SINCE 1967

SNOW & ASSOCIATES

CREATIVE DEVELOPMENT

GREAT SALOONS & GATHERING PLACES

Great American Exposition

Shopping's never been so much fun!

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PROLOGUE

Once upon a time, there was a beautiful, tropical land of sunshine far to the south in a country called America. This marvelous land, discovered by the Spaniards, was a peaceful and warm land in a large area known as Florida. It was a wonderful, lush, landscape of swamps, alligators, tropical plants and birds, large and small, beautiful beaches, fish filled lakes, and vast citrus groves. Its few inhabitants were mainly the tenders of these groves of oranges, lemons and tangerines. Soon the rest of the nation heard of the charms of this beautiful land and moved in droves from the icy, frozen, hardscrabble, industrial land to the north called Yankee Land to the land of sunshine in the south dubbed Dixie Land. They soon built towns, businesses, and tourist attractions for the weary visitors from the North. For the most part, these quaint little attractions were family owned, and were passed from generation to generation.

One balmy morning, Dick Pope, the patriarch of such an attraction, known as Cypress Gardens, an attraction of beautiful Florida gardens, lakes, and water ski shows, received a curious call from his parking lot attendant. A middle aged man, well dressed, and obviously not a vagrant, was going from car to car, writing down the states from all the license plates on the cars in the lot. He sent his son Dick Jr. out to the lot to check out this curious behavior. Dick Jr. confronted the man and met for the first time Walt Disney, the developer of a great attraction in California, a sunny heavily populated land many, many, miles away on a faraway western coast. Little did he know that this man was doing his marketing research for an attraction that would change his world of Florida forever.

In the beginning…

That chance first meeting of Dick Pope Jr. and Walt Disney would result in the silent purchase of 32,000 acres of Florida paradise. Soon there was built a gigantic attraction of exotic worlds, river cruises, historic town centers, futuristic rides, and wonderments from the minds of the Disney fantasy team. With his friend Jim Rouse, the builder of inner city marketplaces, and retail attractions, they formulated the idea of "EPCOT", an Experimental Prototype Community of Tomorrow. Walt unfortunately passed away, but Jim started immediately on the assembly of 65,000 acres between

Baltimore and Washington, on his own EPCOT, the new "City of Columbia". After years of challenges it is now a wonderful, successful planned city of 185,000 residents and a thriving downtown complete with schools, shopping, entertainment, parks and quiet places. Disney with their WED “imagineers” built their very successful EPCOT, which wound up being simply an attraction of foreign pavilions.

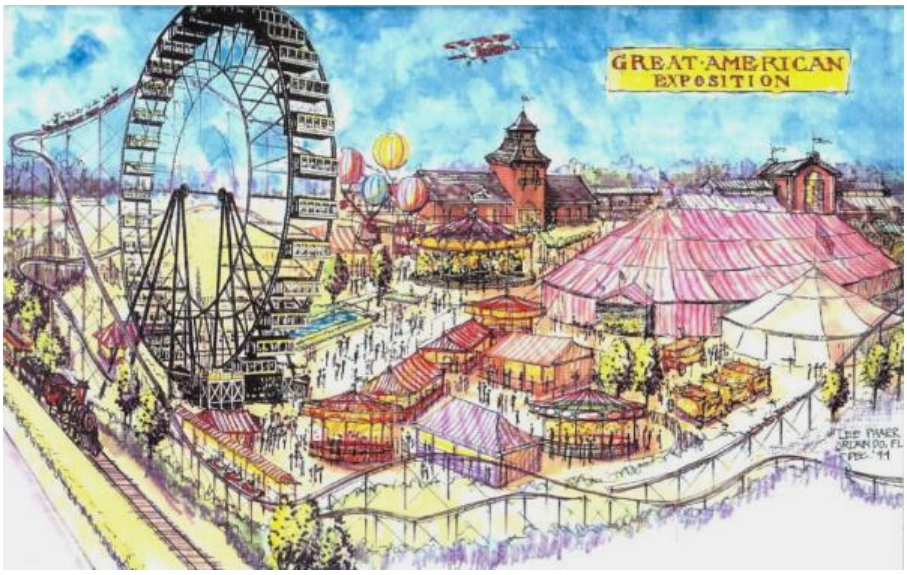
And today…

Orlando is the entertainment capital of the World. Walt Disney World, EPCOT, Universal Studios, Sea World, and lesser attractions attract over 55 million visitors a year to the Orlando area.

With over 150,000 hotel rooms, and every conceivable attraction, thrill ride, movie studio, futuristic fantasy, entertainment center, retail mall, and restaurant available to man, the competition became fierce for the tourist time and dollar. Location, concept, and execution became paramount. The venerable Cypress Gardens in remote Winter Haven, has passed through three ownerships since Dick Pope Jr met Walt Disney years ago in his parking lot doing his due diligence. It is now a Lego Land.

A number of years ago Bob Snow, the developer of Urban Entertainment Centers like *Church Street Station* in downtown Orlando, developed a partnership with Jim Rouse to build the *Exchange at Church Street Station*. This was a specialty retail center anchored by landmark entertainment and dining attractions. This attraction attracted over 4 million visitors in 1990, the last year Snow and Rouse owned the project. This partnership with Jim Rouse and his *Enterprise Development Co* would result in many ongoing joint efforts in city revitalization projects worldwide.

After a few years a group of property owners back in Orlando approached Rouse and Snow to develop a new attraction on their land near Disney World. The result was a planning “charrette” over a weekend in Orlando to somehow create a new attraction in this already very competitive tourist world. The meeting consisted of veterans of the retail and attraction industry and included: Bob Barron, Rouse's president for years; Steve Baker, the man that headed up the leasing for EPCOT; Montie Montana Jr, the owner of Buffalo Bill’s Wild West Show; Dave Hoover owner of the Clyde Beatty Circus; Preston Henn the founder of the Swap Shop, a farmers and flea market that attracts over 12 million annual visitors; Lou Fischer the past president of General Development Co; George Becker, former president of Sea World; Col. Joe Kittinger, world famous aviator and director of Rosie O'Grady's Flying Circus; Dina Merrill, actress and owner of RKO Pictures; Jim and Jay Strates, three generations of the country's largest carnival company; Bill Coen president of ITEC Productions; and Bob Snow founder of Snow and Associates.



The result was the creation of the *Great American Exposition*, an **entertainment-based retail shopping attraction**. It included a permanent circus, fair, midway, Buffalo Bill's Wild West Show, stunt/thrill dirt track, 3000 seat floating stage theatre, exposition hall, and a WWI air show, all built around an international bazaar of antique dealers, arts and crafts vendors, art shows, auction house, and restaurants. Built on a 120 acre parcel on HW 192, the price tag 10 years ago was $145 million plus the land, which was contributed by the owners as equity. All members of the "Great Charrette" agreed that this was an attraction that would be a real "blockbuster" in the crowded Orlando tourist market. However, after a lot of work, the group was unable to finance the project, and it was shelved as another great unfunded idea that fell victim to the weak economy.

But it never left Snow’s mind.

The future

Years later, the developmental stars aligned, and a project became available that fit perfectly into the model *Snow & Associates* had designed. The *Festival Bay* retail mall had become available.

Consisting of 130 acres with 5200 parking spaces on International Drive, the property was located in the middle of the heaviest concentration of tourism in Central Florida. Festival Bay includes a million sq.ft. under roof and it already has as tenants a Bass Pro Shop, 20 screen Cinemark theatre complex, a Ron Jon Surf Shop, and the world's largest western apparel store in the US, Shepler's Western Wear.

To this mix will be added a permanent circus, either Ringling Bros, or Circus Hollywood, a permanent European-style Grande Carnevale, Hofbrau Haus, Toby Keith's I Love This Bar & Grill, Le Cordon Bleu Culinary School restaurant, antique bazaar and auction house, European shopping marketplace, RKO Hollywood Palace, Buffalo Bill's Wild West show. JP Morgan's private RR car lounge and diner, Teatro ZinZanni dinner theater, Ron Jon's Surf City Cafe, a gourmet food truck plaza, world bazaar importers, and Van's Skate Park. About one half of these have submitted LOIs. The other half have shown high interest, and promptly return our phone calls.

In conclusion…

Today, *Snow & Associates* carries on the tradition of creating unique shopping, dining and entertainment centers in locations around the world.

Please page through the enclosed visuals and financial proformas, lean back, and imagine the sound of 10 million people having fun and spending money.

Project Background

Since 1967, Bob Snow's knack for combining social entertainment with architectural masterpiece developments has become world renowned.

The term "adaptive re-use" refers to the creation of inventive new dynamics applied to old properties that have outlived their original purposes. Over 45 years *Snow & Associates* has mastered the art.

Disney legend maintains that Michael Eisner proclaimed to his board, that, after his first visit to Church Street Station, he refuted their claim that the architectural authenticity, detail, and show quality was as good as Disney. "It's better!" he said.

Snow & Associates has been asked by Paragon Outlets to submit an adaptive re-use proposal for the ***Festival Bay*** shopping mall at the northern end of International drive.

PARAGON OUTLETS

ORLANDO PREMIUM OUTLETS® INTERNATIONAL DR

A number of criteria were examined prior to Bob Snow's acceptance of the challenge. First and foremost, could you lure 8-10 million visitors to a retail shopping venue located adjacent to a very successful *Orlando Premium Outlets* mall?

It was concluded that another typical outlet mall would not succeed if it depended on feeding off the existing customer base passing by *Festival Bay* on their way to *Orlando Premium Outlets*.

Bob assembled his team of experts and began the process of examining the different possible solutions to reviving the ailing Festival Bay.

Festival Bay Mall
AT INTERNATIONAL DRIVE

The group decided that an eclectic mixture of retail shopping, European-style marketplace bazaars, creative dining options, and original entertainment would be the best, and perhaps only, way to provide the critical mass that would revitalize the empty mall.

Snow was faced with a similar dilemma in the early '70s when no one believed it possible to divert tourists from the meccas 14 miles to the south to the faltering downtown Orlando area, yet he was able to siphon off over four million visitors from the Disney area attractions every year using two distinct tools... the entertainment and the marketing.

By creating the most incredible music, dancers, dining, shopping and street entertainers, Bob created a reason to make the trek north from International Drive. But the best entertainment complex in the world will be empty if no one knows about it.

So, Snow, a former Navy pilot and an accomplished skywriter, took to the air... and the streets.

He, along with friend Joe Kittinger, formed the *Rosie O'Grady's Flying Circus* and commenced banner towing and sky writing over the main attractions to the south. Afternoons you could look up at *Sea World* and *Disney World* and see the skies filled with *Church Street Station* promos.

At street level visitors would see the *Rosie O'Grady's* fire truck with can-can girls and Dixieland musicians up and down International Drive as well as the *Flying Circus'* hot air balloons launching from nearby parking lots and open fields. The *Rosie O'Grady's* bagpipe band seemed to be everywhere.

Bob was employing guerilla marketing tactics long before anyone knew what to call it.

These are the same powerful marketing dynamics that *Snow & Associates* is putting to work in reviving *Festival Bay*.

A Tour of the GREAT AMERICAN EXPOSITION

by Tom E. Toorist

Having just flown in from Montreal Canada, yesterday, my wife, two daughters and I stood in line to purchase our tickets for Walt Disney World. $350 for admission just seems an awful lot if you think about it too long. However, this is our yearly family vacation, and we are going to have fun as long as the credit cards hold up.

Standing in line at the Dinosaur exhibit, I happen to look up and see two high flying aircraft writing in the sky "EXPO". The aerial ballet by these two old biplanes is beautiful to watch, but what is "EXPO"? We are told by others in line that it is a new attraction in town consisting of music, entertainment, a circus, street performers, lots of really neat shops, European-style bazaar, and camels and stuff, called the Great American Exposition… or, EXPO. "I was there last night and it was really great… don't miss it... admission is free".

On the way back to the hotel that evening (after spending a week's pay at Disney), we see an enormous aerial billboard with "EXPO" and a 100-foot high elephant, being towed by a helicopter! Then a British-styled double-decker bus with *Great American Exposition* on the side. Wow! We all agree to check it out!

We drive north on International Drive and are confronted with a 12-story high glowing beer mug balloon with “Hofbrau Haus” emblazoned on the side. We have arrived! I turn right through these beautiful lighted stone gates, and we are awed by acres of sparkle-lighted trees and a most beautiful display of rim-lighted buildings adorned by a tremendous glowing sign high in the air, “GREAT AMERICAN EXPOSITION”… I feel like I have arrived at a historical "World's Fair".

We park and get a ride on a horse drawn carriage to the entrance. There, on the plaza, atop a lighted lake, are street performers, bagpipers, push carts and vendors from around the world. On my left I see a *Bass Pro Shop*, and a *Ron Jon Surf Shop*. As we walk toward the magnificent stone and stained glass entrance, I see to my right hundreds of diners overlooking the water like a scene from a Parisian streetscape. There are at least four spectacularly lighted restaurants serving inside and out on the plaza.

We walk into the stone entryway flanked by the bagpipers and are greeted with a beautiful chaos of excitement, singers, and music. There are street performers and artists working, with a separate crowd watching their every move. The European street scene features special shops like *National Geographic*, *Smithsonian*, and a *Mel Fisher’s* maritime museum store. We walk through the hundreds of push carts, and vendors displaying their wares. Arts, crafts, antique and modern jewelry, food, and a string quartet playing for tips… I can't believe I am in the United States, much less Orlando. After a number of unique purchases we move on.

On our right is the entrance arcade to the *Grande Carnevale* that the Disney host mentioned. A huge Belgian "band organ" plays a raucous welcome to the fair. We progress past the *Hofbrau Haus*, with their hundreds of instant Germans, eating, drinking, and singing just like in Munich. Outside is a striped tent with about 20 beautifully-decorated gourmet food trucks hawking their eclectic menus, with hundreds of diners in an old world courtyard. Next to this is a beautiful Pullman private railroad car and an adjoining dining car. This is the *Erie 400*, built for JP Morgan, the robber baron king. The food is being prepared and served by *Le Cordon Bleu Culinary School*, a famous Paris institution. I am told by a guest service host that further down the arcade is a country French sidewalk cafe with the school’s chefs and instructors in the kitchen that may have a shorter waiting list. As we progress through the shopping attractions, we walk past Toby Keith's *I Love This Bar and Grill* country bar and its adjoining *Shepler’s Western Wear* shop. We stop to let the girls get their old time photos taken as a couple of rowdy saloon girls.

At the next arcade is *Teatro ZinZanni's* cabaret-style dinner theatre, with European acts, fun and food.

Onward, we hear the barking of an auctioneer selling antiques on a stage, in a bazaar of hundreds of dealers from around the world. We walk past the entrance to *Ringling Brothers Circus*, on a held over stay from six months ago. The sign on a show card says that the next attraction at the outdoor exhibition area is the authentic traveling *Buffalo Bill's Wild West Show*. Unbelievable! And what is *really* unbelievable is that the tickets are just $20. We continue to find still more shopping, dining, and attractions. The girls want to go into *Van's Skate Park*. Tomorrow, I suggest, and mom and dad can catch a movie at the 20 screen Cinemark theaters for a well-deserved break.

As we round the corner I hear a great Dixieland band playing “South Rampart Street Parade”. It brings back the fond memories of an unforgettable night a few years ago at *Church Street Station* in downtown Orlando. I follow the music and right in front of us there it is… *Rosie O'Grady's Goodtime Emporium*, the same great saloon I spent a night at on a similar visit to Orlando some years back. The same "Red Hot Mama", Can-Can girls, and strummin' banjos. My favorite saloon in the whole wide world!

We weave through the crowd to the bar and order "flaming hurricanes", two without rum for the girls, and sit down to soak in the great jazz. The weariness of Disney fades away, just like last time.

"Honey, take the girls to that skateboard park… I think it is going to be a long night. We'll sleep in tomorrow, save a bunch of money, and with any luck, we can be back in the morning just in time for brunch". We gather up our bags of purchases and head back to our hotel.

"All is well"

The Concept

The first thing that had to be addressed by the design team was what kind of personality to develop for the new complex. Bob reverted back to a former project he had created for the same property two years earlier which had been dubbed ***Great American Exposition & Global Bazaar.***

Snow had recently visited both the Dubai and Emirates malls as well as several

"souks" on a recent trip to the Middle East. He now knew how the project would unfold... a bazaar-type retail shopping area similar to the indoor souks in Dubai and the beautiful shopping marketplaces in Paris, Istanbul, Budapest and London.

The Retail Marketplace

In all the cities of the world, both large and small, the marketplace has always been the heartbeat of the people. From the beginning of civilization the marketplace has been the social and economic engine of the countryside.

So it is with the Great American Exposition. The retail bazaar will be the exciting social, and trading center of the project. With a combination of antique, arts and craft vendors, as well as current merchandise for the young and old, this bustling European-style marketplace will come alive with excitement. Pushcarts, with every conceivable trade goods, kiosks, and small and interesting stores competing for the shoppers' attention.

As visitors stroll in they will be encompassed with the vibrancy of the market. A large importer of products from around the world will have an auction stage where spectators will be bidding on merchandise, both old and new from both domestic and foreign, exotic lands. Surrounding the auction will be hundreds of vendors of antique jewelry, vintage clothing, china and glass, and beautiful artifacts from a bygone era. There will also be nearly 175,000 sq ft. of specialty shops from around the civilized world, selling the unique offerings of the world's most unique and different stores. Everywhere will be excitement, accompanied by the drumbeat barking of the auctioneer." Alright folks, what do I hear for this vintage Radio Flyer wagon? $50? $75? who will be the lucky buyer?" With hundreds of options, and choices around every corner, where do you start?

Added to this cacophony of beautiful noise will be added the sights and sounds of exotic entertainment from the around the world. Living statues, acrobats, jugglers, and a string quartet from the subways of Paris. Where and how do they find such talent?

Only the wizards of the Great American Exhibition know... and they ain't tellin'.

Entertainment

- **Rosie O'Grady's** - Reminiscent of *Church Street Station* back in its heyday, an abbreviated Rosie O'Grady's will feature Dixieland music as well as can-can girls on the bar, dancing waiters, red-hot mama, and an assortment of performers who will be continually entertaining patrons throughout the complex. The Dixieland band will be seen at various locations around the mall as well as the dancers and the project's renowned *Highlanders Bagpipe Band*. More important to their mission, as a key ingredient of the marketing plan, the band will perform around International Drive either on street corners, the top deck of our double-decker buses, or the back of an old antique fire engine.

- **Grande Carnevale** - America's premier carnival producer, James E. Strates, has scoured Germany, Italy, and Britain on Bob Snow's behalf in search of rides and attractions that reflect the look and feel of centuries-old European fun parks. Fresh, new and old rides, not seen in America will make the Grande Carnevale a "one and only" event at the Great American Exposition. Some of these rides are already in the Strates winter quarters in Florida, being restored to their former glory.

- **Buffalo Bill's Wild West** - Montie Montana, Jr, has agreed to locate his famous wild west show, complete with cowboys, Indians, trick riders, sharpshooters, and all the rest of his acts in a semi-permanent location at EXPO.

- **Circus** - The Exhibition Grounds will be home to a full-blown three-ring circus produced by either Ringling Brothers or Circus Hollywood. This would be the first permanently located circus in America.

- **Toby Keith's *I Love This Bar & Grill*** restaurant and nightclub will also have live entertainment with occasional performances by nationally recognized artists.

- **Oktoberfest Beer Garden** - A German "biergarten" will be housed within the mall building and will feature live entertainment and its own house-brewed lager.

- **Teatro ZinZanni** - This cabaret dinner theater attraction has been described as *Cirque du Soleil* on steroids, and will feature incredible and bizarre artists that

will perform above and all around an audience consisting of dining patrons enjoying a gourmet meal.

- **Sportsman's Grill and Shooting Range** - A high-tech shooting range will be located adjacent to the *Bass Pro Shop*. This operation will also provide various simulators and laser shooting technologies to give the patron an amazing re-creation of a real gun range. The grill will feature various exotic dishes consisting of a variety of fish and game.

- **Buskers** - *Expo* will employ around 20 "buskers", or street performers, from around the world including jugglers, musicians, living statues, magicians, acrobats, unicyclists, and many others to provide continual entertainment to mall visitors.

- **Van's Skate Park** will be left intact in its current location.

- **Cinemark** theaters will remain in operation at its current location.

- **RKO Pictures** wishes to build and develop a themed venue incorporating exciting high energy, participatory live entertainment in multiple soundstage-like environments which would glorify the great films of the *Golden Age of Hollywood* and of *RKO Pictures*.

The entertainment center is designed to be positioned as an alternative or complement to an evening out at the movies or a restaurant. As such, the multi-venue live entertainment is created to appeal to broad audiences and to different age groups. RKO Pictures produced more than a thousand feature films featuring stars such as Wayne, Hepburn, Bogart, Davis, Astaire and Rogers. Many of the films are timeless classics such as *King Kong, Citizen Kane, It's A Wonderful Life, The Hunchback of Notre Dame*, and *The Best Years of Our Lives*.

The film company is owned by Bob Snow's friends Ted Hartley and former Hollywood actress Dina Merrill.

Dining

- Food and beverage locations will abound at *Great American Exposition*. *Teatro Zinzanni* will serve gourmet selections while acrobats and performers entertain you from all around and above. Someone may even dance on your table!

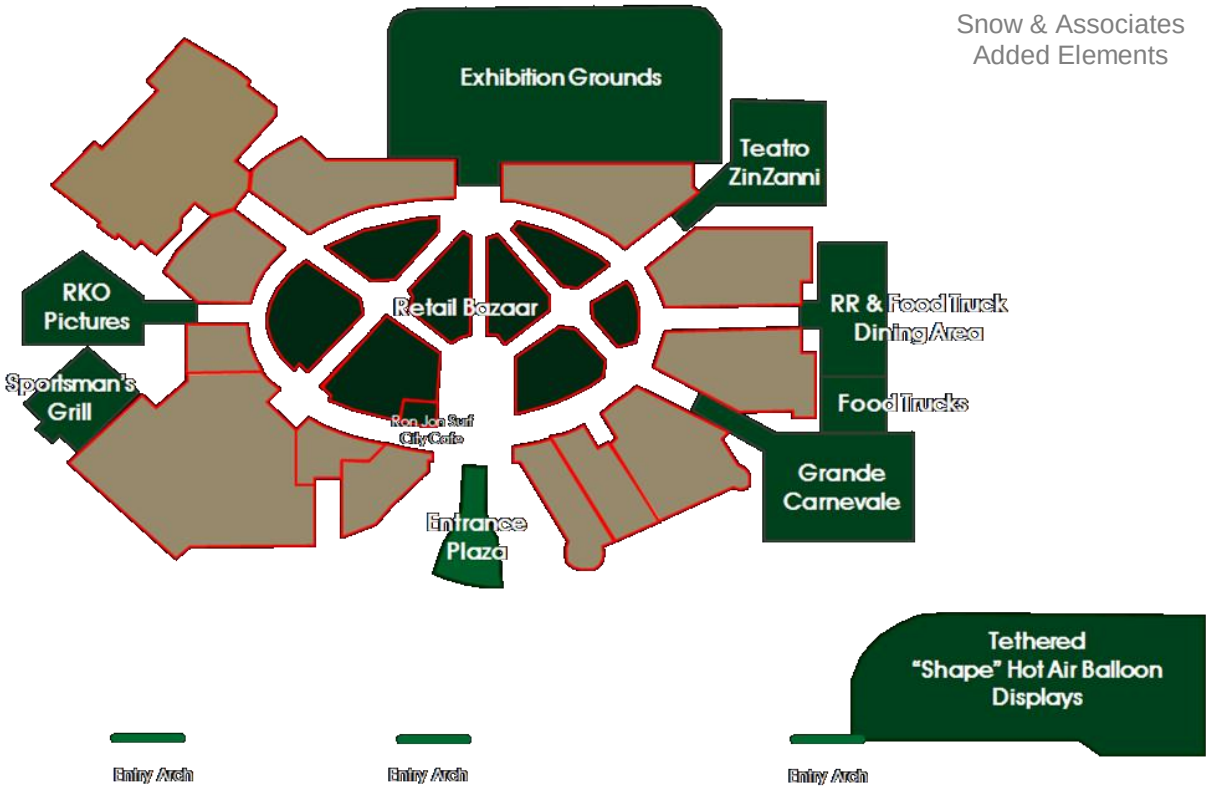
- Toby Keith's *I Love This Bar & Grill* restaurant and nightclub will provide quality selections as well as performances by live bands and national acts.

- In addition to brewing its own lager, the *Oktoberfest Beer Garden* will provide a fun and entertaining atmosphere as well as exquisite German dining.

- The *Ron Jon Surf City Cafe* will serve beach fare including gourmet burgers, fish tacos, and other soda fountain-type selections.

- In place of the traditional food court EXPO will feature roughly 20 gourmet food trucks from around the US. A covered area will protect the trucks and their patrons from inclement weather and entertainment will be featured on a central stage area. These trucks will be hand-picked from the hundreds of upscale "mobile vending units" prevalent in every major city in the country.

- Two historic railroad cars will house a "cocktail parlor" and dining room. The meals will be prepared and served by the staff of the internationally-acclaimed *Le Cordon Bleu School of Culinary Arts*.



A Unique Entertainment Based Destination Retail Center

General Summary

The ***Great American Exposition (Expo)*** is a proposed unique entertainment retail development to be located at the existing Festival Bay Mall on International Drive in Orlando, Florida. It will be well located in close proximity to all the major theme attractions in the Orlando market, which boasts the largest tourist destination in the United States with over 55 million visitors projected in 2012.

The Expo will be nothing less than the transformation of the existing traditional Festival Bay Mall into one of the top tourist destinations along International Drive in the Orlando marketplace. As the basis for the Expo, Festival Bay Mall is an approximately one million square feet covered mall that was opened in 2000 and is situated on 127 acres. It is anchored by a Bass Pro Shop, Ron Jon Surf Shop, Shepler's Western Wear and a 20 theater Cinemark, all destination attraction retail, comprising 283,000 sf of space. The only other tenants are a Fuddruckers, a discount book store and some small merchant retailers.

The mall is well suited for its adaptive reuse as an entertainment-based retail center because of its design and amount of grey box space that was never leased. As a result, no structural demolition or reconstruction is planned. Therefore, only interior fit-out and remodeling is anticipated, most of it being inexpensive rehabilitation work. Whenever possible, as much of the interior corridor design will be artistically enhanced as well as the rehab, etc. A conceptual budget of $35 million has been estimated for the redevelopment costs.

The Expo is envisioned and planned to be a unique collection of entertainment and retail shops that are attractive to a tourist and resident population that will be a welcome respite to their experience with the many theme parks. It will truly be a memorable and enjoyable entertainment, shopping and dining experience in a festival atmosphere. In addition to the aforementioned anchors, the Expo will feature popular entertainment venues that are proven and succeed wherever they have been tried. Discussions have already commenced with the Ringling Brothers Circus, Buffalo Bill's Wild West Show, Grande Carnevale, Rosie O'Grady's Goodtime Emporium, Paulaner Oktoberfest Beer Garden, RKO Picture Attractions and Van's Skate Park. Other venues may include World of Décor Antique Auction House, Toby Keith's *I Love This Bar and Grille*, Le Cordon Bleu Culinary School Café

and Dining experience, Teatro ZinZanni, and a first ever Gourmet Food Truck Plaza containing at least 16 facilities around an outdoor beverage center. The retail will comprise two main components… traditional specialty tenants and a European shopping marketplace. These stores and the marketplace will comprise about 300,000 square feet of space. The marketplace will be a coordinated collection of individual merchants with their own retail merchandising units (RMUs) offering a variety of new merchandise unique to their interests. It is anticipated that this will turn into one of the best attractions and revenue generators at the Expo.

The concept behind the success of the Expo will be the gathering of successful entertainment, dining and retail vendors into one location and change out the consumer population on regular intervals with the continuous influx of tourists. Many of these proposed venues will be located for the first time in a long term relationship with their landlord. Our early discussions with many of these venues are very encouraging and have produced LOI's that need further work once the Venture is finalized. The annual visitor attendance projection for the new venues is over 7 million. Along with the existing anchor visitor counts, the anticipated annual attendance projection for the Expo is well over 10.5 million patrons.

Promotion

Key to the success of the Expo will be the ability to attract the tourists to our location. Getting their attention in a marketplace that is very distracting will take a nontraditional approach. It certainly is an inherent advantage to be located on International Drive with over 2,100 feet of frontage, to also have frontage on the Sunshine State Parkway, to be near all the major theme parks and across the street from the largest outlet mall in central Florida. But it still will be necessary to implement a proven program of promotion and advertising that grabs their attention and draws visitors to our site. Snow and Associates is uniquely qualified and capable of such promotion and a generous budget for these activities has been included in the financial proforma. Aerial banners flown over Disney World, large promotional hot air balloons on the International Drive and Sunshine State Parkway frontages, along with exaggerated signage and lighting at our entrance and the entry plaza will beacon to the marketplace something new and exciting is happening at the Expo. Snow has succeeded in drawing record numbers of patrons time and again using these very methods and will succeed again. Seville Quarter in Pensacola, which just celebrated its 45th year of success, and the original Church Street Station, formerly in downtown Orlando, are two examples of his successes using these methods.

Financials

The complete financial redevelopment costs, and revenue proforma estimates can be found with all the confirmation detail in an accompanying document.

In summary, the proposed project redevelopment cost is estimated to be approximately $35,186,589. This is anticipated to be funded with $ 40,000,000 in debt obtained by the partnership.

The gross revenues from all sources at stabilization is estimated to be $36,713,903, producing a NOI of $27,306,566. These financial estimates are continuing to be developed with the progressing design development and construction cost confirmation, as well as leasing progress. Our next "Confirmation Phase" will bring greater accuracy to these financial estimates.

The Neighborhood

As mentioned before, this property is located in a great marketplace within the best neighborhood in the market. Orlando achieved the distinction of being the first market in America to attract over 50 million visitors in one year which occurred in 2010 with 51.45 million tourists. New York City came in second that year with 48.7 million visitors. This year Orlando is projected to attract 55 million visitors, which includes 3.8 million international tourists. The Greater Orlando SMSA resident population in the 2010 Census was 2,134,411 residents that live nearby and it continues to grow. It is truly the number one tourist destination in the United States.

The major theme parks in the International Drive corridor of Orlando include Universal of Orlando, Island of Adventure, SeaWorld, Wet and Wild, Aquatica, and Walt Disney World with all its theme parks. The largest outlet mall in Central Florida is directly across the street from the Expo. It is a Simon Property mall with 165 stores and 15 restaurants and attracts a significant number of tourists annually to its destination.

The Orange County Convention Center is located 4 miles south on International Dr. It is the second largest convention center in America and contains 1.2 million sf of meeting space. It hosts over 200 events per year, bringing in 1.4 million attendees and pumping $1.9 billion into the local economy. It was recently voted

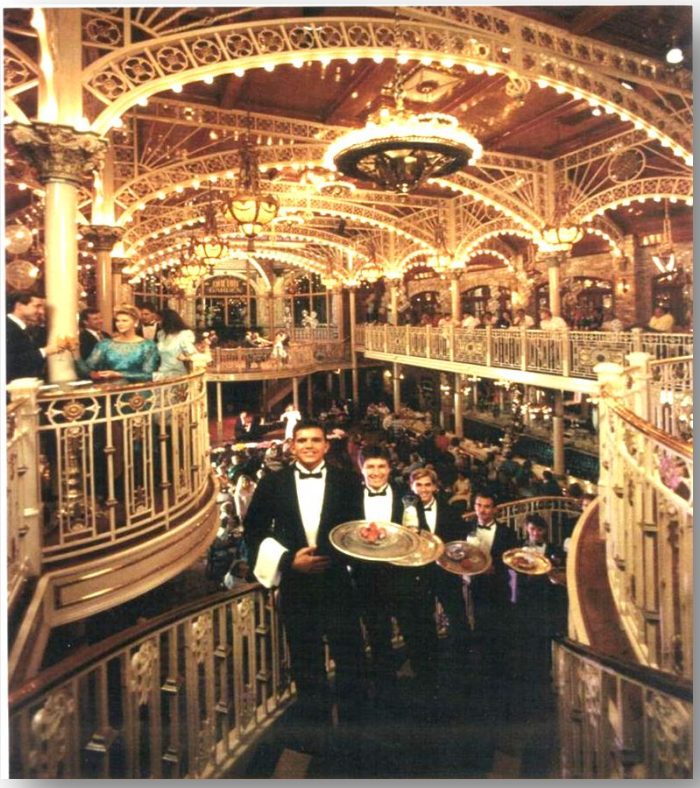
one of three finalists for “Best Convention Center” in the world by the International Association of Congress Centres and the only one in America.

The Expo with its unique blend of entertainment, retail and dining venues, will attract its share of the tourist and resident population from the existing market place and its surrounding neighborhood. It will succeed in providing a fun and memorable experience for its patrons and for its Investors.

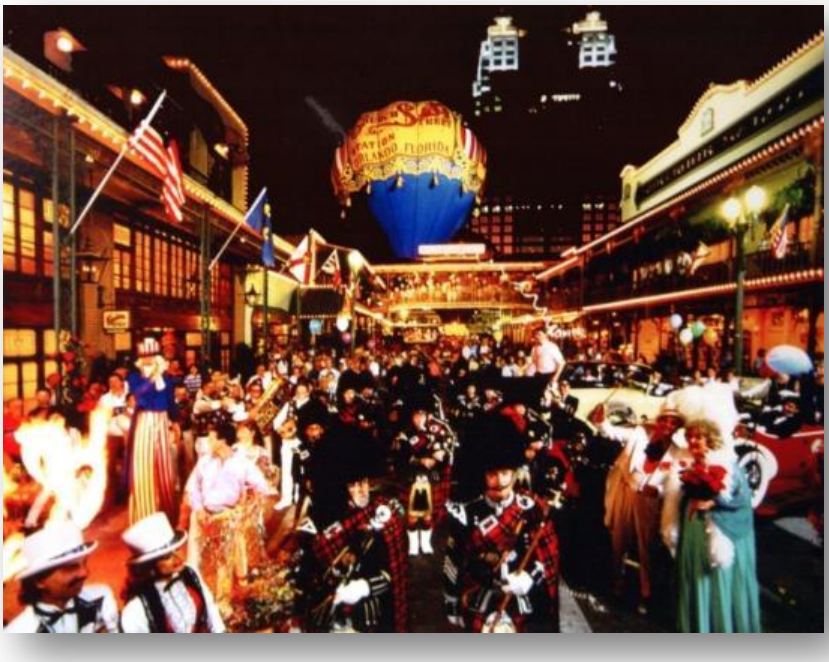
Concept Visuals

The following photo gallery contains images of properties Snow & Associates has been involved with that are relevant to the creation of the Great American Exposition.

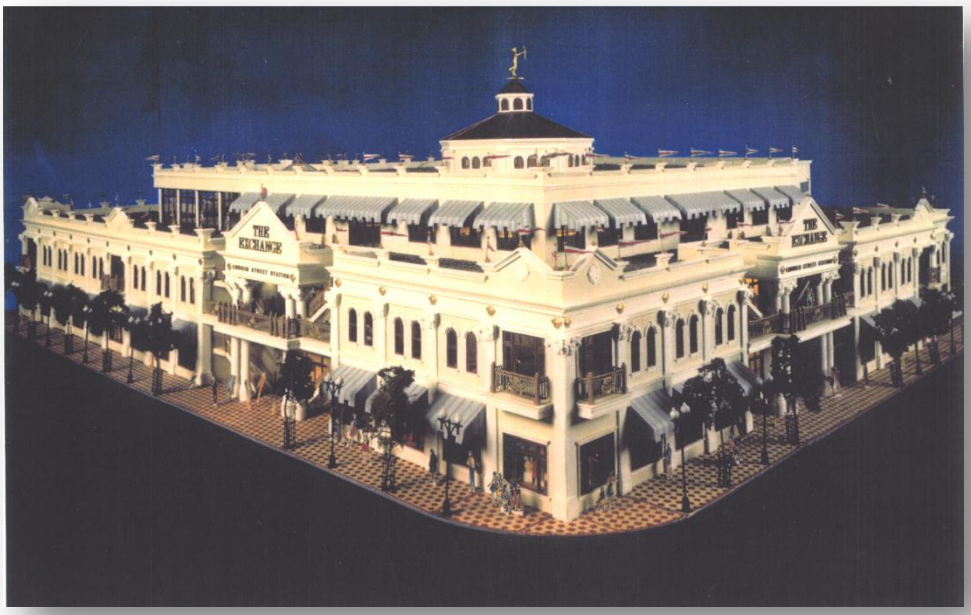
Other images are of projects around the world which we will draw upon to produce our international bazaar and marketplace.



Orchid Garden
Church Street Station



Good Time Gang
Church Street Station



The Exchange
Church Street Station

The Exchange
Church Street Station

Main Street Station
Las Vegas, NV

Stations Casino
Kansas City, MO

Cowboy Palace
Universal Studios, FL

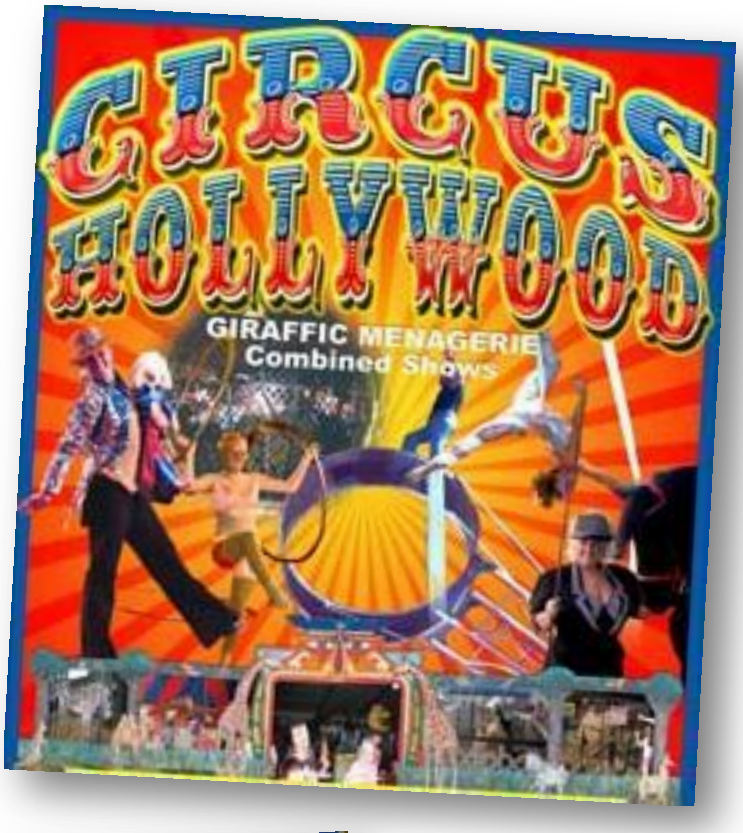
Cowboy Palace
Dining Room

Surf City, USA
Biloxi, MS

Exhibition Grounds
semi-rigid tent for banquets, parties,
corporate meetings, etc

Tivoli Gardens
Copenhagen

Tivoli Gardens
Copenhagen

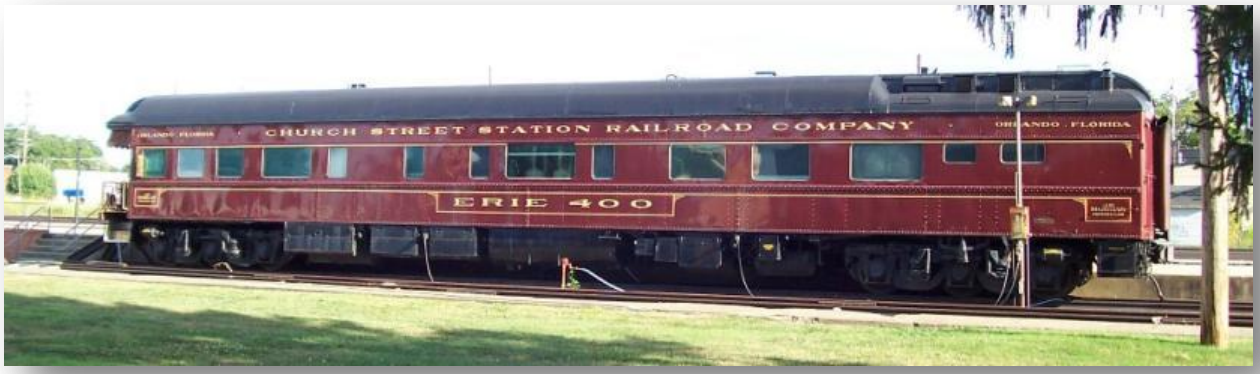


Circus Hollywood
or
Ringling Brothers Circus

Buffalo Bill's Wild West
Show

Teatro ZinZanni
Seattle, Washington

Bob Snow's ***Erie 400***
JP Morgan's private railroad car



Gourmet Food Trucks

Grande Carnevale

Paulaner Brew House

Mall Entrance

as is…

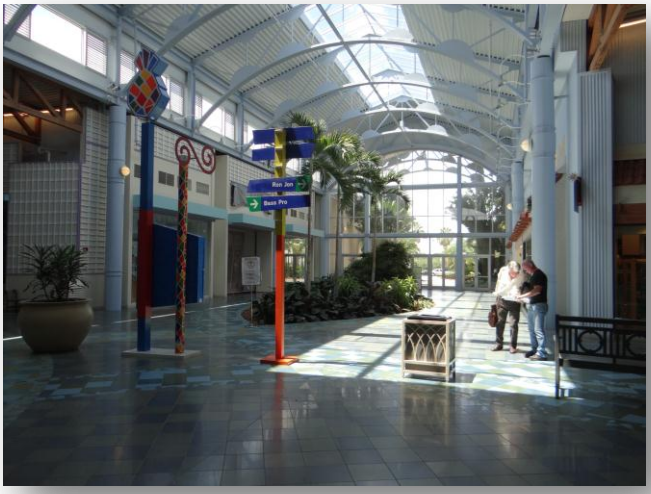
Mall Entrance

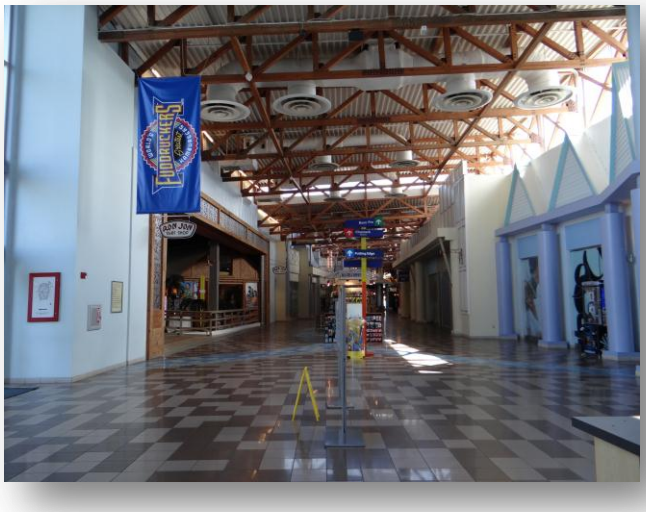
as proposed…

Street Entrance

as proposed…

Existing Mall Photos

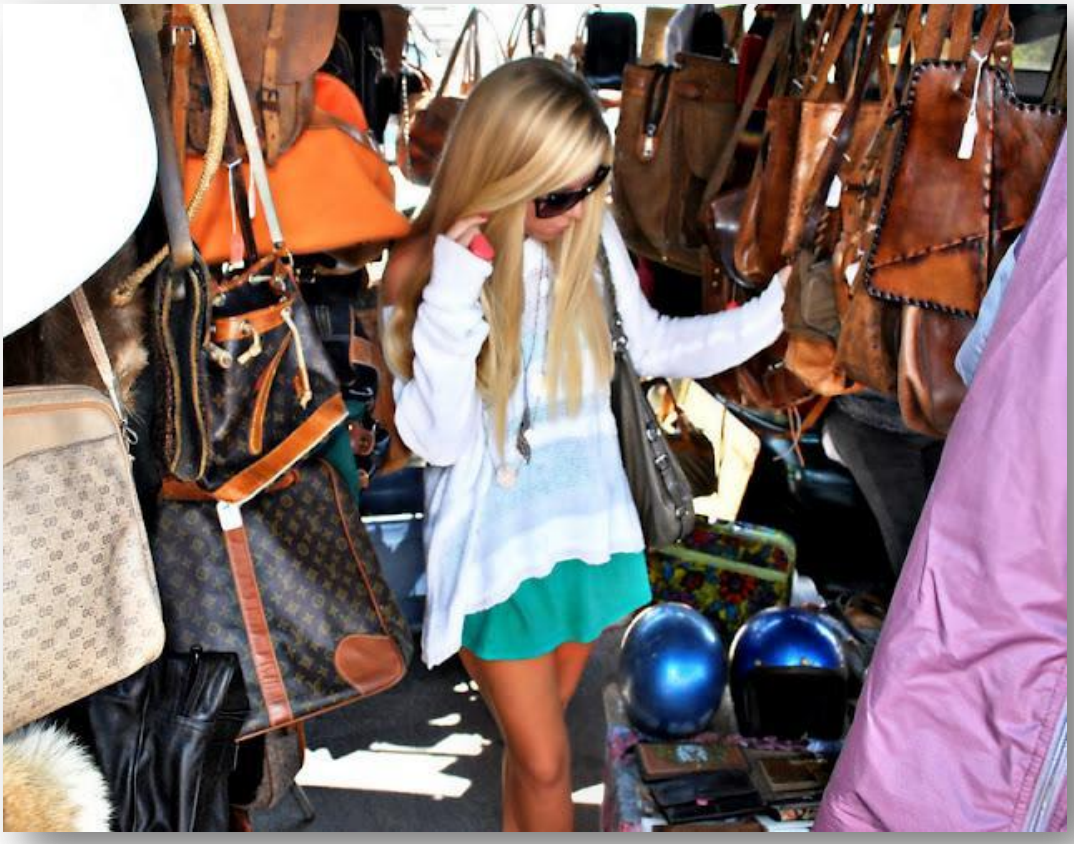




Ron Jon Surf
City Cafe

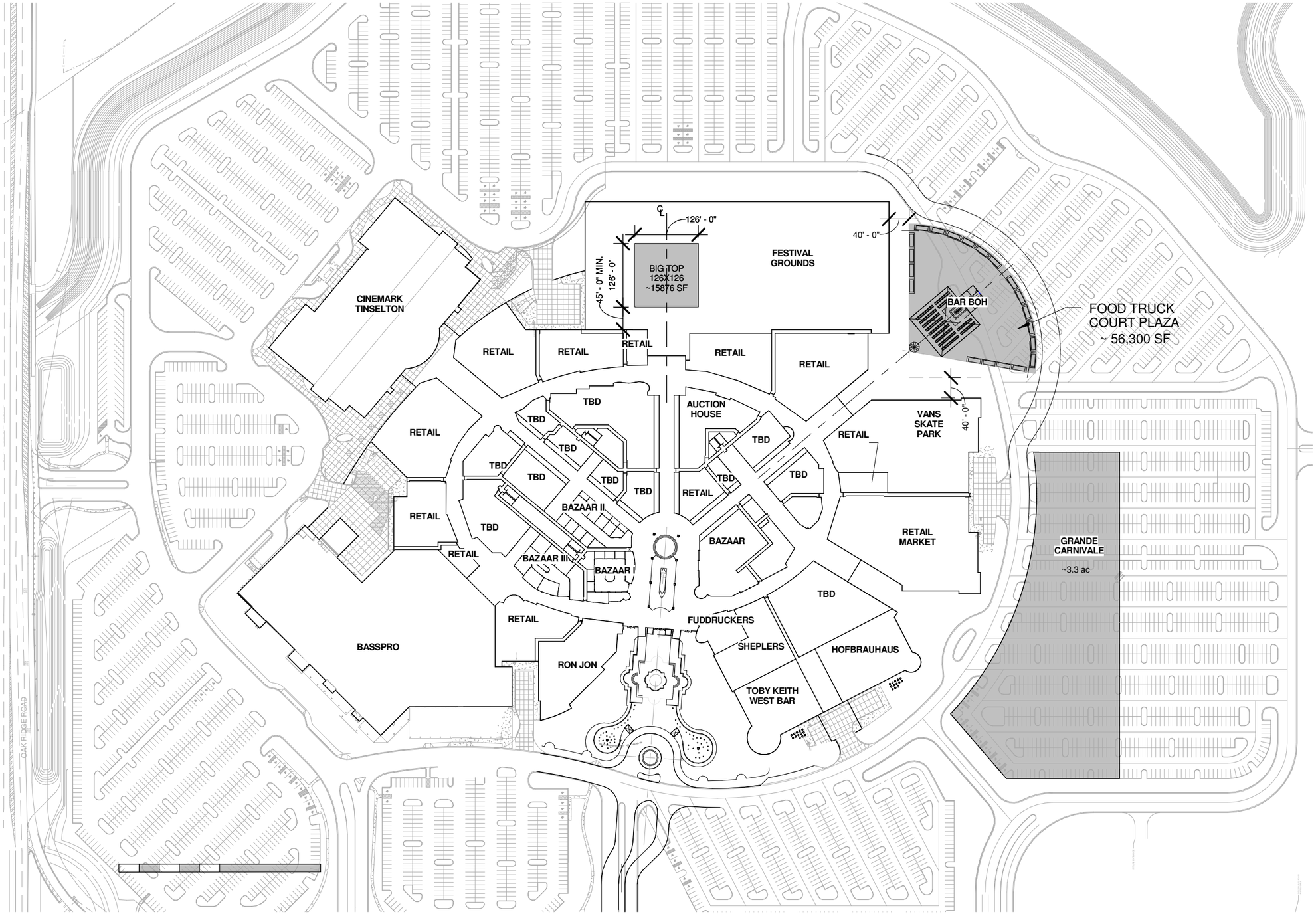
Kiosks and
Pushcarts

Rose Bowl Flea Market
Pasadena, CA
"*Flea market of the stars*"



Special Shape Hot Air Balloons
(sponsored)

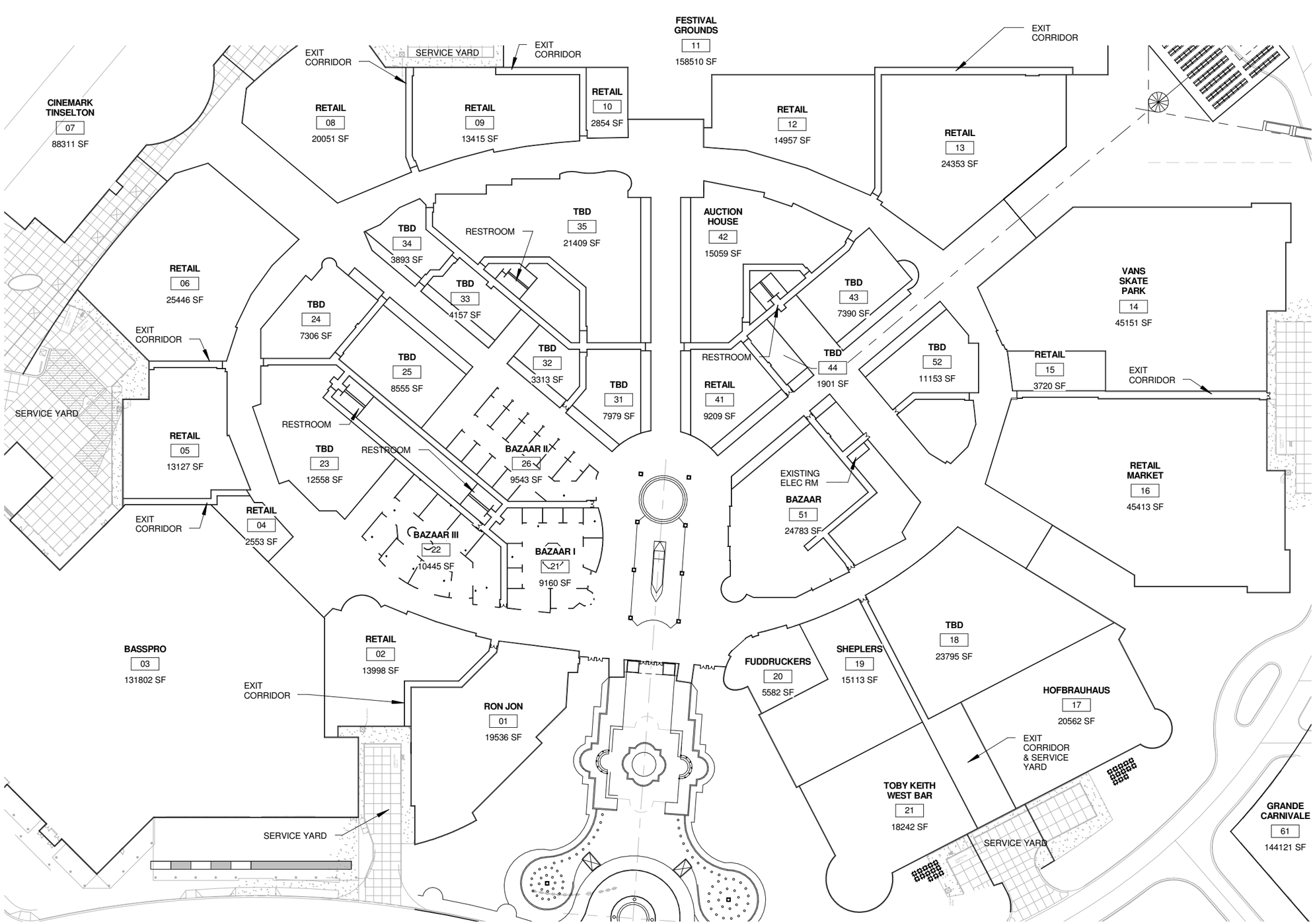
Antique Bazaar
and
Auction House



THE GREAT AMERICAN EXPOSITION, ORLANDO, FLORIDA

SITE CONCEPT - FLOOR PLAN

SCALE 1" = 200'-0" ♦ **© SNOW & ASSOCIATES, INC. 407-423-0117** ♦ **2012-11-26.1**



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INTERIOR PLAZA CONCEPT - FLOOR PLAN

SCALE 1" = 100'-0" ♦ **© SNOW & ASSOCIATES, INC. 407-423-0117** ♦ **2012-11-26.1**

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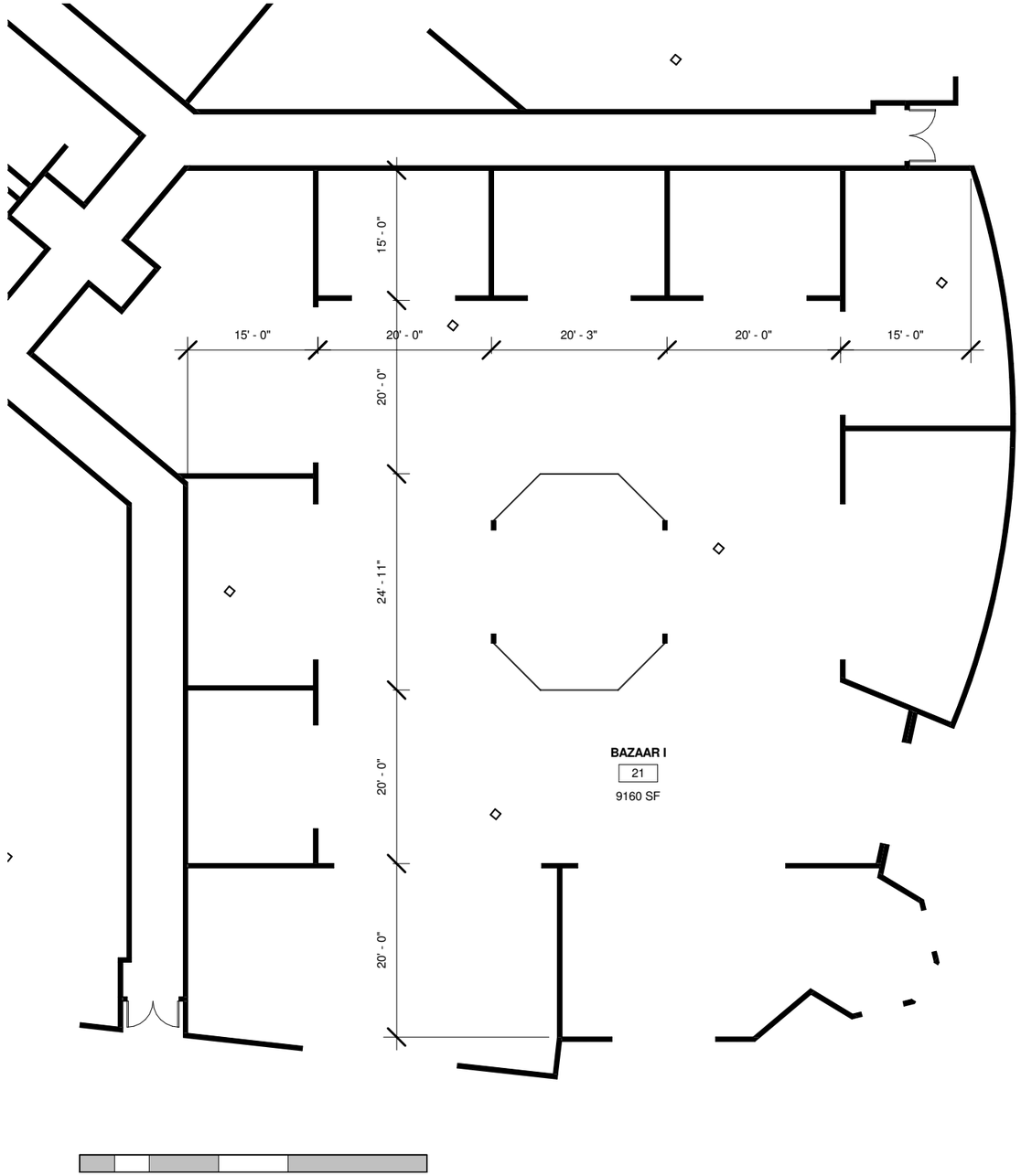
MAIN ENTRY PLAZA CONCEPT - FLOOR PLAN

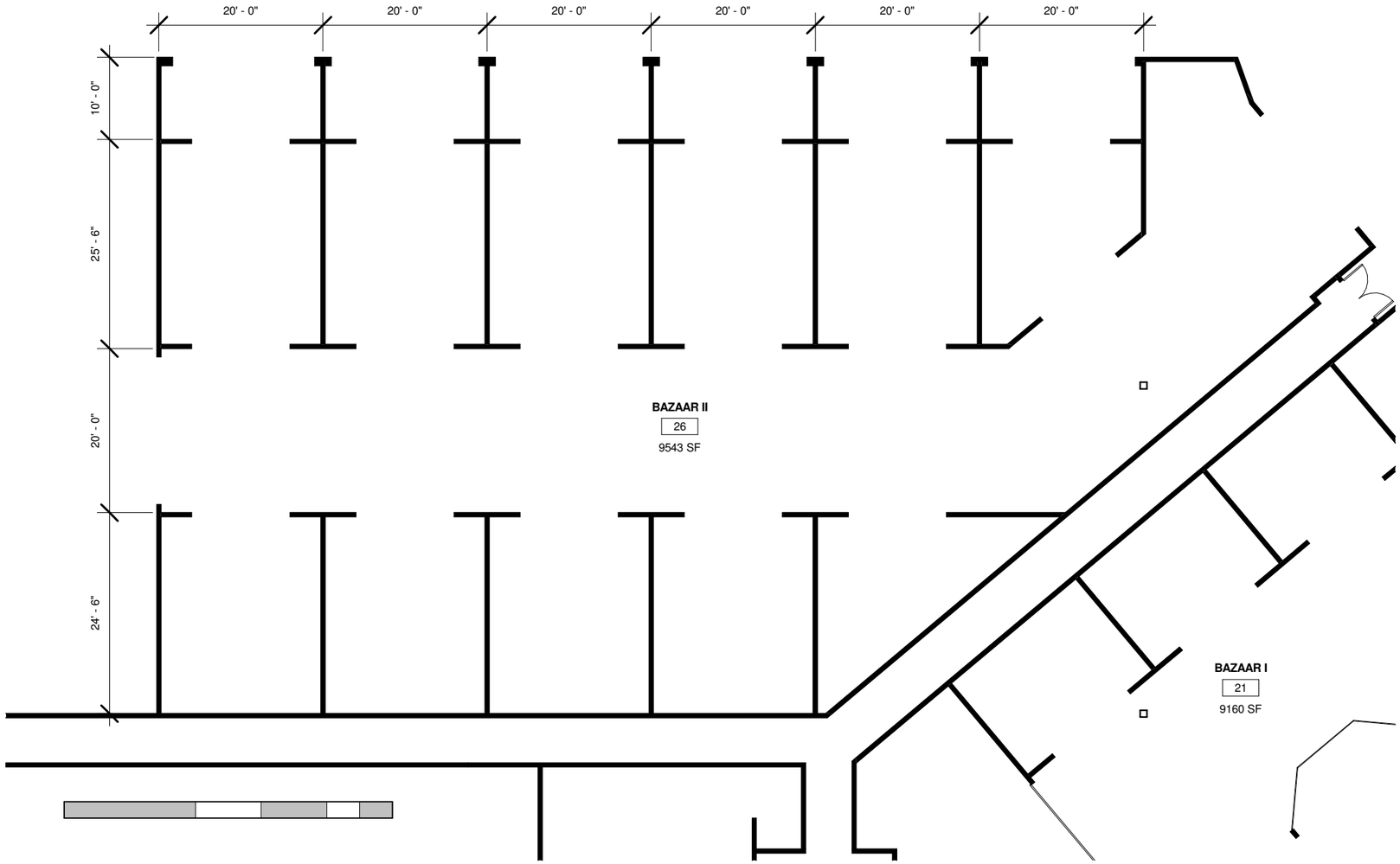
SCALE 1" = 100'-0" ♦ **© SNOW & ASSOCIATES, INC. 407-423-0117** ♦ **2012-11-26.1**



THE GREAT AMERICAN EXPOSITION, ORLANDO, FLORIDA

BAZAAR DISTRICT I CONCEPT - FLOOR PLAN

SCALE 1/16" = 1'-0" ♦ **© SNOW & ASSOCIATES, INC. 407-423-0117** ♦ **2012-11-26.1**



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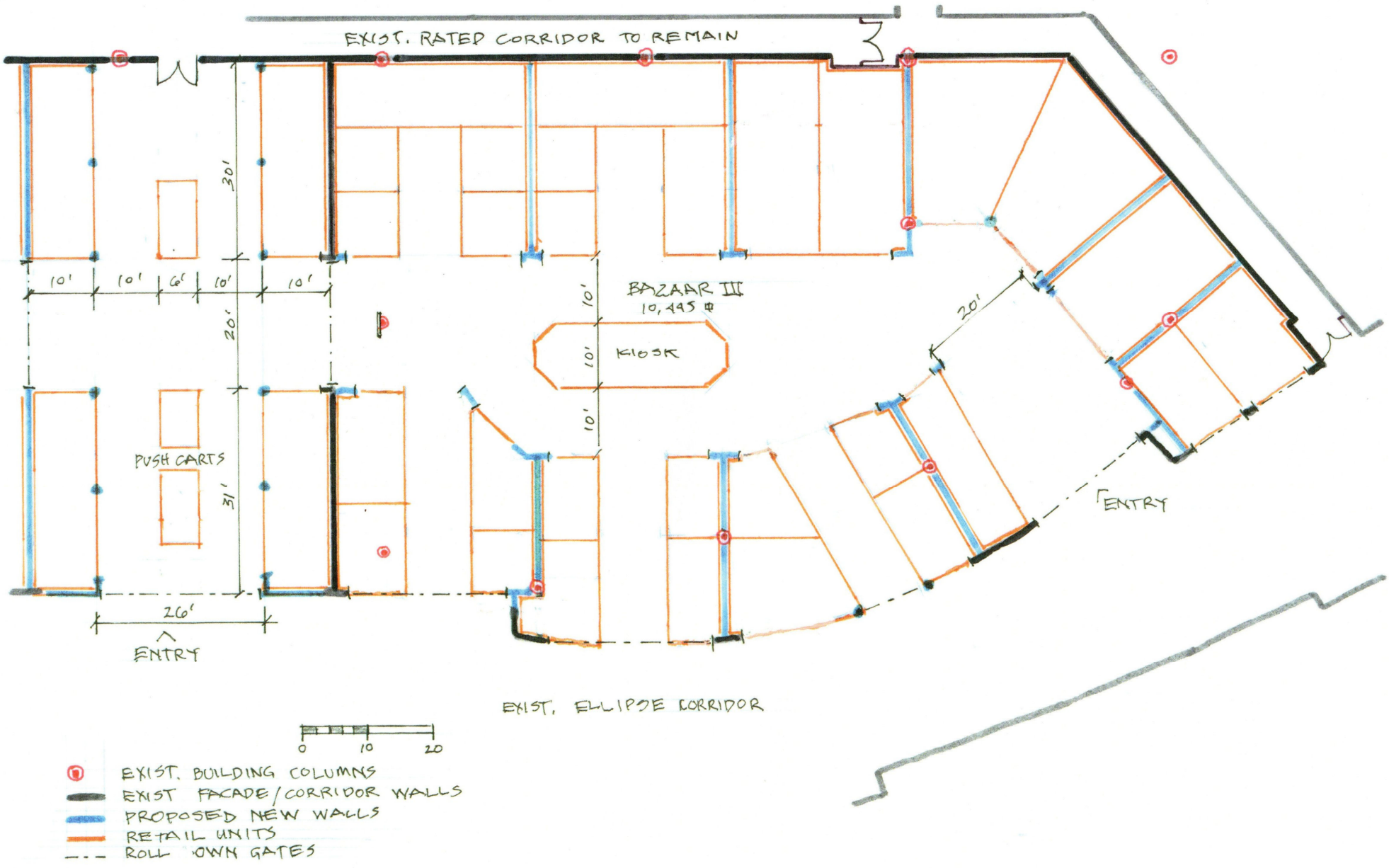
BAZAAR DISTRICT II CONCEPT - FLOOR PLAN

SCALE 1/16" = 1'-0" ♦ **© SNOW & ASSOCIATES, INC. 407-423-0117** ♦ **2012-11-26.1**



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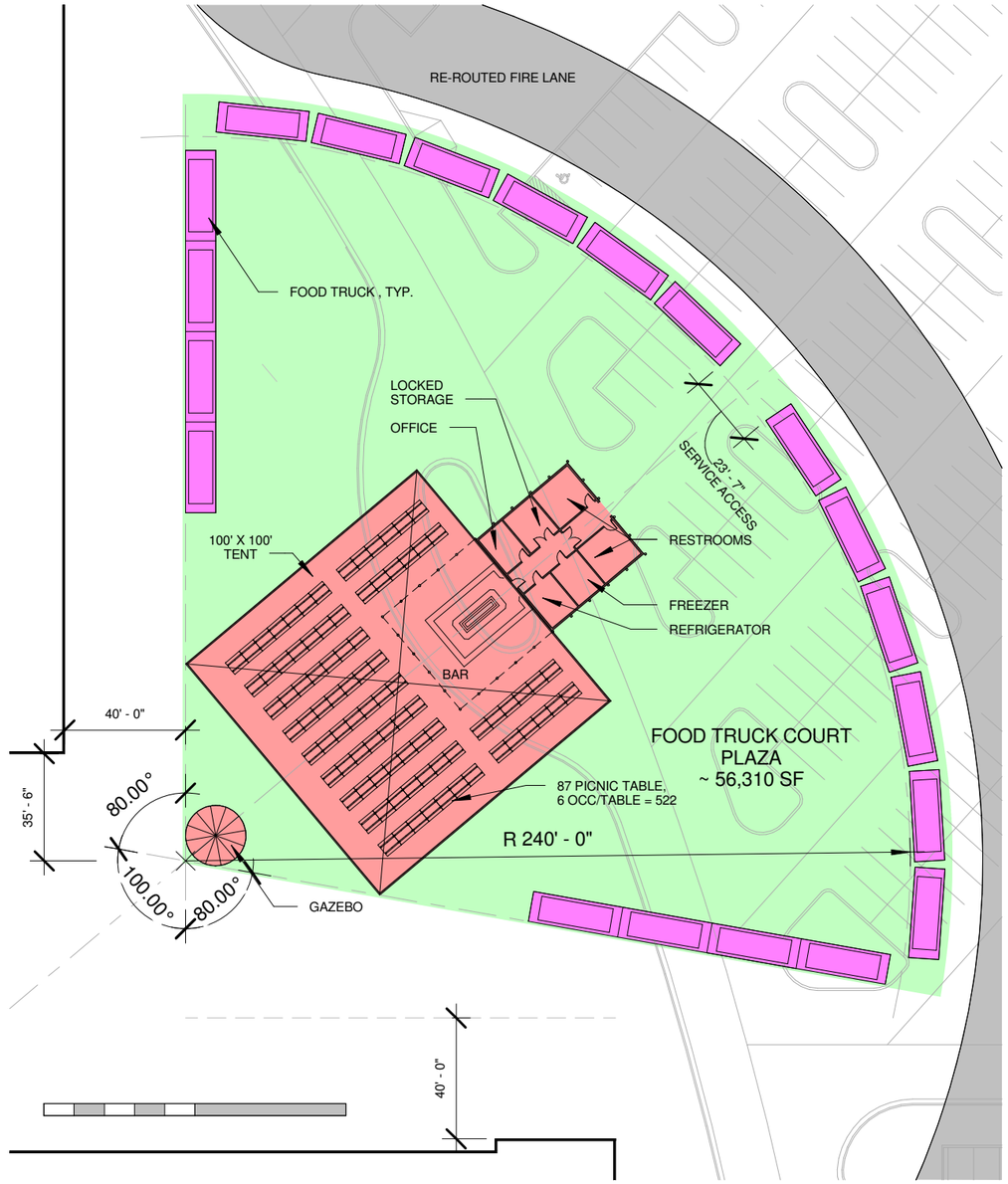
BAZAAR DISTRICT III CONCEPT - FLOOR PLAN

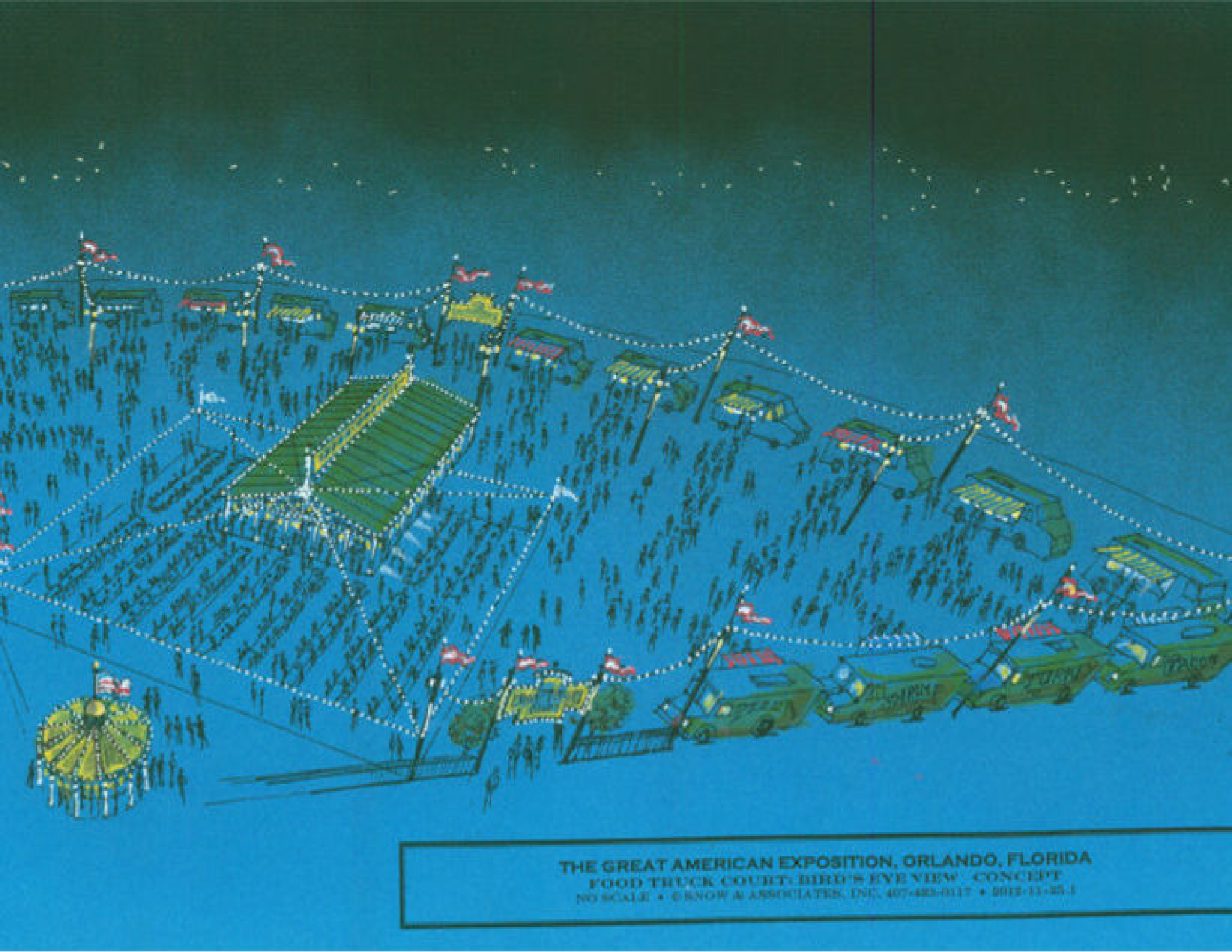
SCALE 1/16"= 1'-0" ♦ © SNOW & ASSOCIATES, INC. 407-423-0117 ♦ 2012-11-26.1



THE GREAT AMERICAN EXPOSITION, ORLANDO, FLORIDA

FOOD COURT TRUCK PLAZA CONCEPT, FLOOR PLAN

SCALE 1" = 50'-0" ♦ **© SNOW & ASSOCIATES, INC. 407-423-0117** ♦ **2012-11-26.1**



THE GREAT AMERICAN EXPOSITION, ORLANDO, FLORIDA
FOOD TRUCK COURT: BIRD'S EYE VIEW - CONCEPT
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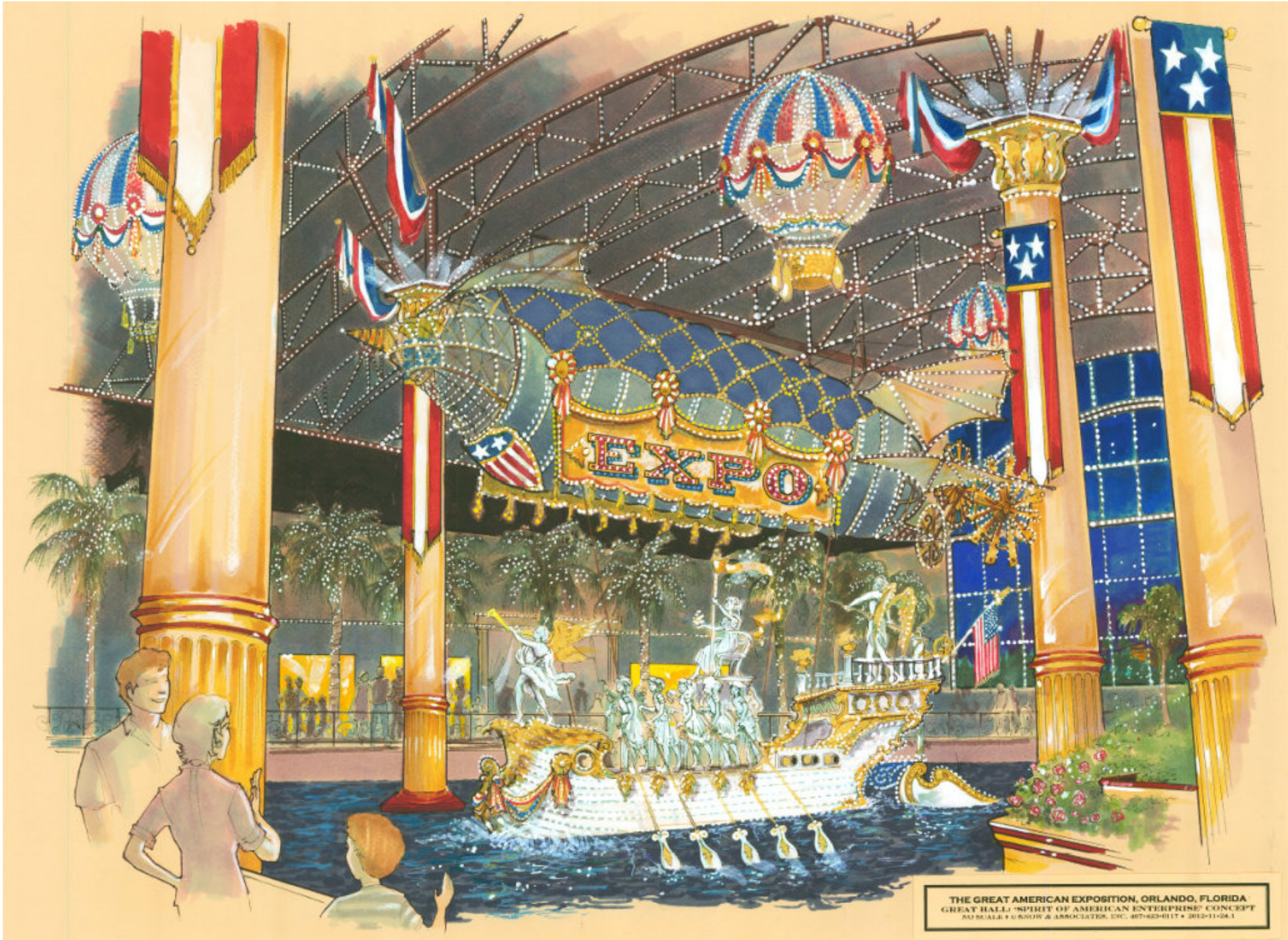

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GREAT HALL: 'SPIRIT OF AMERICAN ENTERPRISE' CONCEPT
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MAIN ENTRY GATEWAY AT I-DRIVE, CONCEPT I

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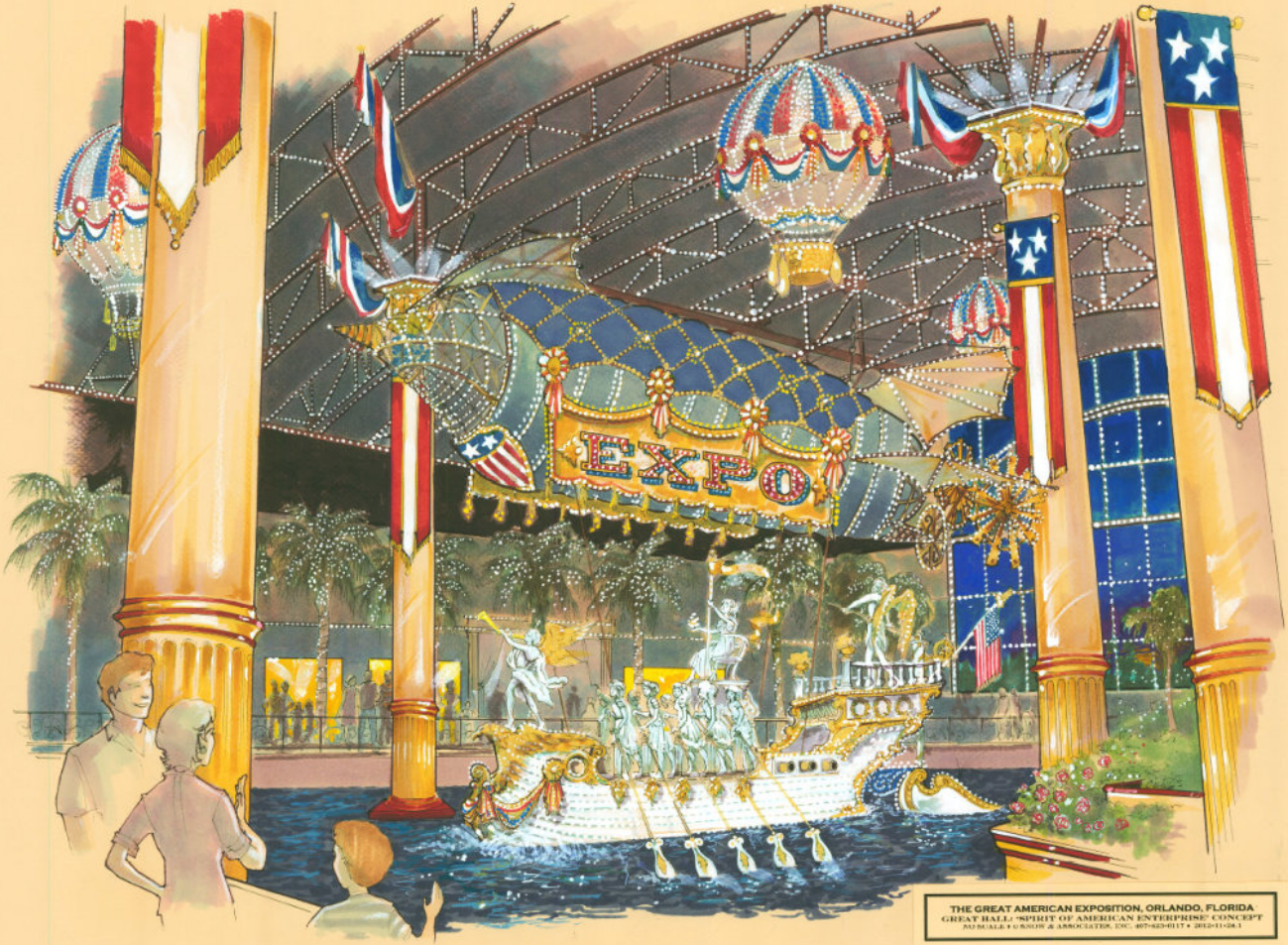
ENTRY PROMENADE: EAGLE COLUMN CONCEPT

GREAT AMERICAN EXPOSITION
EXPO
SURF SHOP
CAFE
VALET
VALET
CAFE



THE GREAT AMERICAN EXPOSITION, ORLANDO, FLORIDA
GREAT HALL: "SPIRIT OF AMERICAN ENTERPRISE" CONCEPT

THE GREAT AMERICAN EXPOSITION, ORLANDO, FLORIDA

PROMENADE CONCEPT VIGNETTE

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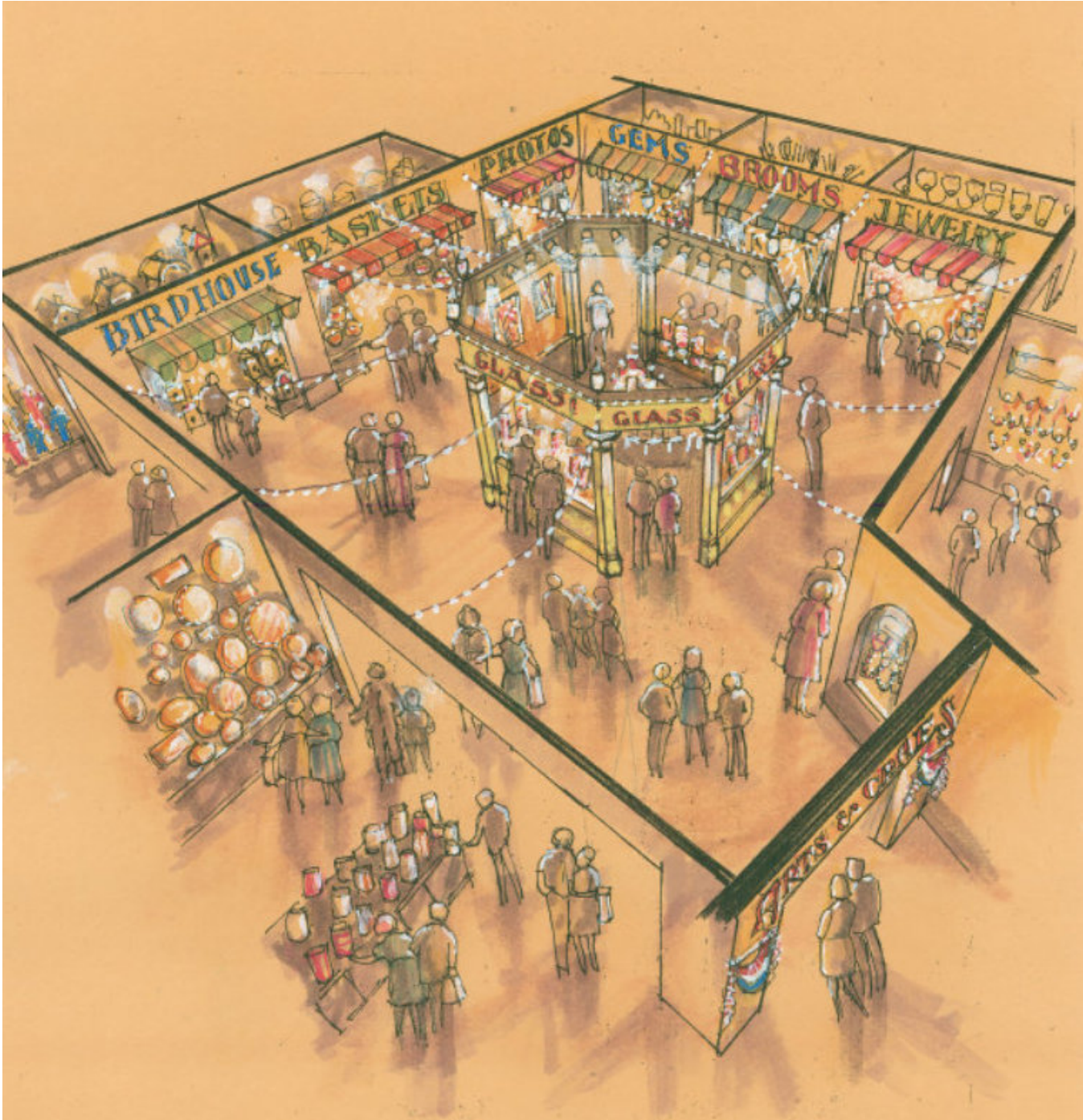

THE GREAT AMERICAN EXPOSITION, ORLANDO, FLORIDA

RETAIL BAZAAR: BIRD'S EYE VIEW OF A 'NEIGHBORHOOD' CONCEPT

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KIOSK 'A' CONCEPT VIGNETTE
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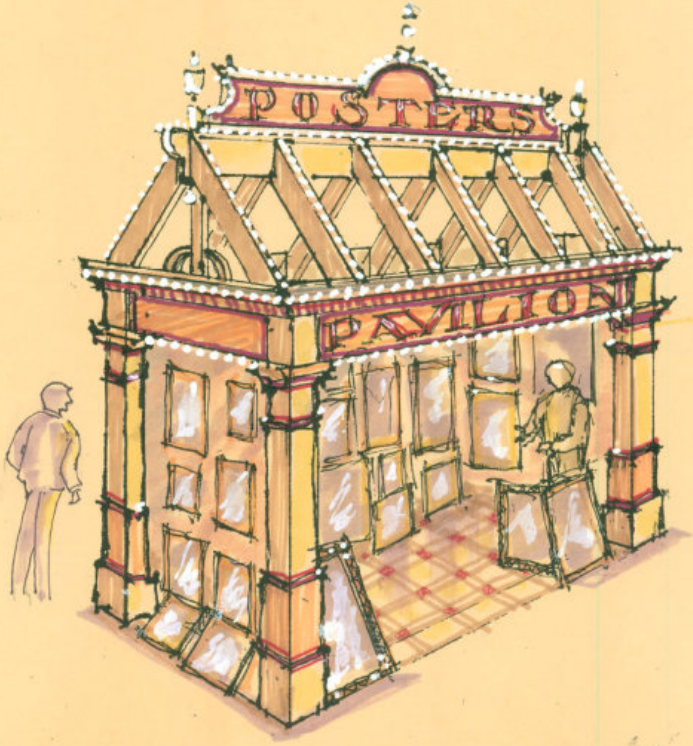

THE GREAT AMERICAN EXPOSITION, ORLANDO, FLORIDA
KIOSK 'B' CONCEPT VIGNETTE
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