

SELECTION PROCEDURE FOR A SITE SOCCER MUSEUM OF DFB



Source: www.dfb.de

Client: Deutscher Fußball-Bund e.V. (DFB),
Frankfurt/Main

Year: 2007

Location: Diverse in North Rhine-Westphalia, Germany

Brief Description:

DFB (German Soccer Association) is planning the realization of a national soccer museum. The facility should be implemented in a bigger German city, which has both an affinity to soccer tradition and an adequate potential of the demand. 14 cities participated in the tendering process.

DFB decided to favor four cities who are located in North Rhine-Westphalia due to the high potential of population and the high density of soccer leagues in the region.

In sum the cities of Dortmund, Gelsenkirchen, Cologne and Oberhausen proposed 14 optional sites for the museum.

Wenzel Consulting was asked to accompany the selection procedure as consultants.

In the second project phase Wenzel Consulting was hired with the drawing up of the business plan (consideration expenses-proceeds) for the museum.



Tasks:

Phase I:

- Definition of the Selection Criteria (micro and macro Site Criteria)
- Analyses of the Catchment Area
- Analyses of the Competition
- Development of the Procedure of the Site Selection
- Evaluation of potential Sites
- Visitor Prognoses
- Estimation of the Invest Costs

Phase II:

- Business Plan