

**Mark Dvorchak**  
Managing Partner, Founder



**Expertise**

- Land-use Economics
- Market Analysis
- Financial Analysis

**Education**

- UCLA MBA 1994
- University of Illinois - BS Computer Science 1987

**Career Experience - 30 Years**

- Pro Forma Advisors LLC - Managing Partner, Founder
- Economics Research Associates - Vice President
- Iwerks Entertainment - Product Manager
- Unify Corp - Software Consultant
- Anderson Consulting - Senior Associate

**Professional Affiliations**

- Themed Entertainment Association - Past Western Board Treasurer, Speaker
- IAAPA - Speaker
- G2E - Speaker
- NIGA - Speaker

**With 30 years of experience in the entertainment and real estate industry, Mr. Dvorchak is an experienced land-use economist. His practice specialty is the analysis of integrated and unique projects combining traditional real estate development with entertainment land uses such as theme parks, casinos, and destination resorts.**

**Location Based Entertainment**

Mr. Dvorchak has led a variety of market analysis and feasibility projects for destinations theme parks, amusement parks, water parks, and attractions around the world. Some of his most recent high profile projects include Universal Studios Korea, Paramount Spain, and the Sentosa Island Master Plan. He has also analyzed independent theme park project in domestic and international locations such as Canada, Turkey, Costa Rica, Japan, Greece, and Russia. Mr. Dvorchak has participated in financial and due diligence projects such as the Blackstone Groups acquisition of Universal Studios Florida and Universal Studios Japan as well as a special tax bond funding analysis for a destination theme park in Kansas.

In addition to theme parks, Mr. Dvorchak has lead project analysis of attractions such as water park hotels (Ho-Chunk Nation), water parks (Paramount Korea, Universal Studios Korea, Sentosa), family entertainment centers (Sentosa, Doha FEC, Glacier Indoor Snowboarding).

**Integrated Resorts**

Mr. Dvorchak is a leading expert in the economics of casino gaming and integrated resort as well as the amenities and attractions that support resort destinations. Having studied over one hundred projects, Mr. Dvorchak's clients include major international commercial gaming operators (Caesars, MGM Resorts, Melco Crown, Paradise Casino), regional domestic operators (Binion, Boyd Gaming, Pinnacle, Argosy, and Tribal Nations (Mashantucket Pequot, Seneca, Eastern Band of Cherokee, Poarch Band of Creek, Coushatta, Ft Sill Apache, Ho Chunk, Forest County Potawatomi, Gila River, Tohono O'dham, Santa Clara Pueblo, Sycuan, Morongo, Dry Creek Rancheria, Ft. McDowell Yavapai, Pauma, Chumash, Table Mountain, Coyote Valley, Elk Valley Rancheria, Jamestown S'klallalum).

He developed a proprietary gravity modeling technique to analyze complex markets with multiple competing casinos. He has also analyzed international markets with unique regulatory frameworks and VIP play characteristics (Macau, Singapore, Korea, Russia, Vietnam, Cambodia, Argentina, Europe, the Philippines, Pacific island nations, Costa Rica.)

**Special Attractions**

Mr. Dvorchak has also lead the analysis of traditional and unique real estate developments, ranging from Retail, Dining, & Entertainment (RD&E) centers for Paramount Resort Japan to Space Tourism potential for a NASA Spaceport master plan to adaptive entertainment reuse of the Houston Astrodome.