	10	2	10	2	10	2	10	2	25	5	25	5	10	2	10	2	10	2
Synergy with Surroundings/Setting	4	8	2	8	2	8	2	12	3	16	4	16	4	8	2	8	2	8	2
Opportunity for Induced Economic Development	4	8	2	20	5	20	5	12	3	16	4	16	4	20	5	20	5	20	5
Socioeconomic Characteristics of Population	2	8	4	8	4	8	4	4	2	8	4	8	4	8	4	4	2	4	2
Total Weighting (100%)	175																		
TOTAL SCORE		416		482		356		454		555		770		392		333		431	
SITE RANK		6		4		8		5		2		1		7		9		3	