

9-27-15

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Adventure Time, Interactive Dome Experience (working title):

Immersion Zone 360

Mission: Help promote good planet stewardship in an entertaining and educational environment, while also promoting the unique rich visitor experience available in the Florence, Oregon area.

Project Goal: Create a new breed of tourist destination attraction evolved from the mix of traditional family entertainment center experiences, museums and visitor centers, that utilizes current technology and presents important content in a contemporary manner, and fulfills the expectations of the visitor while addressing the need to educate in an entertaining manner.

The focus is to introduce the guest to the critical environmental and climatic issues of the region and the world in a fun immersion experience, as well as, showcasing many of the regions wonderful resources and activities.

The prime motive is to create a viable tourism business that can entertain the guest, and results in a profitable and attractive venue that serves both the owners and the community by adding “true value” to the tourism experience.

Bringing tourism and science together with a fun interactive immersion entertainment experience showcasing Florence, Oregon and the State of Oregon in a whole new way.

Executive Summary:

This executive summary gives a rough overview of the project and potential ideas. It is a concept and so is meant as a starting point for defining what the actual experience could or should be. It is forward thinking and attempts to provide a springboard for future creative and business development discussions.

Community: Florence is a seasonal tourism economy with a prime or peak use period occurring from about mid April to mid October, or roughly 180 to 190 days.

The season slows pre and post of this for about 80 days each side, but still is attractive given the development of the new 50 million dollar casino, and long attraction of winter tourists to the winter storms on the Oregon coast. The city and casino have an aggressive events program that helps attract visitors in both the peak season and the shoulder season.

The State is a progressive state hosting several major universities within a four hour driving radius from Florence, and has a strong work force presence in the high tech and sporting goods industries, as well as, other “contemporary” support and service industries.

The Florence area also has several unique tourist destinations, including the Sand Dunes State & Federal recreational parks and businesses for ATV use and dune exploration, as well as a major attraction just north of town, Sea Lion Caves that receives about 150,000 visitors a year alone.

The local area resident mix is leaning towards an over 60 population, (See notes and links.) but maintains an active and lively persona hosting many community events throughout the year.

It is generally a vibrant, typical tourism driven community and economy with many shops and businesses located along the main commercial street, Bay Street to the east of the property, and within easy walking distance. Most Florence events take place along the 4 to 6 blocks of Bay Street, and are peppered throughout the active peak visitor season, drawing many visitors to the area.

Property: The location is 1150 Bay Street in Florence Oregon. It is an existing property with good parking and excellent waterfront location, perfect for a tourist destination/family entertainment center/visitor experience.

The property is on the west side of 101 and the west end of Bay Street, and is clearly visible from the Siuslaw bridge as you enter the town on 101 heading north.

Facility: The facility has been empty and unused for several years, and will need some remodeling both for infrastructure and cosmetics.

It is approximately 9,500 square feet with parking for approximately 75 vehicles, and room for more on adjoining property. The adjacent lot could also be used for future expansion.

A good analogy might suggest that this property is, in fact, a perfect “anchor attraction property” to support the other businesses located directly adjacent to it along Bay Street.

The Experience:

The experience must have a compelling anchor attraction. Something that can not be experienced in the area or in other venues, and makes this new venue stand out as a desirable unique destination for Oregon tourists.

Technology and content development is experiencing yet another boom with

the development of VR headsets and the latest 360 camera systems. New compression systems and playback hardware are making it possible to view higher and higher resolution film quality videos up to 4K with 8k on the horizon. New projection hardware and computer hardware solutions are making this a viable and cost affordable presentation format for many upscale home owners, via large format televisions and projectors.

New anchor entertainment systems for venues must take the guest technically and creatively to a place not available in the home. There are now new 360 dome theater configurations available, with unique libraries of content for commercial installations, that will give the guest that “Immersion 360” experience that they are looking for.

By focusing the main show “Anchor” experience on the environment, we tap into the general overall consumer guest concerns, and help build their awareness of trending and important ecological matters related to the health of the planet and of man.

A careful selection of off-the-shelf, and original content, 360 dome presentation videos, coupled with an equally careful selection of high quality traditional and popular arcade type games that work thematically with the design and philosophy intent, will bring a new and exciting spin to the already very popular and financially successful “Family Entertainment Center” industry.

The overall experience may also include:

1. Food service in the form of a restaurant or food court.
2. Merchandise sales. Tourist gifts, local and regional fine art and crafts.
3. Live performance & music entertainment component.
4. Brew pub/ wine tasting component.
5. Internet entertainment linked to real venue.
6. Small bus route link to other venues in area.

Development “Concept” Budget:

The following is a concept budget for remodeling and developing a unique 10,000 square foot family entertainment center attraction, similar to the proposed project using an existing facility. The actual costs for remodeling may vary depending on the facility condition.

Facility remodel: Interior and exterior existing 10,000 square feet, allow \$75.00 per square foot minimum. **\$750,000.00**

Includes:

- 5,000 square foot themed “entertainment” area .
- 1,000 square foot “contract catered” food court food service area.
- 1,000 square foot..brew pub / wine tasting component.
- Support and back of house.
- 500 square foot merchandise /retail area.
- All area development and infrastructure costs.

Show and Entertainment: All shows and games, allow \$100.00 per square foot, not to exceed 5,000 square feet. **\$500,000.00**

Operational costs: not available at this time

Total development costs: **\$1,250,000.00**

Theoretical business Pro Forma:

Based on a ticket price of \$15.00 per person for admission.

Peak season target users:

50 people per hour @ \$15.00 per ticket	
50 x 8 hour day = 400 people per day	
400 x \$15.00 = \$6,000.00 per day @ 100% utilization	
\$3,000.00 per day @ 50% utilization	
180 days @ 50% (\$3,000.00) =	\$540,000.00
plus 20% merchandise sales =	\$108,000.00
plus 20% food & beverage sales =	\$108,000.00
Peak season gross receipts.....	\$756,000.00

Shoulder season revenue:

120 days @ 25% =	\$180,000.00
plus 20% merchandise sales =	\$ 36,000.00
plus 20% food & beverage sales =	\$ 36,000.00

Total annual projected gross receipts\$1,008,000.00

@ average approximate 50% to 60% utilization

Does not include receipts for:

1. Guest artist or special concert ticket sales
2. Special games direct sales on the floor via credit cards.
3. Special events like Weddings and party bookings.
4. Special Internet revenue from web site sales and subscriptions.
5. Franchise sales.

Exclusions:

1. Operational Budget estimate
2. Marketing Budget

Thank you, for this opportunity to explore a new and exciting business idea, presented here for your review and consideration. I look forward to further discussions and have also prepared an extensive reference and research document with links to many of the required information sites from the State of Oregon, Travel Oregon and other “Family Entertainment Center” industry marketing and development areas discussed in this document. Available on request.

I am happy to answer any questions and look forward to hearing your thoughts.

Regards,
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