



Southwest Amusement Park Consulting

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May 12, 2014

Mrs. Hemingway, Executive VP of Projects
TRC Inc.
6700 E. Broadway
Atlanta, Ga 39901

Dear Mrs. Hemingway:

Southwest Theme Park Consulting (STPC) takes great pleasure in responding to your desire in opening a theme park in the west Texas/southern New Mexico region per TRC Inc.'s Request for Proposal dated January 22, 2014. We would like to thank your associate Mr. Smith, Regional Project Director, for his assistance in providing all the necessary company and theme park operational standards before we prepared our proposal. Southwest Theme Park Consulting's new found working relationship with TRC Inc. has created inspiration and determination with a clear purpose towards your company's mission and goals.

Our proposal describes a Southwest Theme Park Consulting plan to deliver a full-service theme park to this region according to your rigorous standards and the public's needs. It will fulfill all of your required elements and capabilities, from theme driven and character based entertainment, to thrilling water and rollercoaster type rides. Our extensive research of the local interest and needs has led our design of a theme park that will exceed your wants and the public's needs. It will provide rides for the family, the kids, and the adult year round in the beautiful west Texas weather. Our theme park proposal is unique and designed specifically for TRC Inc. and your customers, to ensure profits, safe family fun, and many years of operation.

Thank you for the opportunity to present this proposal. We will use all the resources available at Southwest Theme Park Consulting to ensure each and every aspect of your new theme is successful.

Sincerely Yours,

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SALES PROPOSAL
2014 THEME PARK IN WEST TEXAS



Presented By

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Sales Proposal Distributed May 12, 2014

Prepared for

TRC Inc.

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Executive Summary

This sales proposal offers Southwest Theme Park Consulting's recommendations for a full service theme park in the west Texas and southern New Mexico regions using extensive research, survey data, and coordinating. Our purpose in giving TRC Inc. this sales proposal is to facilitate the transition and construction of this full-service theme park in El Paso, TX, by giving you all necessary description, cost analysis, site preparation, and other pertinent information required to selecting your course of action.

All of Southwest Theme Park Consulting's recommendations are made possible through our research and sales team. Our team members on this team consist of [REDACTED] (Chief Financial Officer), [REDACTED] (Executive Sales Manager), [REDACTED] (Executive Researcher), and [REDACTED] (Executive Entertainment Director). This sales proposal includes research conducted on the theme park industry across the state and in the region between the dates of February 22, 2014 and May 12, 2014. [REDACTED] focused the research on the key areas of theme, entertainment, and cost.

Furthermore, a survey was conducted between the dates of March 8, 2014 and April 8, 2014 asking seven questions and receiving thirty-nine responses ranging in distances up to 45 miles outside of El Paso, TX. This survey answered many of our question and directed our recommendations the most. Many of our initial impression were confirmed, while others were rejected. Extensive industry research combined with the survey data has led to a well-educated final recommendation and sales proposal.

Southwest Theme Park Consulting has concluded that El Paso is a ripe market for a full service

Figure 1: Population density of the proposed investment region (Source: US Census)



theme/water park (see Figure 1). This theme park should be based on local western history and adventure, consisting of rollercoasters, water rides, and entertainment shows. Each section of the park must be oriented to the family, and adults, and will serve a variety of foods and beverages representing unique cultures.

After contacting several contractors we have developed a total cost and delivery schedule for the theme park that will allow the park to be open by 2017. A budget has been researched and analyzed that fits within the parameters set forth. This plan is ready to be implemented immediately, according to budget and delivery timeline.

General Theme Park Description

Overall, Southwest Theme Park Consulting has concluded that El Paso is a ripe market waiting for the local vacation and entertainment opportunities a full service theme park would bring. It is our goal to make TRC Inc. the provider of this service. Our general recommendation is that TRC Inc. should begin construction immediately in this recovering market on a full service family oriented adventure/western themed amusement park.

Theme

Following our survey (see Table 1), we learned more about what the local community wanted in a theme park. We recommend the theme of the park include local western cowboys, Indians and mining. Additionally, an adventure town theme with Looney Tunes characters using local characters such as the University of Texas at El Paso mascot 'Pay dirt Pete.'

Name

Our current recommendation for the theme park's name is "Wild West Adventures!" This name incorporates each one of the recommended themes: Local History/Western theme, Adventure theme, and Cartoon Character theme, and had significant interest according to our survey.

Rides

Our proposed theme park includes rollercoasters, fair and carnival rides, family rides, water rides, haunted and fun houses, all based on the western adventure theme. These types of rides were the top entertainment rides chosen by the respondents of our survey.

Entertainment Shows

Wild West Adventure! Theme park will have extensive entertainment value for the whole family. Fireworks will be showcased every Friday and Saturday at sundown. Our recommendations include concerts and DJs, western rodeo shows, and character driven family productions.

Q: If there was a theme park here in the area, which themes would you be most interested in visiting?

* answers from 39 total respondents

** respondent could chose more then one response

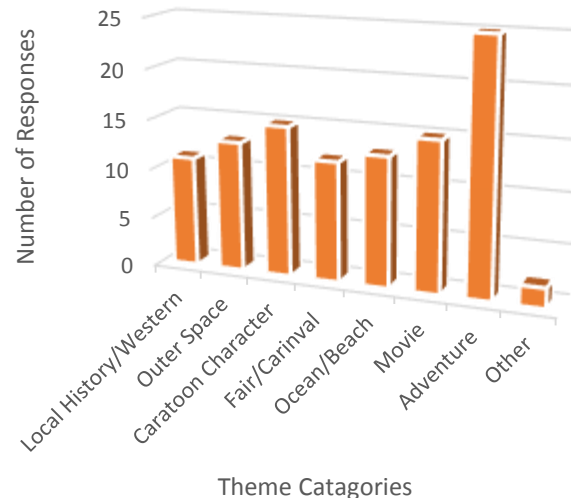


Table 1: Local opinion about a potential theme

Food and Beverage

This category is important in the Borderland where cultures combine to create exceptionally unique taste and flavors. Southwest Theme Park Consulting's proposed park will include Mexican, American, BBQ, and other Western flavors to satisfy all. Free Hydrating stations are a unique solution we have incorporated to add value for the customer and will be strategically placed around the park for safety and enjoyment. Alcohol will be included in our park plan, but only beer and wine in designated and controlled areas.

Detailed Solution

The Region's Theme Park Situation/Problem

El Paso currently only has two theme parks and one zoo servicing the 2.5 million people that inhabit El Paso, TX, Juarez, Mex., and Las Cruces, NM. One of the theme parks is outdated and small, fitting the description of a carnival more than a "Fiesta Texas" or TRC Inc. type theme park. The roller coasters even have a reputation for injuring people in the past. Some advertisements are aired on television that appear to have been made in the 80's or 90's, but overall the marketing and advertising plan has not reached the customer base. This park is located in Sunland Park, NM which makes it difficult to service the growing eastside of El Paso, TX. One review on Google Reviews states, "Wish I could have rated it zero star. I'm not trying to be a hater but this is all what El Paso got, and it isn't good enough. Please El Paso make something good!!!!!! Western Playland is tiny and is terrible. Rides are all rusty and old." This amusement park is 50 years old and needs updating.

The other amusement park in El Paso, TX is "Wet and Wild," also located on the west side. This location is good, compared to Western Playland, along the I-10 corridor servicing Las Cruces and El Paso equally. Although it has a good location, it lacks the size and wow factor to bring customers from all over the region. It only offers water rides and has fallen into a state of disrepair, much like Western Playland. This park has been in operation for 33 years and is outdated.

El Paso, TX and Juarez, Mex. are untapped markets. The east side is growing rapidly with a new VA medical center, Loop 375, and AAA stadium opening downtown. The two (2) afore mentioned amusement parks have yet to tap this customer base and provide a lack of service to the areas they do serve. If a large mainstream theme park was brought to this area, it could even service as far north as Albuquerque, NM and another 700,000 people.

STPC's Solution

Our proposed solution is the construction of a full service theme park serving El Paso, TX and the surrounding areas, provided by TRC Inc. The location best suited is near the intersection of Loop 375 and I-10 due to the undeveloped land, zoning, population, and ease of access. This location is easily serviced by all El Paso utilities and service industries. The theme of the park should be western/adventure utilizing local characters and history. The park must focus on the whole family and provide service as required to meet these needs. There will be mass transit system provided and

Ticket cost (advanced purchase)	\$40
Annual visitor goal	<u>x \$1,000,000</u>
Gross sales (annually)	\$40,000,000
Years of Operation	<u>x 4</u>
Gross sales	\$160,000,000
Initial investment	<u>-\$100,000,000</u>
Gross profit (before cost)	\$60,000,000

Table 2: Initially proposed profit margins

different food and entertainment themed sections of the park. We recommend charging no less than forty (40) dollars a ticket in order to make a profit (see table 2).

These figures are all low ball estimates used to summarize the potential profit in the region. The ticket cost is based off of advanced purchased tickets, not taking into account season tickets or ticket booth sales. The annual visitor rate is also a low estimate for a region that has 2.4 million residents. A theme park consisting of the recommended rides, entertainment, and theme will make TRC Inc. more money than any other in the state, and will provide a service to an underserved community.

Theme Details

Following a survey encompassing the El Paso and Las Cruces areas and 39 respondents, we learned more about what the local community wanted in a theme park. We discovered massive interest in adventure themes and cartoon character themes. Our initial idea for theme was based on local western history, which also received the 3rd highest interest on the survey. All this data helped us reach a consensus and decision on a wild west/adventure theme using Looney Tune characters (with Warner Brother's permission). The wild west/adventure theme would include local legends like Billy the Kid, Kit Carson, Wild Bill, and also incorporate the specific Looney Tunes characters of Wiley Coyote, the Roadrunner, Speedy Gonzalez, Yosemite Sam, and the Tasmanian devil. Local history and geography in the mining industry would be included in the rides and the UTEP mascot 'Pay dirt Pete'. The railroad's history is also incorporated into the park by providing a mass transit system combined into the theme connecting Saloons and restaurants, Boom towns, and Silver mining towns and shops. This theme should spark a connection with any American or Mexican, but most certainly will create interest within the region.

Figure 2: Proposed park name and logo

Name and Logo Details

One of our greatest challenges was developing a name that fits the theme, the local community, and attracts families to the park. Here at STPC we went a step further and not only developed a name but also a logo to represent our proposal to your company (see Figure 2). The name of our proposed theme park is "Wild West Adventure!" This name incorporates each

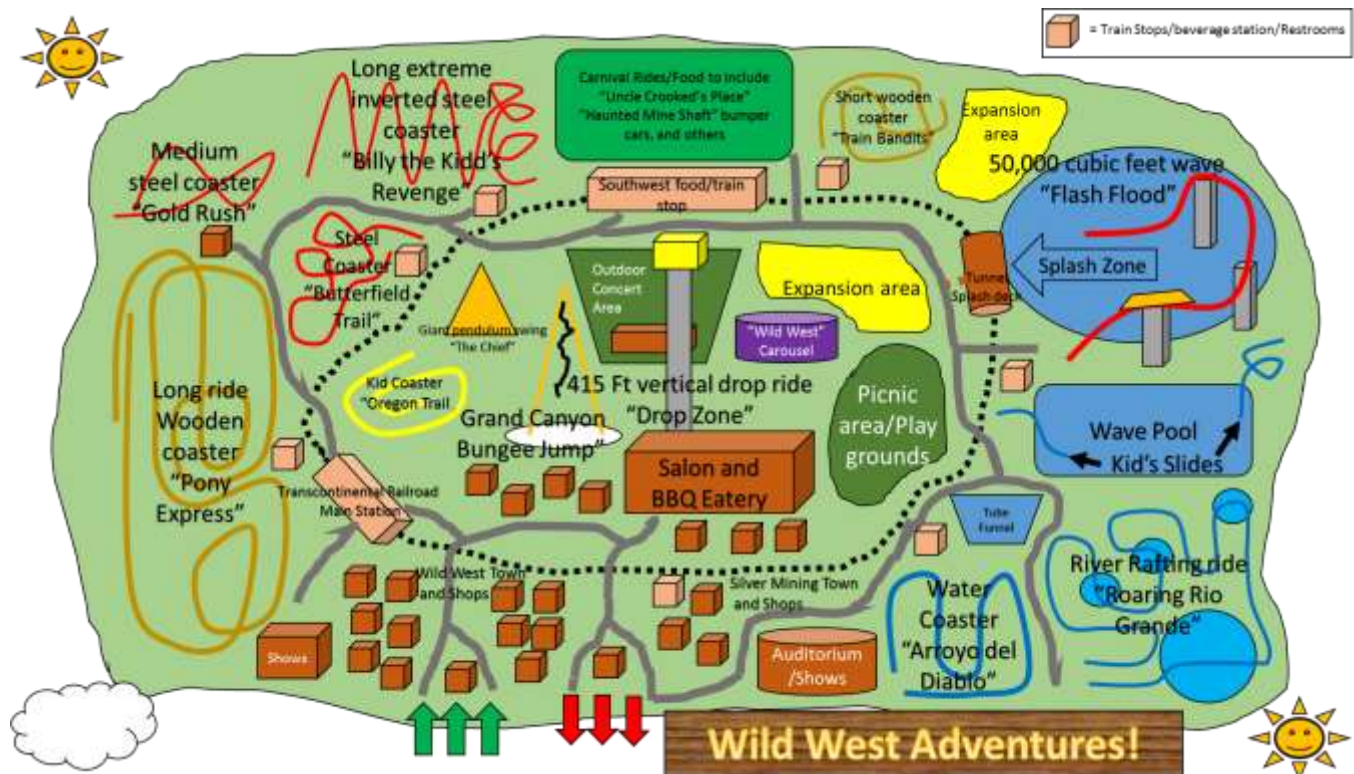


one of the themes popular in the community. The logo also includes pictures of the two main Warner Brother's characters that will be featured in the park. Our logo is eye catching, exciting, and inviting to kids of all ages. We recommend this logo be digitalized for online marketing and enlarged to form a huge sign system beside I-10 and Loop 375 on the east side of El Paso, TX. Marketing should extend into Mexico and New Mexico in a 200 mile radius using billboards and TV ads.

Ride Details

Different types of rollercoaster from wooden to steel, and from slow to super high-speed for adrenaline junkies would attract all age groups and enthusiasts. Our proposal is to have two (2) long rollercoaster, three (3) shorter ones, five (5) major water rides, and various other entertainment and rides. There will be a train named after "the Trans Continental Railroad" that goes around the park and transports visitors to different sections or parts of the park. We recommend three (3) or more steel rollercoaster ranging from different speeds and lengths. The proposed names are, *Gold Rush*, *Billy the Kidd's Revenge*, and, *Butterfield Trail*, along with a kid's coaster called *Oregon Trail*. These coaster would include high speeds, drops, loops, and inversions for the extreme rollercoaster fans of the region. We propose one long wooden roller coaster and two (2) shorter ones with expansion areas available. These would be named *Train Bandits* and *Pony Express* located according to Figure 3 (theme park map) below. Other rides would complement the rollercoaster main attractions, like the 415 ft. centrally located *Drop Zone* and the bungee jump ride called *the Grand Canyon*. These rides will give the park height to be seen around town and landmarks for navigating to, and inside, the park.

Figure 3: Proposed visitors map of the theme park



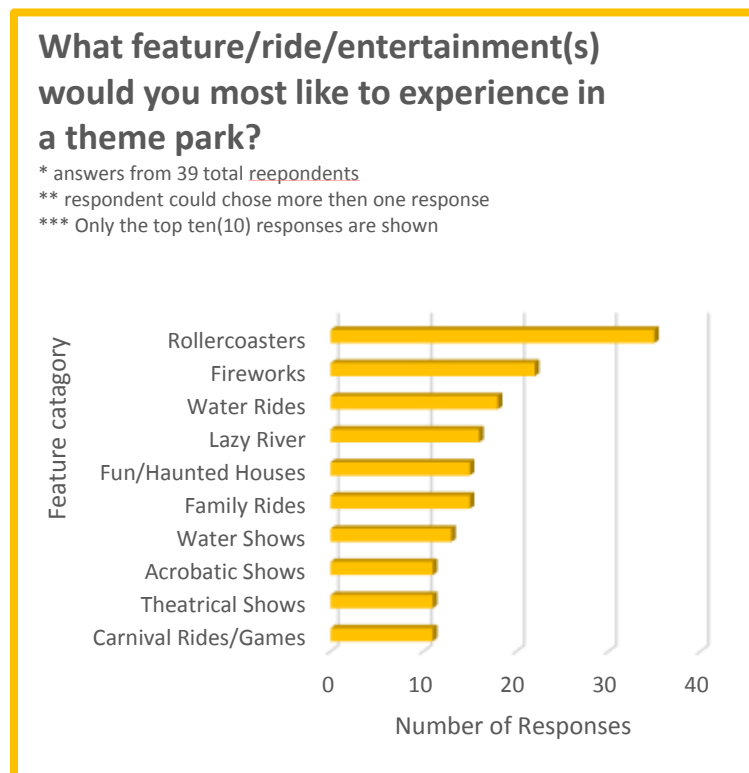
Another key section of the park can be found on the visitors map above in blue. This will be the water ride section with additional room for expansion as well. Here the park will have a 50,000 cubic ft. wave and splash zone ride called *Flash Flood*. Another attraction in this section, paying reference to the local geography, will be the *Roaring Rio Grande* river rafting experience ride. Water consumption will be kept to a minimum by installing and investing in a reuse program and filtration system made by RWL that will allow maintenance to only have to keep up with evaporation. Other water rides can be seen labeled with locations on Figure 3 (park map).

For the kids, we propose a carousel located in the center of the park which will allow kids to choose a horse and enjoy a trip through the “Wild West.” Included in the plan, is an area for smaller carnival/fair type coasters like twirling tea cups, flying balloons, bumper cars and go carts. Different carnival booth games and rides will be located in the section pictured on the park map. Another must, according to our survey, is a haunted house called the *Haunted Mine Shaft* and fun house named *Uncle Crooked’s Place*. This cabin would look normal from the outside, but inside it will look like the furniture is crooked with characters playing brain games. In the waterpark section there will be “just-for-kid” rides near the wave pool, and with dry and wet playgrounds. All of these proposed rides mentioned, and others not mentioned, can be found on Figure 3.

Entertainment Details

A theme park is not really complete without its amazing shows and entertainment venues. What families and kids remember the most is how amazing a show was, the colors it had, the characters and

Table 3: Local interest in entertainment at theme parks



the sounds. As mentioned earlier, an amazing fireworks show will wrap up every Fri. and Sat. night as a finale. We propose having the best in town using different kinds of shapes and colors that form images in the air that can be seen for miles around and across the border.

We also recommend inviting and scheduling the greatest performers in concert, and a variety of performances showcasing local southwest artists or famous DJ’s. This would bring in extra revenue and attract a different demographic to the park. Our own research (see Table 3) showed some interest in having celebrity meet-and-greets as well. These concerts would give that star appeal that gains notoriety for the park across the nation. Since our theme is

western oriented, country music should be the main stay, but not the rule. Country singers like Tim McGraw, Alan Jackson, Carrie Underwood, etc., are great performers to aim for, although any country act would appeal to the masses in El Paso, TX and southern New Mexico. The local community is also interested in the electronic music scene and DJ's. Any well-known DJ would attract large crowds for an evening of fun. Planned in the middle of the park, is a high-tech state of the art concert facility to host such events (see Figure 3).

Themed character shows will be a mainstay in the park and will occupy the two (2) auditoriums pictured on the visitor's map (Figure 3). These locations will keep the shows rolling throughout the day, incorporating rodeo shows and Looney Tunes characters for the kids and families (see Figure 4). There will also be a western chuck wagon character driven parade through the park two time during the day in both the towns depicted on the map. Each one of these entertainment programs will bridge the gap between the amusement park and weekend vacation crowds.



Figure 4: Wild West shows and characters (Source: Google)

Food and Beverage

As a border city, with two strong nationalities influencing the American and Mexican cultures, a unique quality of food and taste exist in the region. We recommend this new theme park represent these two cultures equally, but not exclusively. There should be appetizers such as wings, and turkey legs, nachos, pizza, and hamburgers (located at the southwest food court shown in Figure 3). Our research shows that our study group was pretty torn between having to pick one favorite category of food. This lends itself to having a theme park that features each type in different sections to reach this complex taste. The theme park should have restaurants featuring Mexican and Latin American food. There should also be great places that offer yummy American western food and BBQ (see Figure 3). Some of the more popular food represented in our survey chart are the standards like Hamburgers, Pizza, and Fair style foods (offered in booths throughout the park). These are a must to please the kids and allow for simplicity in the food industry and ordering across the park. Having these quick fast foods will allow more time for those visitors that want to spend most of their time on the rides. Since it is a family event going to a theme park, the priority should be family meals and rides. We recommend having family cook out areas available for reservation, and a fee, located conveniently to popular shows and rides (see green spaces on visitor's map-Figure 3).



Figure 5: Several types of *Aguas frescas* (source: Google)

According to our survey alcohol would be welcome in the park, but we recommend having specific serving areas only dedicated to 21 and over. In these areas there should be sufficient supervision, but also all the popular local beers and even some craft beers. A full bar serving food, wine, and liquor could be an option, but this brings with it limitations. One of the bigger revolving purchase and liabilities would maintaining a Texas Alcohol and Beverage Commission License (TABC). Much of the cost can be differed by only having a beer and wine license (see Table 4). Another hazard is underage

drinking and reckless behavior. Again it is a liability having the chance to serve alcohol to minors or those that have had too much to drink. This can be mitigated with strict enforcement of rules and a zero tolerance policy to violators. We strongly encourage issuing bracelets to those that have been verified as being old enough to drink, and not allowing alcoholic beverage to leave the designated areas. Special events and venues could have adjusted rules and policies to facilitate the event and vendors.

For the kids, a good suggestion borrowed from other parks, is free unlimited fountain drinks on the weekends with a variety of soda stands, or hydration stations, all over the park (DBS Interactive, 2014). Again, the park must not neglect water fountains and shaded areas where patrons can hydrate and escape the heat. Another attractive beverage in the area that is a staple in beating the heat is shaved ice, snow cones, and *Agua frescas* (see figure 5). These stands can be either mobile or stationary and spread throughout the park serving ice cream and other cold treats from America and Mexico. Our proposed comprehensive food and beverage plan will accommodate all visitors to the park, no matter where they are from. But how much is all this going to cost?

BG	Wine and Beer Retailer's Permit (Excluding BEXAR, DALLAS, HARRIS, TARRANT Counties)	Ch 25	\$350	\$553	\$903
BG	Wine and Beer Retailer's Permit (BEXAR, DALLAS, HARRIS, TARRANT Counties)	Original	\$2,000	\$553	\$2,553
		Renewal	\$1,500	\$553	\$2,053

Table 4: TABC beer and wine permit fees (Source: TABC)

Cost Analysis

This section of the proposal provides detailed cost information for the “Wild West Adventure!” theme park. There are several aspects of the theme park that require cost analysis and each will be covered thoroughly. Two local contractors and one international contractor were researched and quoted for this cost analysis. The two (2) local contractors are Hawk Construction and EP Commercial Construction. The main theme park contractor is an international co. named Amusement Logic out of Valencia, Spain. At the conclusion of this section, all cost will be calculated for a total proposed cost of TRC’s investment.

Theme and Character Cost: Includes all necessary cost involved in starting a new legal company and additional cost with using the ideas of others, plus lawyer cost.

<u>Expense description</u>	<u>Quantity</u>	<u>Price (per unit)</u>	<u>Total (US Dollar)</u>
Warner Brother’s trademarks	6 characters	\$10,000 annually plus marketing cost	\$60,000
UTEP Trademarks	1 character	10,000 annually plus marketing cost	10,000
LLC legal documents and lawyers	2	250 per hour x 2 weeks	84,000
a. Federal trademark	n/a	1,000 one-time fee (last 75 years)	1,000
b. Contractual work	n/a	Estimated (\$250 per hour) x 20 hours	5,000
Character costumes	100	500 per costume	50,000
a. Additional props	100	50-2,000 (price will vary)	<200,000
Total:			\$410,000

Land (surface and sub-surface) cost: Includes all purchasing cost and land clearing necessary to prepare for construction. Also includes, real estate fees, title fees, and closing cost. Sub-surface improvements and foundation shoring is included in this section. All quotes are projected through Amusement Logic and resourced locally by Hawk Construction (contractor fees included).

<u>Expense description</u>	<u>Quantity</u>	<u>Price (per unit)</u>	<u>Total (US Dollar)</u>
Land purchase price	500 acres	\$10,000 per acre (commercial property)	\$5 million
Real estate fees (closing cost, title, lawyers)	n/a	Fixed percentage of 4%	200,000
Site (land) clearing	500 acres	\$150-400 per hour for 2 acres (desert land clearing)	<100,000
Sub-surface preparation and inspection	500 acres	\$150-400 per hour for 2 acres or \$2.35 per square yard	<100,000
City property tax	5% (annually)	~ assessed value of 200 million (negotiate better price)	<10 million
Concrete	unknown	\$75 per cubic yard (1 acre = 43,560 square yards)	<10 million
Asphalt (parking)	80 acres	830 per acre 2.5 inches thick	66,400
a. Gravel cost	80 acres	800 per acre 2 inches thick	64,000
Total:			\$25.5 million

Rides: Includes all cost involved in rollercoaster, carnival type rides, water park rides, and themed transportation. Each quote was resourced, engineered, and will be constructed by Amusement Logic and their sub-contractors (contractor and sub-contractor fees included).

Expense description	Quantity	Price (per unit)	Total (US Dollar)
Rollercoasters: Steel	3		
1. <i>Gold Rush</i> (includes rail, cars, development, testing, maintenance, and foundation cost)	1	n/a	\$15.8 million
2. <i>Billy the Kidd's Revenge</i> (includes rail, cars, development, testing, foundation, and maintenance cost)	1	n/a	21 million
3. <i>Butterfield Trail</i> (includes rail, cars, development, testing, foundation, and maintenance cost)	1	n/a	12.7 million
4. Expansion steel coaster (includes rail, cars, development, testing, foundation, and maintenance cost)	1	Projected and not included in cost	(15 million)
Wood	3		
1. <i>Pony Express</i> (includes wood, track, cars, development, testing, maintenance, and foundation cost)	1	n/a	16.4 million
2. <i>Oregon Trail</i> (includes wood, track, cars, development, testing, maintenance, and foundation cost)	1	n/a	10.2 million
3. <i>Train Bandits</i> (includes wood, track, cars, development, testing, maintenance, and foundation cost)	1	n/a	13.6 million
4. Expansion wood coaster (includes wood, track, cars, development, testing, maintenance, and foundation cost)	1	Projected and not included in cost	15 million
Main attractions:	4		
1. <i>Drop Zone</i> (includes steel, assembly, development, testing, maintenance, and foundation cost)	1	n/a	10.8 million
2. <i>Grand Canyon Bungee Jump</i> (includes steel, assembly, development, testing, maintenance, and foundation cost)	1	n/a	4.7 million
3. <i>The Chief</i> (includes steel, assembly, development, testing, maintenance, and foundation cost)	1	n/a	4.1 million
4. <i>Wild West Carousel</i> (includes steel, foundation, horses, drive unit, maintenance, and assembly)	1	n/a	3.7 million
5. Expansion ride (includes steel, assembly, development, testing, maintenance, and foundation cost)	1	Projected and not included in cost	(3 million)
Water Rides:	5		
1. <i>Flash Flood</i> (includes assembly, design, maintenance, foundation, pond)	1	Boats x 3	7.2 million
2. <i>Roaring Rio Grande</i> (includes assembly, design, maintenance, foundation, pond)	1	Boats x 10	6.9 million
3. <i>Arroyo del Diablo</i> (includes assembly, design, maintenance, foundation, pond)	1	Boats x 10	6.8 million

<u>Expense description</u>	<u>Quantity</u>	<u>Price (per unit)</u>	<u>Total (US Dollar)</u>
4. Tube funnel (includes assembly, design, maintenance, foundation, pool)	1	Group tubes x 6	\$2 million
5. Wave pool (includes construction, wave maker assembly, concrete, and slides)	1	Slides x 2	1.9 million
Carnival Area Rides:			
1. <i>Uncle Crooked's Place</i> (includes assembly, design, and maintenance)	6	n/a	209,800
	1		
2. <i>Haunted Mine Shaft</i> (includes assembly, design, mine cars, track, building, and maintenance)	1	n/a	195,000
3. Bumper cars (includes assembly and bumper cars)	1	Bumper cars x 25	175,000
4. Miniature Golf course (includes assembly and accessories)	1	n/a	225,000
5. Batting Cage and Pitching Device (includes assembly and accessories)	1	n/a	140,000
6. Redemption Games/Inventory (includes assembly, accessories, and building)	20	n/a	50,000

Total: \$113.3 million

Infrastructure: This section of the cost analysis includes building (entertainment, service, offices, etc.), railroad, parking lots, utility installation, environmental construction, sidewalks, service roads, etc. These quotes and projections were resourced through the local contractor EP Commercial Construction and their sub-contractors.

<u>Expense description</u>	<u>Quantity</u>	<u>Price (per unit)</u>	<u>Total (US Dollar)</u>
General requirements			
Water (RWL industrial water reuse systems)	2	\$900,000	\$1.8 million
Service Streets	4	200,000	800,000
Water pipes (includes installation, labor, and testing)	2,000 yards	90	180,000
Electricity (includes electrician labor and fees to the power company for installation) (EPE and EPC)	1,200 yards from sub station	500	600,000
Storm Water and Infiltration Program	20	10,850	217,000
Building Permit/Subdivide/Connection	60	583.33	35,000
Construction Insurance	1	645,333	1.9 million
Sidewalks (Hawk Construction)	87,120 sq. ft.	3.25 sq. ft.	283,140
5 acre parking lots	4	3.66 sq. ft.	3.2 million
Signs (rides, entrance, hazard, and labeling)	291	varies	1.1 million
Park <i>Trans Continental</i> railroad (builder Alan Keef Ltd of Brittan)			
Track (narrow gauge 3' 6")	1.2 miles	650,000 per mile	780,000
Locomotives (new advance steam engines)	2	450,000 each	900,000
Train passenger cars	6	112,500 each	675,000
Design and inspection	n/a	5,000 for inspections and 50,000 for designers	55,000
Certified train engineers	2	50,000 per year	100,000
Tunnels and bridges (Hawk Construction)	1 tunnel, 2 bridges	35,000 for the <i>Splash Tunnel</i> , 45,000 for bridges	125,000

Maintenance	1 year	n/a	115,000
Buildings			
(EP Commercial Construction)			
Auditoriums (includes design, foundation, sub-surface, surface, electric, plumbing, and ancillary fixtures)	2	Large- \$7 million, Small- \$3.1 million	\$10.1 million
Food courts or eatery halls (includes design, foundation, sub-surface, surface, electric, plumbing, and ancillary fixtures)	2	BBQ and Saloon- 2.7 million, Southwest- 2.1 million	4.8 million
Outdoor concert stage and venue (includes design, foundation, sub-surface, surface, electric, plumbing, and ancillary fixtures)	1	n/a	1.9 million
Boom Town shops and building fronts (includes design, foundation, sub-surface, surface, electric, plumbing, and ancillary fixtures)	11	15,000 to 150,000 range	<1.6 million
Silver Town shops and building fronts (includes design, foundation, sub-surface, surface, electric, plumbing, and ancillary fixtures)	7	15,000 to 150,000 range	<1 million
Picnic area (includes design, foundation, sub-surface, surface, electric, plumbing, and ancillary fixtures)	2	70,000	140,000
Bathrooms (includes design, foundation, sub-surface, surface, electric, plumbing, and ancillary fixtures)	14	15,000 to 25,000 range	<350,000
Service, maintenance, and office buildings (includes design, foundation, sub-surface, surface, electric, plumbing, and ancillary fixtures)	20	40,000 to 100,000 range	<2 million
Ticket booths (EP Commercial Construction)	2 (10)	2 sections with 10 booths per section, each section is 115,000	230,000
			Total: \$34.9 million

Miscellaneous expenses: The following list of cost are items that will be needed to ensure operational readiness and a timely opening. These quotes and projections are taken from multiple wholesalers in the area that are willing to support your needs.

Expense description	Quantity	Price (per unit)	Total (US Dollar)
Office supplies and equipment (includes chairs, desk, file cabinets, etc.)	100	\$1,000 per set (desk, chair, file cabinet)	\$100,000
Computers or mobile tablets	50	500-1,000 per unit (some with tower, monitor, keyboard, and mouse)	<50,000
Food and beverage inventory (Coke or Pepsi contracts, beer and wine distributors, and food suppliers) (includes TABC fees)	2 weeks	Cost per week with daily visitor average of 2,780	339,500
Gasoline for vehicles	2 weeks	Cost per week at 60 for 10 vehicles	1,200
Landscaping	10 acres	10 per sq. ft.	4.3 million
Payroll	510	8.00 per hr. to \$90,000 range held for 1 year in escrow	11.7 million
			Total: \$16.5 million

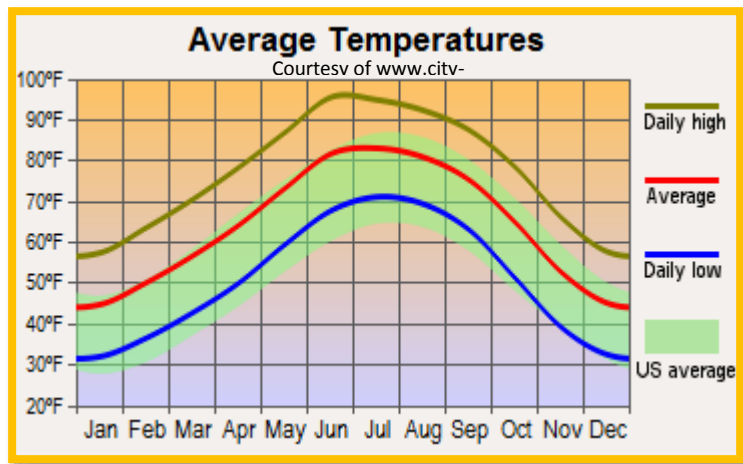
Overall Proposed Cost: Our team has assembled the best contractors and received the most current quotes to ensure the accuracy of our numbers. We are extremely confident in these numbers, but unfortunately some cost go unrealized. For this reason we have added a million dollar buffer amount to our overall cost for Wild West Adventures! Our goal is to keep cost down and finish under budget on time according to the delivery schedule.

Overall cost (with 1 million added): \$191.6 million (USD)

Delivery Schedule

We have brought together experts in order to develop a well-organized plan that will allow the construction of the amusement park to go smoothly and to avoid any delays. When the planning board approval is received, construction will begin. Our team will be able to deliver “Wild West Adventures” in 1,095 days, which is 3 years. Usually a rollercoaster takes about 5-6 months, and amusement parks can take up to 5 years to finish, depending on how big the park is and how many rollercoasters the park has.

Table 5: Seasonal weather



The estimates presented are based on a design with 2 long rollercoaster, 3 shorter ones, and 5 major water rides. There are many peripheral entertainment sections and buildings that are incorporated into the park that will add additional time. This estimated time line will rely on a division of construction stages and areas using separate contractors for each key aspect of the park. Some stages will be completed simultaneously, or overlap, at times.

Stage Description	Time line (consecutive)	Primary Contractor(s)
Stage 1: Site Preparation and Infrastructure	3 months	Amusement Logic, Hawk Construction
Stage 2: Center Area and Train	7 months	Amusement Logic, EP Commercial Construction, Alan Keef Ltd.
Stage 3: Roller Coasters and Buildings	15 months	Amusement Logic, EP Commercial Construction
Stage 4: Water Park, Entrance, and Parking Lots	8 months	Amusement Logic, Hawk Construction, RWL
Stage 5: Landscaping, Signs, Painting, and Set Design	3 months	Branching Out Landscaping, Lamar Signs, EP Commercial Construction, Amusement Logic
Stage 6: Building and Ride Inspections	1 month	EP Commercial Construction, Amusement Logic, US Theme Park Inspectors Inc.

Total Time: 37 months

Our team that will consist of engineers, architects, ride manufactures and construction crews, construction experts, landscapers and project managers working on a quickly, but safely, to deliver the park as soon as possible. This can vary depending on the rate of the construction or any delays we encounter such as weather, changes in plans or supplies not arriving on time. Some serious weather concerns do exist during the spring months when winds regularly gust into 40-50 mph (see table 5). This might limit crane use and rollercoaster construction for possible collapse hazards and blowing dust. Although delays might happen, we do not anticipate any difficulty and delay in meeting our delivery schedule of 3 years.

Site Preparation Description

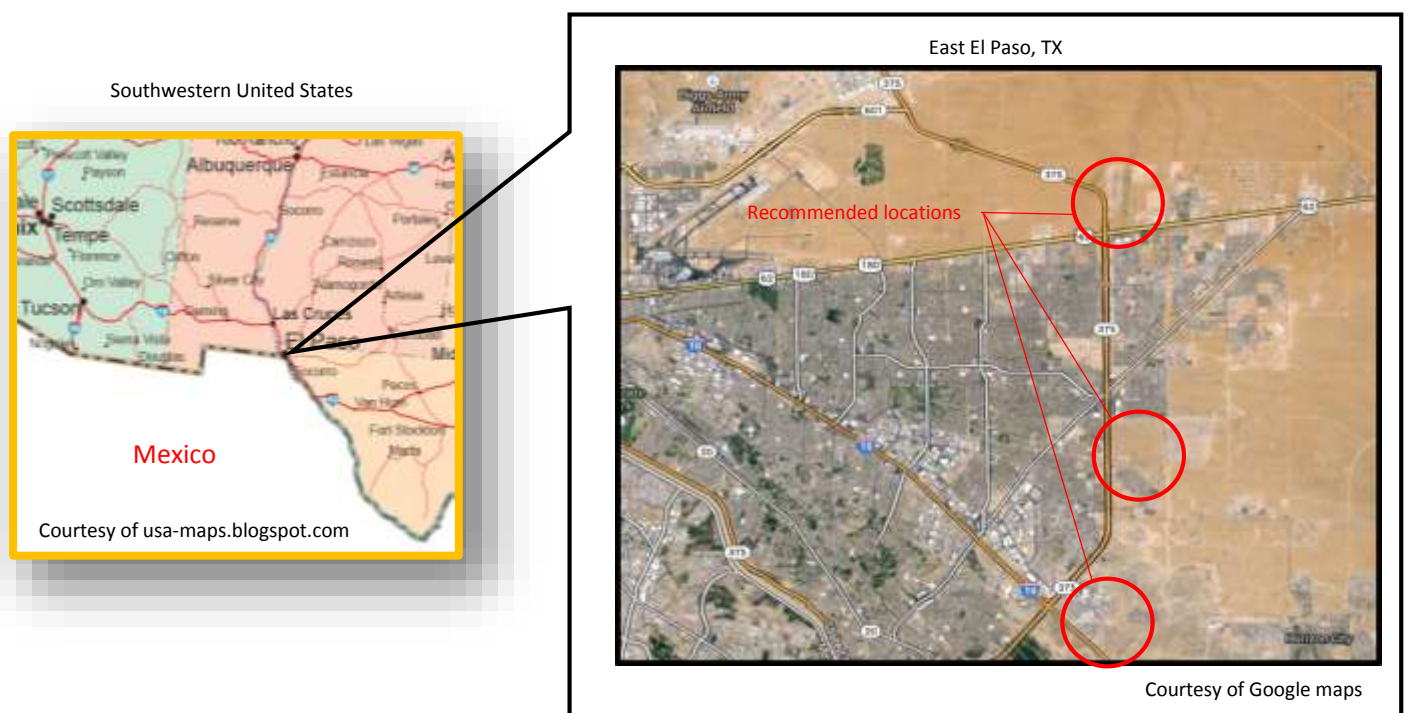
The area that Southwest Amusement Park Consulting has chosen for the theme park is a spot off Loop 375 highway, north of the I-10 intersection (see figure 6). This location is ideal for our theme park because it is vast and would require very little clearing and land management work. The land is currently not owned by any one so the land would have to be purchased from the State of Texas. The land would cost around \$5 million, not including the minimal clearing that would need to take place. In order to clear the land and prepare it for building, several things would need to happen. The land would need to be cleared of all debris and trees. Next, the land would need to be plowed in order for the land to be flat. Lastly, cement, asphalt, brick, or landscaping would need to be laid down over the cleared land.

There will be four entrances/exits in the theme park, one on the north side, south side, east side, and west side. Ticket offices will be at all of the gates in order to ensure short lines and quick friendly service.

Plumbing, electrical wiring, and gas are essential for a theme park. The plumbing needs to be laid down under the ground and have access to sewage waste area. The electrical wiring does not all have to be under ground, but it could also be carried to areas from power lines connected by El Paso Electric.

Environmental concerns will be limited. Waste management will be regulated heavily, and garbage disposal will be as well. The only environmental concern that will not be able to be regulated heavily is the gas that is used to power generators and roller coasters. The fumes will be kept at a minimum, but the output of carbon emission levels is never good for the environment.

Figure 6: Site map



Training Requirements with Potential Cost

In order to ensure the safety and fluid operation of the theme park, the theme park would offer courses on training employees for the job. There is also external training requirements that must be accomplished to have effective and safe employees. External training would be mandatory and required of certain employees that require it for their position. Below list these training programs and their cost:

Roller coaster operations/maintenance and miscellaneous job training

Position requirements: ride operators, ride managers

Length: 5 days

Cost: \$1,000 (instructors and materials)

Method: hands on

Renewal: Given quarterly

CPR course

Position requirements: all employees

Length: 3 hours

Cost: \$90 (per employee)

Method: hands on or online

Renewal: annually

Life guard training

Position requirements: life guards

Length: 3 days

Cost: \$150 (per employee)

Method: hands on and performance testing

Renewal: annually

Food handlers permit

Position requirements: servers and cooks

Length: 1 day

Cost: \$60 (per employee)

Method: classroom

Renewal: annually

This training would allow the employees to learn how to operate the roller coasters and water rides. Also, the roller coasters would be able to run smoothly with the proper upkeep from trained employees. With the miscellaneous training, employees will learn how to work at concession stands, gift shops, restaurants, and water rides.

Statement of Responsibilities

Based on our years of theme park coordination, networking, and consulting, Southwest Theme Park Consulting believes a successful theme park investment requires a clear understanding of provider and client responsibilities.

STPC Responsibilities

Generally, it is Southwest Theme Park Consulting's responsibility to provide its clients with needed assistance in coordinating and consulting with local and international firms, ensuring accurate and quality design construction within the budget and scheduled opening.

- Provide communication and assistance across all contractors, firms and clients.
- Develop master schedule and issue guidance for all firms (construction, engineering, design, support, etc.) in order to maintain the park's construction timeline, no later than 180 days prior to site preparation.
- Provide coordination of international firms with local firms in accordance with construction schedule.
- Provide TRC's vision to all parties involved in the design, engineering, and construction of the park.
- Provide TRC a copy of all blue prints, cost analysis, and receipts during construction for complete situational awareness during the process.
- Communicate any changes to budget, construction schedule, or design to TRC no later than 30 days from specific construction stage.

TRC's Responsibilities

- Provide all necessary financing and payment for the proposed theme park in accordance with the cost analysis provided in this sales proposal.
- Conduct or hire another firm for the hiring and interview process for all required positions and training outlined in this proposal.
- Provide services from your legal firm, or outsourced, for all contractual documentation between your company and the primary contractors.
- Purchase the land prior to the designated site preparation start date.
- Assume responsibility for opening and operating Wild West Adventures! Upon completion of construction and inspection.

Description of Vendor

Southwest Theme Park Consulting coordinates, develops, and markets theme park designs and construction plans for theme park owner/operators investing in the southwestern region of the United States. This market is primarily serviced by several commercial, industrial, and retail contractors concentrated around a few large population centers.

Southwest Theme Park Consulting's services encompass years of hard work and research finding the best contractors, sub-contractors, and designers from all over the region and world. Our designs are well researched using local knowledge and community input, but also engineered to service customers and our clients efficiently and with simplicity that makes sense. We focus our efforts at providing large full service theme parks to investors and underserved markets. Some of our most recent work can be enjoyed in Salt Lake City at "The Thunder Dome" and in Phoenix's "Too Cool Water Park." We have developed relationships with key construction firms all over the region, allowing us to bring our customers the best product at competitive prices.

Southwest Theme Park Consulting was founded in 2003 and presently has approximately 30 employees. Southwest Theme Park Consulting is headquartered in EL Paso, TX, but has regional offices in Phoenix and Denver. Our headquarters is located at 500 W. University Ave., El Paso, TX, 79968. For a detailed description of the services we provide, visit our website at www.southwestthemeparkconsulting.com.

Why Southwest Theme Park Consulting?

✓ *Corporate commitment to the entertainment industry*

STPC's commitment to the theme park industry is unmatched. We are continuously striving to provide leadership and well known service in the theme park/entertainment industry. It is our goal to ensure our client's investment provides profit performance and industry leading technology.

✓ *Leading Edge Technology*

Over the years, STPC has increasingly funded research and development to achieve a technology gap between our competitors. In 2013, our company spent 3.1 million dollars towards the best designed and technologically advanced rides. Each and every day we look towards the future to keep the edge for our clients.

✓ *Fastest Growing Consulting Firm*

STPC, for the past two years, is ranked number one in theme park design and construction in the southwestern United States. Last year, Forbes Magazine recognized our firm as the, "Fastest growing amongst entertainment consulting firms with less than 50 employees." These awards and accolades are a credit to our hard work and our customer's confidence in the products and services we offer.

Conclusion

Southwest Theme Park Consulting welcomes the opportunity to submit this proposal to TRC Inc. Southwest Theme Park Consulting is confident that we have offered the right solution at a competitive price. Based on our regional survey, the theme park industry research, and market trends, this proposal takes into account every aspect required to make the right theme park decision for TRC Inc. Our proposal will also, we believe, offer TRC Inc. a profitable investment well into the future and a stepping stone into other markets in the southwest.

STPC has a proven track record of success in the theme park consulting, design, and construction business, stretching over a decade. We also have a demonstrated record of success with our past clients or subsidiaries of TRC Inc. We believe that Wild West Adventures! theme/water park will meet or exceed your expectations and only strengthen our partnership.

Should you require additional information about any facet of this proposal, please contact our Executive Sales Manager, [REDACTED], who will personally arrange to meet with you or arrange for Southwest Them Park Consulting sales department staff to meet with you, and/or send you the information you need.

We look forward to your decision and continued success in our working relationship with TRC Inc.

Thank You!

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Appendix A: Southwest Theme Park Consulting El Paso-Las Cruces Survey

1. What is your zip code?

2. If there was a theme park here in the area, which themes would you be most interested in visiting? (select all that apply)
 - a. Local history/Western theme
 - b. Outer space theme
 - c. Cartoon character theme
 - d. Fair/Carnival theme
 - e. Ocean/Beach theme
 - f. Movie themes
 - g. Adventure themes
 - h. Other (please specify)
3. What feature/ride/entertainment(s) would you most like to experience in a theme park? (Please select all that apply)
 - a. Fireworks
 - b. Rollercoasters
 - c. Theatrical shows
 - d. Parades
 - e. Acrobatic shows
 - f. Water shows
 - g. Fun or Haunted houses
 - h. Kid rides
 - i. Water rides
 - j. Wave pool
 - k. Lazy river
 - l. Family rides
 - m. Fair/Carnival rides
 - n. Other (please specify)
4. Where do you think a full service theme park should be located in the area?
 - a. Downtown El Paso
 - b. Northeast El Paso
 - c. East EL Paso
 - d. West El Paso
 - e. Lower Valley El Paso
 - f. Upper Valley El Paso
 - g. Las Cruces
 - h. Anthony
 - i. N. Loop 375

j. Other (please specify)

5. What kind(s) of foods do you prefer to eat at theme parks? (Please select all that apply)

- a. Fair/Carnival food
- b. German foods
- c. Mexican foods
- d. Hamburgers
- e. Finger foods
- f. Hot dogs
- g. Pizza
- h. Home-style cooking
- i. Popcorn
- j. Candy/Sweets
- k. Other (please specify)

6. How much would you be willing to spend on one all day ticket at a full service theme park?

- a. Less than \$20
- b. \$20-\$30
- c. \$30-\$40
- d. \$40-\$50
- e. \$50-\$60
- f. \$60-\$70
- g. More than \$70

7. Should alcohol be served at a full service theme park in the region?

- a. Yes
- b. No

Glossary

STPC- Southwest Theme Park Consulting

CPR- Cardio-Pulmonary Recitation

USD- United States Dollar

MPH- Miles per Hour

TABC- Texas Alcohol and Beverage Commission

UTEP- University of Texas at El Paso

EPC- El Paso Commercial Construction

LLC- Limited Liability Company

Aguas frescas- A combination of fruits, cereals, flowers, or seeds blended with sugar and water to make light non-alcoholic beverages. They are popular in Mexico, Central America, the Caribbean, and the United States.

VA- Veterans Affairs

Craft beer- A unique style beers typically from micro-breweries

DJ- Disk Jockey

Arroyo- A dried up creek bed or wash out in a small canyon

AAA- One level of baseball down from the professional league

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