



Price

Leisure Group

**Specializing in
Leisure Time
Attractions and
Resorts**

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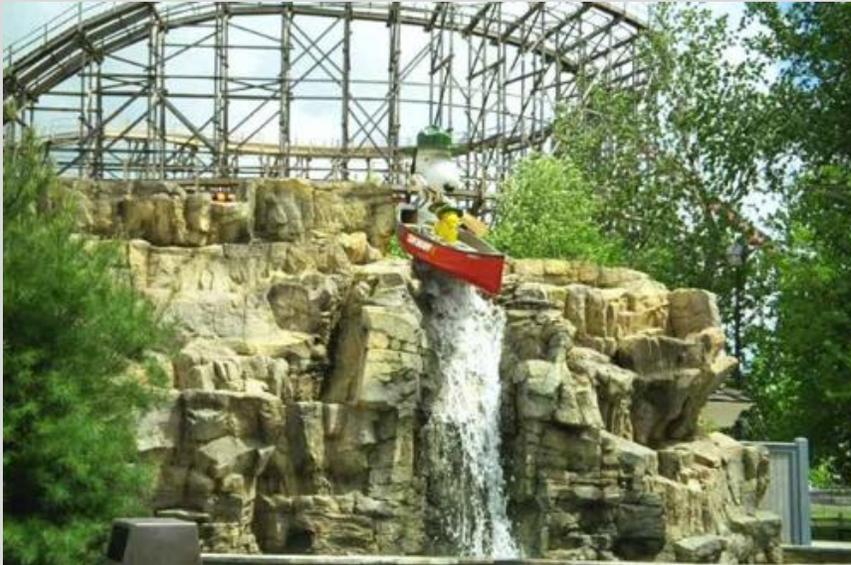
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OUR STORY

The **Price Leisure Group** brings together the talent, technology, chemistry, expertise and experience to support the unique needs of developers, designers, operators and owners in the hospitality / attractions industry. Our commitment and passion is to support our clients by building a diverse, cross-disciplinary team with backgrounds in economic analysis, facility design, creative design, planning, project management and operations to maximize a project's success.

David Price, Founder of the Price Leisure Group is the son of attractions legend **Harrison "Buzz" Price**. Having grown up in the business, David brings a lifetime of professional experience, relationships, understanding and commitment in the leisure industry involving projects ranging from family attractions, theme parks, resorts, hotels & restaurants and mixed-use development.

Every entertainment attraction has a special purpose. The key is to understand what gives it heart and sustainability. This blending of *heart and mind* is the value and underlying principal of the **Price Leisure Group** and the commitment and passion we bring to each assignment.



Camp Snoopy, Cedar Fair Park, Sandusky, Ohio

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Attraction Legend Harrison "Buzz" Price



Walt Disney, CV Wood & Harrison "Buzz" Price

ATTRACTION LEGEND, HARRISON "BUZZ" PRICE

Harrison "Buzz" Price (1921 - 2010) is an Industry Legend recognized for having created the assessment metrics and feasibility tools that ushered in a watershed era for the world's Theme Park and Themed Entertainment Industries in the Twentieth Century.

Working within a professional relationship with Walt Disney, "Buzz" initiated and successfully completed the founding feasibility studies, market analysis and site selection for Disneyland, Anaheim - and later for Disney World, Orlando - thus creating the watershed for the world's Theme Park and Themed Entertainment Industries in the Twentieth Century.

The Themed Entertainment Association (TEA) representing creators of compelling places and experiences worldwide, honored Harrison "Buzz" Price by naming its Lifetime Achievement Award in his name – Buzz Price Thea Award for a Lifetime of Distinguished Achievements.

"Buzz" provided the metrics for measuring the return on investment allowing an entertainment industry to come together to focus its energy and talent around a special purpose – to put smiles on the faces of children, families and people across the globe. - David Price

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Price, TEA Western Division Past President



Harrison "Buzz" Price Window Dedication at Disneyland

DAVID PRICE

David Price, Founder of the Price Leisure Group, brings a lifetime of professional experience, relationships, understanding and commitment in the leisure industry involving projects ranging from family attractions, theme parks, resorts, hotels & restaurants and mixed-use development.

David is a Thomas J. Watson Fellow with a Masters Degree in Architecture from Harvard University. He graduated from Pomona College and studied art and art history at Tyler School of Art in Rome, Italy. He has over thirty five years experience as a practicing architect and worked extensively with his father "Buzz" Price on attractions related projects in North America and Asia. He is past-president of the Themed Entertainment Association Western Division and presently serves on the Executive Committee for the Western Division Board.

In addition, David is Vice-President and Board Director for Ryman Arts, an arts education program for talented high school students. David is also Vice-President and Board Director for the Parentis Foundation providing literacy education programs for elementary school children.

David Price has recently written a book "**Buzz Stories at Thirty Thousand Feet**" and is presently developing with **The Producers Group** and industry colleagues an "**Ask Buzz**" **App** that allows users to access and calculate preliminary planning factors relating to the attraction industry. "Buzz Stories" and App are planned to be released at **IAAPA Expo 2018**, its 100-Anniversary.

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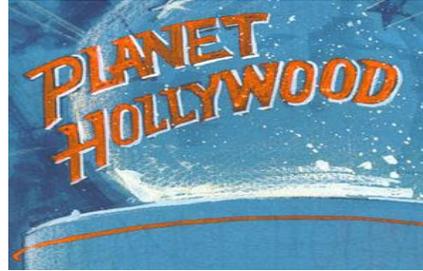
The attractions entertainment industry is made up of design studios, architects and engineers, fabricators, integrators, major owner-operators and content creators that stretch across the globe.

Today the **Price Leisure Group** and its strategic partners are honored to carry forward the tradition of commitment and service that defines our industry.

“Our commitment and passion is to support our clients by building a diverse, cross-disciplinary “TEAM” with backgrounds in economic analysis, creative master planning, facilities design & integration, project management and operations to maximize a project's success.”

- David Price

OUR RESOURCE SERVICES



Project Management



Market Research



Economic Feasibility



Attraction Charrette



Operation Planning



Design Research



**Master Planning
and Design**



**Architecture &
Engineering**



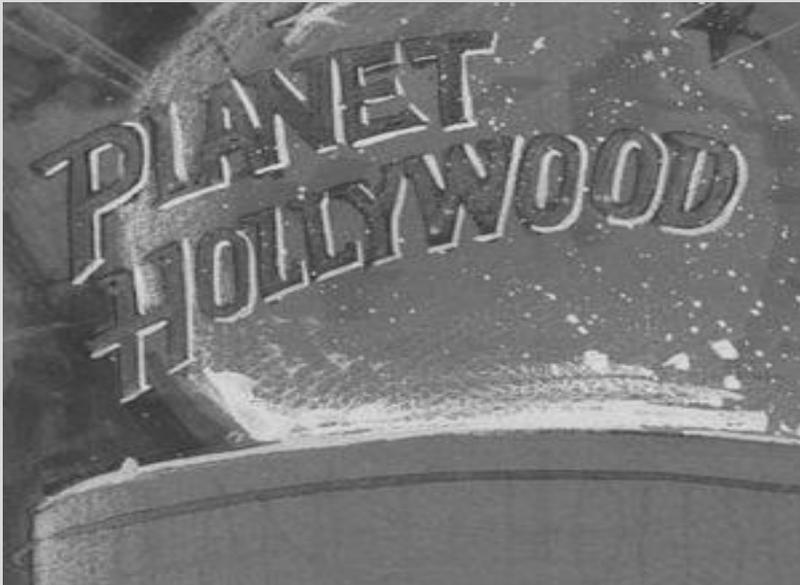
**Construction
Management**

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OUR TEAM – PROJECT MANAGEMENT

The Price Leisure Group has the resources and experience to manage a multi-phased process of creating and developing attraction projects (theme parks, water parks, visitor centers, museums, aquariums, etc.). This process is similar to that followed by architects, engineers and contractors in developing commercial real estate projects. All of the disciplines involved in traditional commercial development are a part into the process of developing attraction projects. The differences involved in designing and developing attraction projects are found in the integration of attraction, show and exhibit design and production disciplines into the traditional development process. When properly directed and managed, the attraction development process results in an efficient facility program, an intelligent aesthetic and functional design and an effective, people-pleasing attraction experience.



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OUR TEAM – MARKET RESEARCH

The Price Leisure Group has the resources and experience to manage critical market research consulting services to address:

- a) Development of new and existing visitor attractions and events.
- b) Visitor or customer profiling and segmentation.
- c) Exploration of visitor behavior and motivations.
- d) Identifying opportunities to attract new customers / visitors and increase loyalty among existing ones.
- e) Research among high value, premium passengers and customers.
- f) Evaluating the success of new initiatives.
- g) Identifying how to cost – effectively add value and appeal to your brand or attraction.
- h) Creation of an effective market positioning.
- i) Development of impactful and motivating marketing and communications.
- j) Post advertising evaluation.
- k) Developing more beneficial relationships with trade partners.



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OUR TEAM – ECONOMIC FEASIBILITY

The Price Leisure Group has the resources and experience to manage and guide critical economic consulting services including:

- a) Market Feasibility including site evaluation, market segmentation, demand analysis of estimated attendance, utilization, phasing and appropriate sizing.
- b) Program Development involving conceptual design, visitor experience evaluations, interpretive planning, facility sizing, and visitor services plans.
- c) Financial Feasibility involving projections of revenues, operating expenses, capital costs, and financing plans.
- d) Revenue Strategies involving creative approaches to the unique challenges of revenue generation.
- e) Economic and Fiscal Impact Analysis including assessments of jobs created, taxes, income generated, taxes, income generated for communities, and indirect, direct, and induced benefits.
- f) Operational Plans including management structures, staffing requirements, marketing plans, and expense analysis.



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OUR TEAM – ATTRACTION CHARRETTE

The Price Leisure Group's master planning approach for Attraction Projects (be they visitor centers, museums, cultural centers, them parks and other forms of themed destinations) often involves utilization of a productive and cost effective technique which explores concepts and opportunities called the ATTRACTON CHARRETTE.

The charrette is normally a two-day brainstorming session, and its purpose is to fully explore the visitor experience / exhibition / recreation / attendance potential of a development opportunity. The result of the charrette is a multi-disciplined overview of a proposed project – its objectives, its themes and attraction / exhibition / presentation elements, its target audience, its location and market area.

In addition, the charrette establishes rough order of magnitude development parameters including annual attendance, design-day attendance and project sizing and capacity requirements; and, as may be necessary, a rational investment target based on estimated operating revenues and expenses.



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OUR TEAM – OPERATIONAL PLANNING

The Price Leisure Group believes that the foundation for a successful attraction and quality experience for the guest in terms of show value and guest service is a strong operating and management program. As such, it is essential that all planning, design, construction and operational activities are closely linked.

The Price Leisure Group, working closely with the Owner, has the resources and experience to organize and develop an Operating Plan that includes: Operations, Merchandise, Entertainment, Finance, Marketing, Administration & Personnel and Maintenance & General Services.

Extensive operational planning includes reviewing design from an operational viewpoint, developing operating and labor budgets, analyzing the "guest experience", determining operational equipment requirements, determining labor requirements, development of employee orientation and training program requirements, safety planning issues and safety design review, development of maintenance programs and consideration of growth and evolution of the facility after opening to ensure continued success and repeat visitation.



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OUR TEAM – DESIGN RESEARCH

The discipline of design research is based on the view that design has its own things to know and its own ways of knowing them. There exists a "*designerly*" way of thinking and communicating that is both different from scientific and scholarly ways of thinking and communicating, and as powerful as scientific and scholarly methods of enquiry when applied to its own kinds of problems.

Implicit to design research practice is the artistic, intuitive processes which interactive designers bring to situations of uncertainty, instability, uniqueness and value conflict.

The emergence of design research as a core discipline of the entertainment and attractions industry grew out of an expanding research base within many design schools and the emergence of interaction design as a key factor in shaping places of compelling places and experiences.



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OUR TEAM – MASTER PLANNING AND DESIGN

The Price Leisure Group is committed to supporting the critical role of the attraction designer whose responsibility is to evolve and mature attraction/exhibition concepts. The personality and character of the project is largely determined during the master planning and schematic phase. The importance of getting the master plan right cannot be overstated.

After the attraction concept is thoroughly and rigorously defined, it is expressed in the form of a Concept Master Plan. This process requires the attraction designer and facility architect to closely coordinate their work and, at the same time, maintain active involvement from the Owner.

A comprehensive Master Plan Design Package provides the attraction menu, development program (food and beverage, retail, guest services, administrative, back-of-house) and architectural character of the project. Schematic plans, sections and elevations of facilities and site development requirements incorporating construction systems and materials, local constructability conditions and local code and regulatory requirements will be prepared. In addition, an integrated preliminary project cost estimate and schedule are prepared.



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OUR TEAM – ARCHITECTURE & ENGINEERING

Price Leisure Group provides Design Assist Services to Owners, Developers and Public/Private Partnerships. David Price, Founder and President of the Price Leisure Group works closely with Design Studios and Architectural Firms to support their attraction project initiatives.

The success of an attraction development hinges on the critical need for comprehensive architectural, engineering and site development drawings that are translated into biddable documents for construction.

- The Facility Architect has a lion's share of work to complete.
 - The Attraction Producer/Designer's primary responsibility is to provide technical assistance to the Facility Architect and to review all CDs for show/exhibit design approval prior to releasing the documents for construction.
 - The Construction Manager's task is to coordinate completion of the CDs, finalize the procurement strategy, confirm the project budget and schedule, and pre-qualify construction trade contractors.
- The Owner is looking ahead in earnest to recruiting senior members of the operating staff and developing the marketing and promotions strategy for opening the project.



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OUR TEAM – CONSTRUCTION MANAGEMENT

The Price Leisure Group provides resources for critical Construction Management Services. During the construction phase, the project site and facilities are being constructed and all attraction, show and exhibit elements are being fabricated and produced.

- The On-site Construction Manager or GC has the lead responsibility for all on-site project coordination and scheduling.
- The Facility Architect is responsible for providing construction administration services (i.e., processing RFIs, reviewing contractor submittals and conducting building and site inspections).
- The Attraction Producer/Designer also has site representation to provide attraction/show/exhibit construction administration services.

Off-site, the Attraction Producer/Designer is responsible for overseeing production and fabrication of all attraction elements. As the facility approaches completion, the Attraction Producer/Designer assumes a more prominent role on-site, managing and coordinating show/exhibits installation.

The Owner spends increasing amounts of time and resources recruiting and hiring the project's management and operating staff, including the senior maintenance manager(s) having responsibility for facility and show/exhibit systems. These managers and their key staff participate in "test and adjust" and training requirements associated with all building and show technical system installations. In addition, the Owner finalizes and executes the project's marketing, promotion, public relations and grand opening plans.



