

Atlantic City **Hasbro**

Jump into the Game



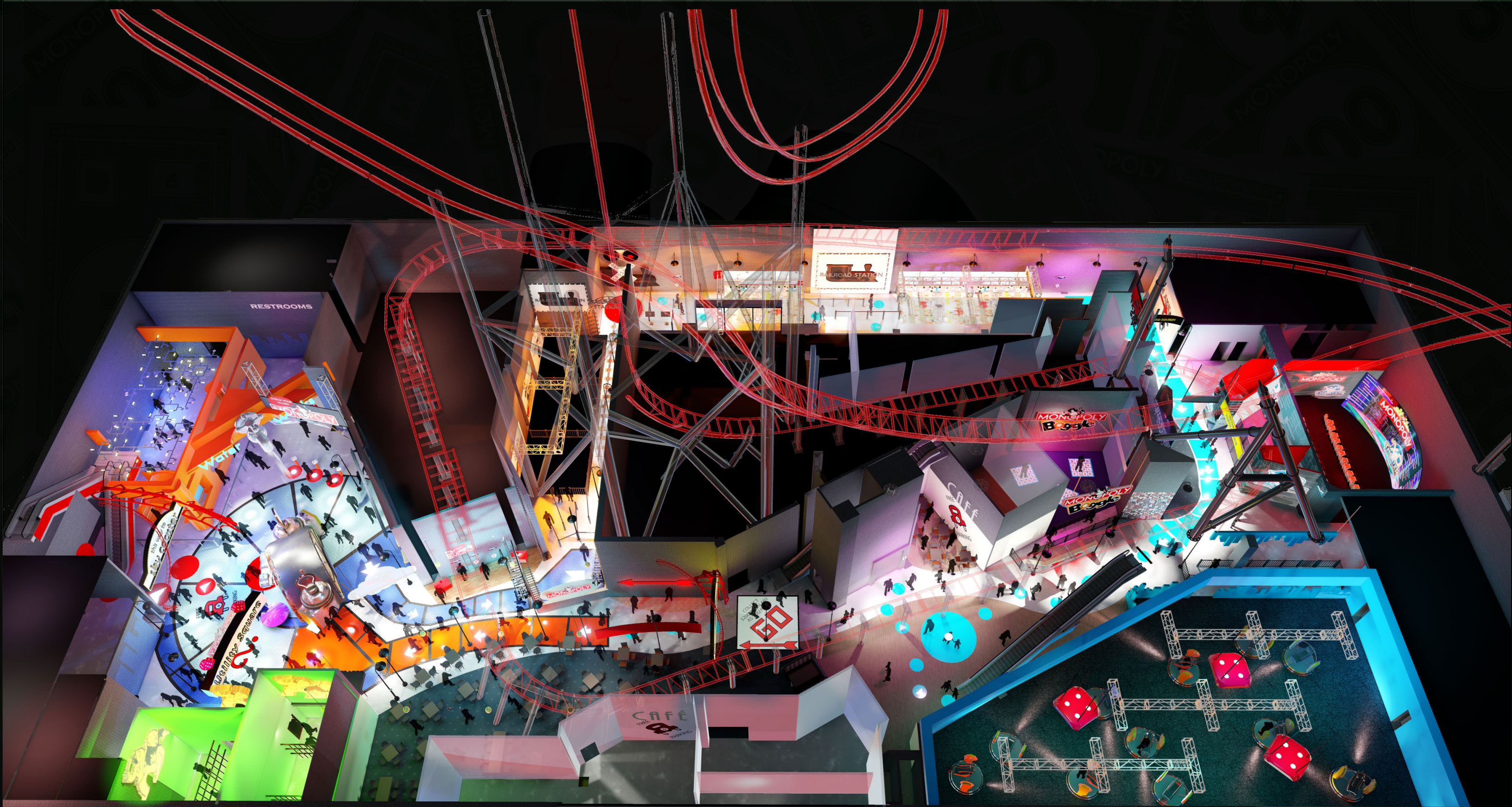
DESIGN CONCEPT PACKAGE



WELCOME TO THE WORLDS FIRST LIFE SIZE MONOPOLY EXPERIENCE WHERE GUESTS TRAVERSE THEIR WAY THROUGH A LARGER THAN LIFE GAME BOARD COMPETING FOR WEALTH AND STATUS. GRAB YOUR FRIENDS AND LEAVE THAT DINING ROOM TABLE BEHIND! NOW IS THE TIME TO JUMP IN THE GAME!







# OVERVIEW



THE **MONOPOLY** EXPERIENCE  
BUY YOUR TICKET



Select your token & team name

Collect your bracelet



RFID Bracelet

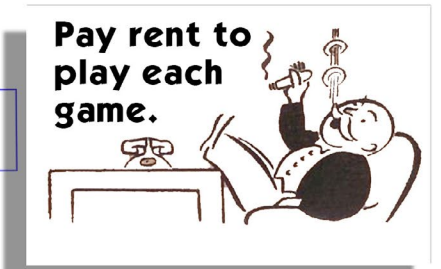
You're issued 1200.00 Monopoly dollars

Your bracelet pays rent, collects winnings and keeps track of you and your team's game!

RFID kiosks are located at each attraction



Allows you to check you and your team's progress.



Pay rent to play each game.

JUMP INTO THE GAME

See how you rank in your team

2 4 1 3



TEAM ROCKET!



See how your team ranks against all other teams in the venue.



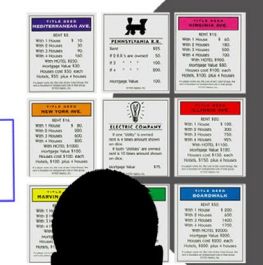
WIN PRIZES

Win Monopoly cards & Monopoly Dollars after each game

The cards you win are determined by how you finish each game-example 1st place Boardwalk, last place Baltic.



At kiosks you can see ...



Your total 2600.00 3rd place

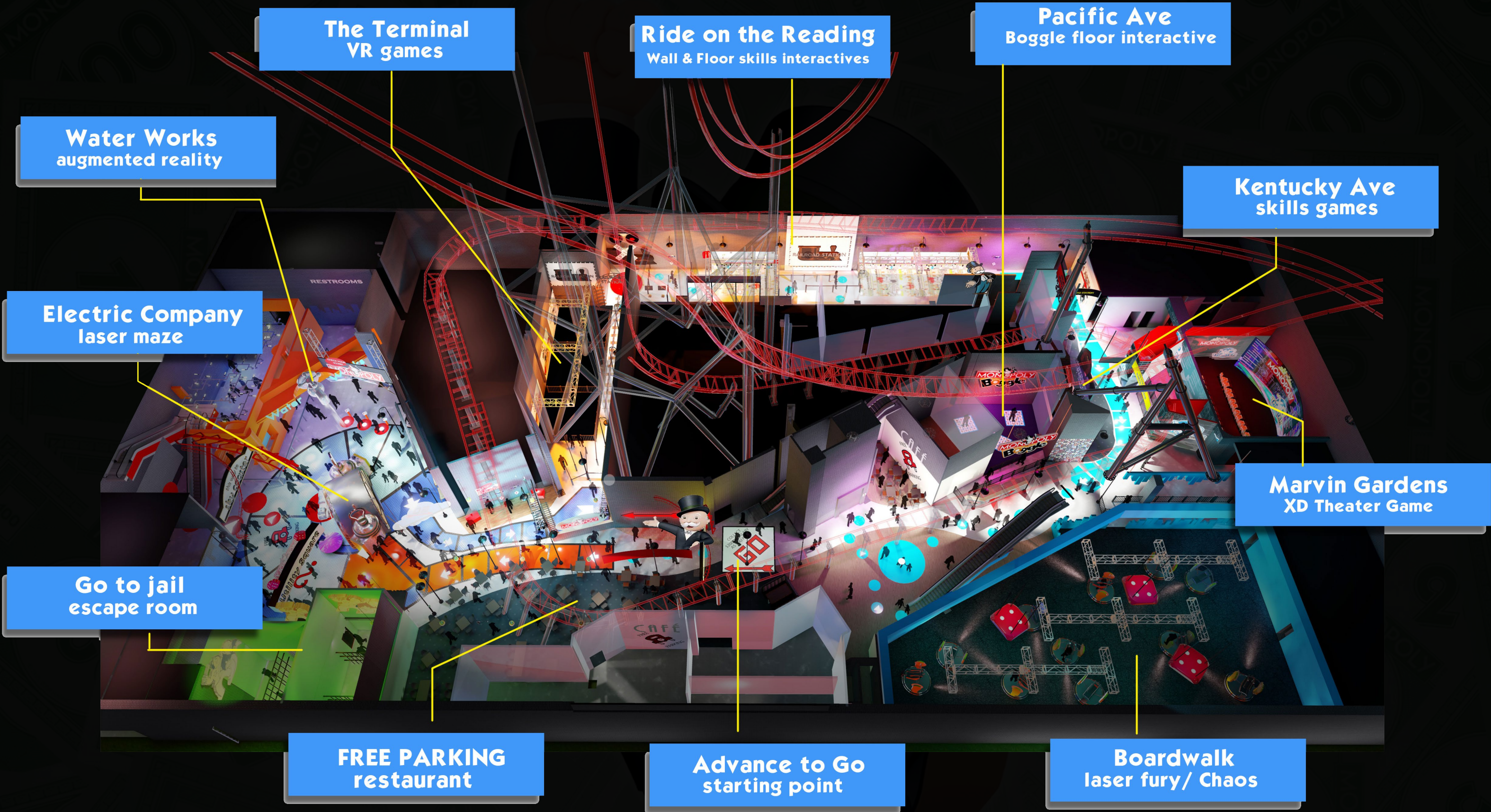
Team Total 18,600.00

1st place out of 50



HOW THE GAME WORKS





# OVERVIEW WITH ATTRACTION NAMES



# TABLE OF CONTENTS

- 1** **Advance to Go**  
starting point  
The starting point of your Monopoly experience.
- 2** **FREE PARKING**  
restaurant  
Food & Beverage location - There is a chance to win with each purchase.
- 3** **Go to jail**  
escape room  
You have been sent to Jail - The fines are by the minute, get out fast!
- 4** **Electric Company**  
laser maze  
Trouble in the electric company - Get through the hazards to flip the fuse box!
- 5** **Water Works**  
augmented reality  
A water pipe mystery - Solve the problem and earn your reward.
- 6** **The Terminal**  
VR games  
Wait to catch the train - Spend some time in the terminal while you wait.
- 7** **Ride on the Reading**  
Wall & Floor skills interactives  
Locomotive based interactive games using technology and skills
- 8** **Kentucky Ave**  
skills games  
This country store features skill games with Nerf blasters and balls.
- 9** **Marvin Gardens**  
XD Theater Game  
An immersive 4D theater - Use your tagging gun to bring in the cash.
- 10** **Pacific Ave**  
Boggle floor interactive  
Test your word skills in this library themed shop.
- 11** **Boardwalk**  
laser fury/ Chaos  
Jump into your “fully loaded” taxi - Get through the city traffic to your hotel.





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# FREE PARKING CAFE

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WHAT'S GAME NIGHT WITHOUT SOME GREAT FOOD? STOP BY THE CAFE FOR SOME DELICIOUS FOOD & CRAFTED COCKTAILS.... THERE'S SOMETHING FOR EVERYONE







## GO TO JAIL

### ESCAPE ROOM

OH NO! YOU'VE BEEN SENT TO JAIL.  
GATHER YOUR FRIENDS AND FAMILY FOR  
THE ESCAPE ROOM CHALLENGE WHERE  
YOU MUST USE YOUR THINKING SKILLS TO  
BREAK OUT.

50 XP





ESCAPE CHALLENGE

GO

PHOTO OP



A  
athan.creative@gmail.com  
407-719-2910

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THE MONOPOLY EXPERIENCE







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## **ELECTRIC COMPANY**

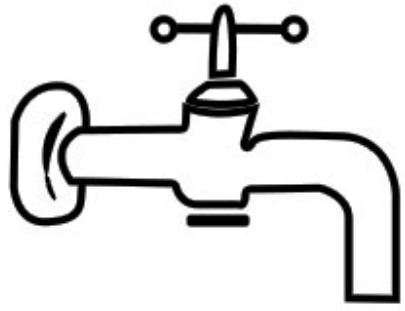
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50 XP

RENT HASN'T BEEN PAID AND THE LIGHTS HAVE GONE OUT. MR. MONOPOLY CHALLENGES YOU TO A LASER MAZE CHALLENGE THAT TESTS YOUR SKILLS AND REFLEXES AS YOU RACE AGAINST THE CLOCK WHILE MANEUVERING THROUGH A ROOM FULL OF LASER BEAMS. CAN YOU MAKE IT TO THE END AND GET THE LIGHTS TURNED ON?







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## WATER WORKS

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### VR EXPERIENCE

THERE HAS BEEN A FLOOD AT THE WATER WORKS BUILDING. GUESTS ARE CHALLENGED TO PUT ON THEIR VR GLASSES AND USE CRITICAL THINKING AND PROBLEM SOLVING SKILLS TO FIGURE OUT HOW TO TURN THE WATER OFF IN THIS COMPLEX RUBE GOLDBERG LIKE MACHINE.

50 XP



 Nathan.Creative@gmail.com  
407-719-2910



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Water Works

CHECK YOUR SCORE!

MONOPOLY

restrooms

LASER MAY!

ELECTRIC COMPANY  
PRICE \$150

MONOPOLY Utility Square

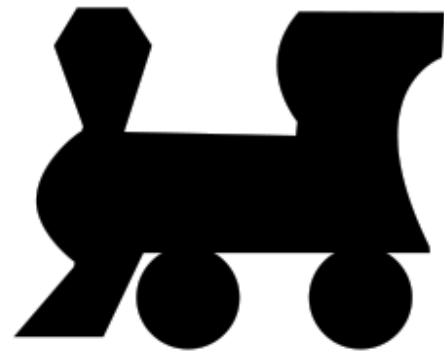
THE TERMINAL

JAVA

oathan.creative@gmail.com  
407-719-2910

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# THE TERMINAL

## VR GAMES

JUMP INTO THE FRONT PAGE OF THE NEWS!  
GO TO THE SPORTS SECTION. BATTER UP!  
OR GO TO THE CAFETERIA AND START A  
FOOD FIGHT! EACH VR EXPERIENCE IS  
GENUINE TO ATLANTIC CITY MONOPOLY  
EXPERIENCE.

50 XP

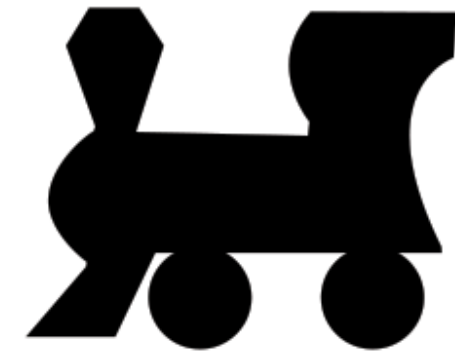


othen.creative@gmail.com  
407-719-2910

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## RIDE ON THE READING

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INTERACTIVE FLOORS  
& WALLS

RUN THROUGH THE RAILROAD CROSSING! IF YOU GET HIT, YOU LOSE. SIMILAR TO THE FROGGER EXPERIENCE, THIS ATTRACTION ALLOWS YOU TO BE THE STAR!

50 XP

oathan.creative@gmail.com  
407-719-2910





# INTERACTIVE GAMING 1


## INTERACTIVE GAMING 2

MONOPOLY

FUN AVE



 othan.creative@gmail.com  
407-719-2910



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# KENTUCKY AVE

## SKILLS CHALLENGE

USE YOUR NERF BLASTER TO FIND AS MANY MONOPOLY TOKENS AS YOU CAN IN THIS INTERACTIVE GAME... BONUS POINTS IF YOU CAN SPOT THE ORIGINAL TOKENS?

50 XP

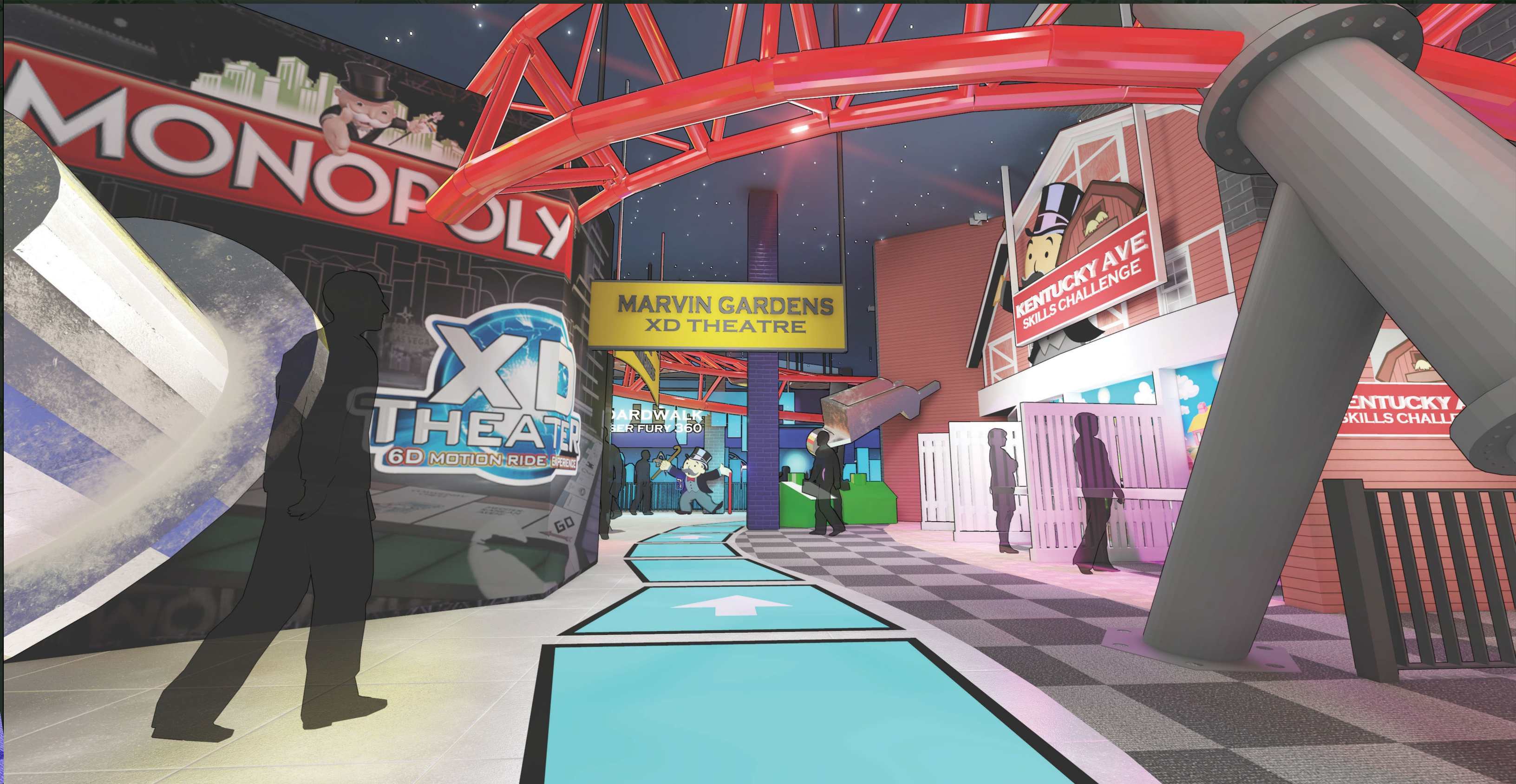


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407-719-2910

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# FUN AVENUE VIEW

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**THE MONOPOLY EXPERIENCE**





# MARVIN GARDENS

## XD THEATER

ARE YOU READY FOR THIS INTERACTIVE DARK RIDE ADVENTURE THAT TAKES YOU ON A DARING CHASE THROUGH THE CITY STREETS IN ATTEMPT TO RESCUE MR. MONOPOLY AND HIS MONEY FROM A BANK HEIST GONE AWRY.

50 XP

rothan.creative@gmail.com  
407-719-2910



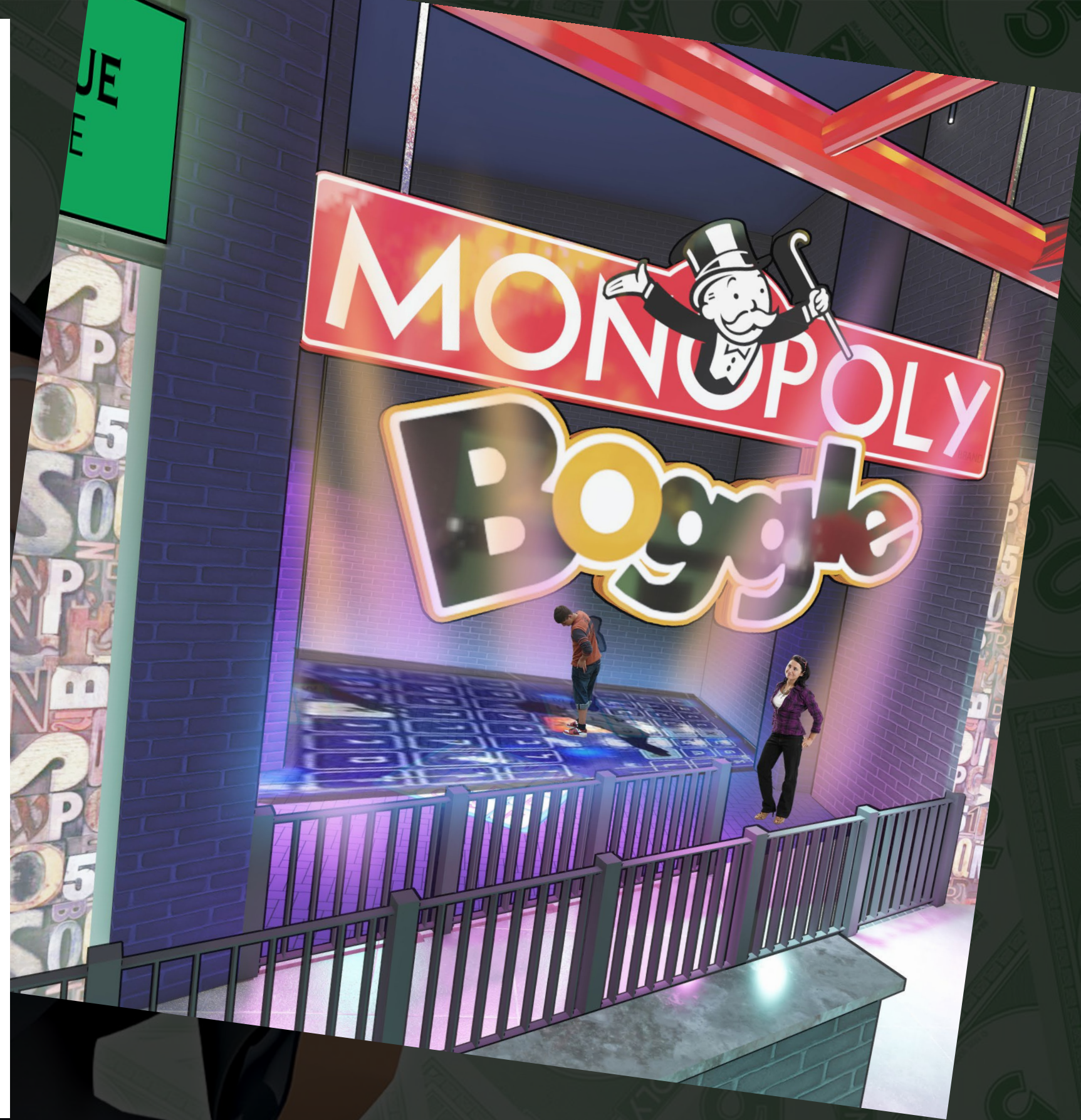
TITLE DEED

## PACIFIC AVENUE

### BOGGLE EXPERIENCE

HOW WELL DO YOU KNOW MONOPOLY?  
HOP ON THE INTERACTIVE FLOOR TILES  
AND SEE IF YOU CAN FIND AND SPELL YOUR  
FAVORITE WORDS BASED ON THE GAME OF  
MONOPOLY? HOW MANY POINTS CAN  
YOU SCORE IN 3 MINUTES!

50 XP



 nathan.creative@gmail.com  
407-719-2910



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BOARDWALK  
LASER FURY 360

Pacific Ave

MONOPOLY  
Boogie

LUCKY AVE  
CHALLENGE

NERF



oathan.creative@gmail.com  
407-719-2910

A small graphic featuring the Monopoly logo and several iconic characters from the game.

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EXPERIENCE

A small icon of Mr. Monopoly.

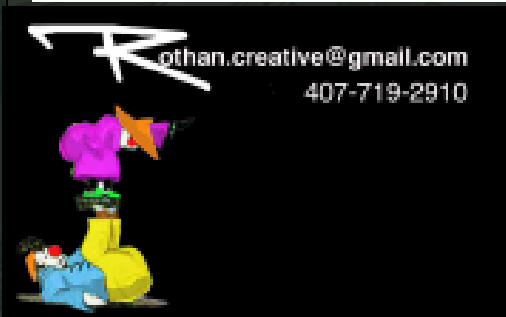


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**BOARDWALK**

LASER FURY 360


GET READY FOR THIS FAST PACED  
ADVENTURE RIDE! GRAB YOUR MONEY BAGS  
AND AR GOGGLES. ZIP THROUGH THE CITY  
IN A UNIQUE BUMPER CAR AR EXPERIENCE &  
COLLECT AS MUCH MONEY AS POSSIBLE...  
WILL YOU END UP A MILLIONAIRE OR  
BANKRUPT?

100 XP





# BOARDWALK LASER FURY 360

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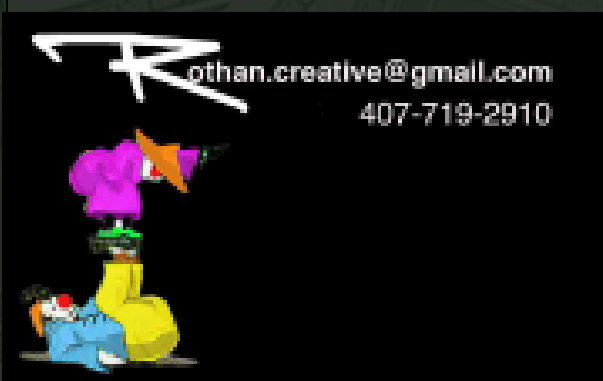
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## VERMONT AVE

PARTY ROOMS

USE THIS SPACE TO HOST ALL OF LIFE'S EVENTS FROM PARTIES AND CORPORATE EVENTS TO SPECIAL OCCASIONS. PAY RENT ON YOUR SPACE AND START MAKING MEMORIES.

100 XP



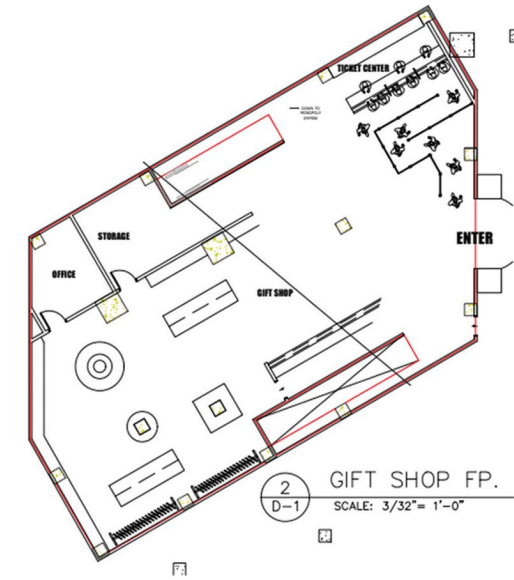




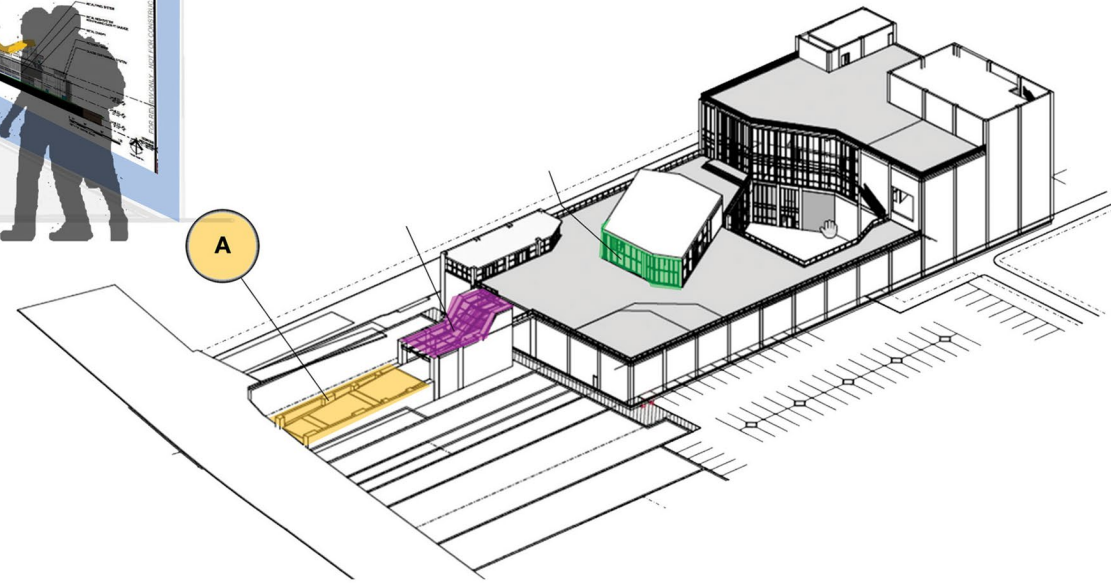
Marquee signage concept

Attraction information signage

Sky coaster info.  
Clearly marked as entry to ride coaster



**A** Concept view from boardwalk



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407-719-2910

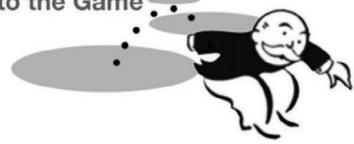
# ENTRANCE FROM BOARDWALK





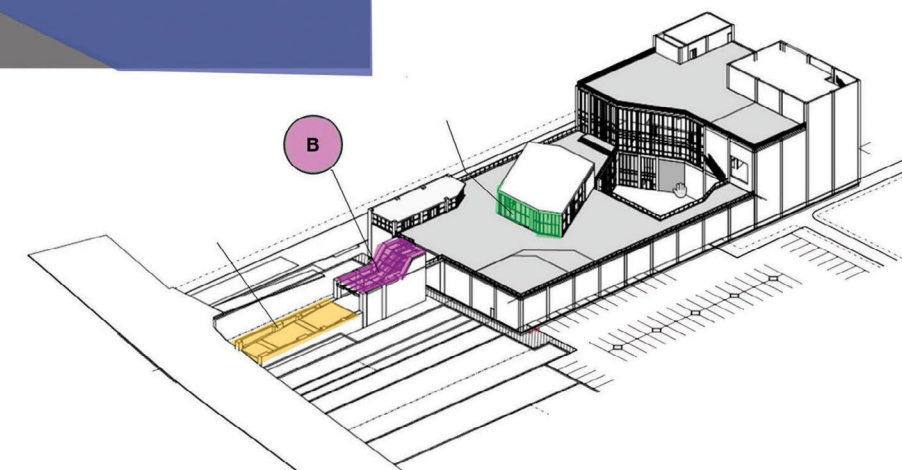
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**B**

Concept B View- Up escalator to store and attractions



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# ESCALATOR FROM BOARDWALK

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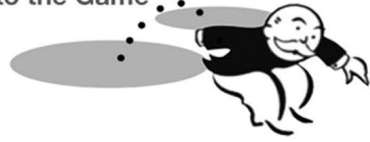
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EXPERIENCE



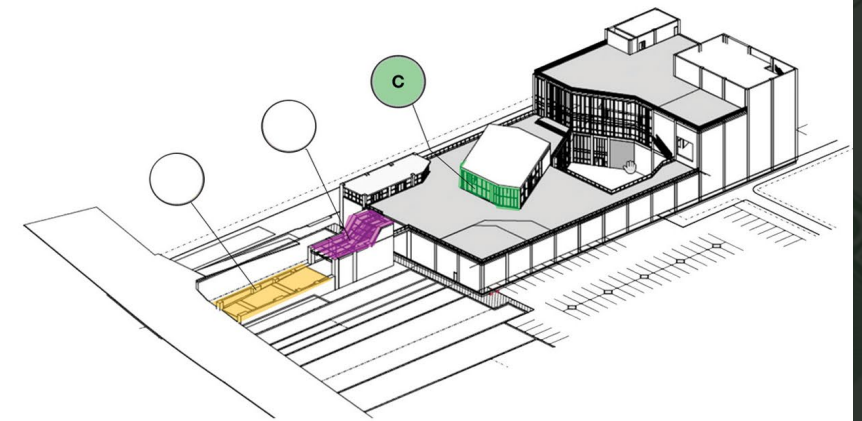
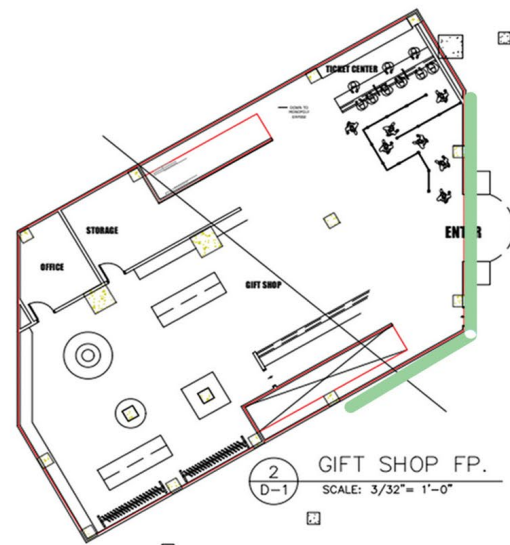
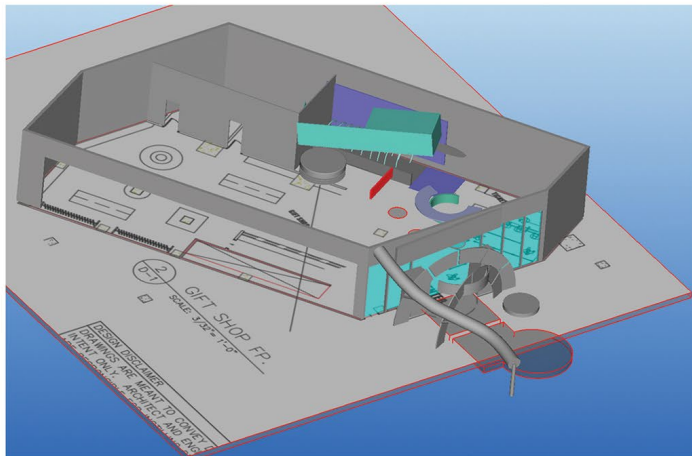


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C Exterior store concept



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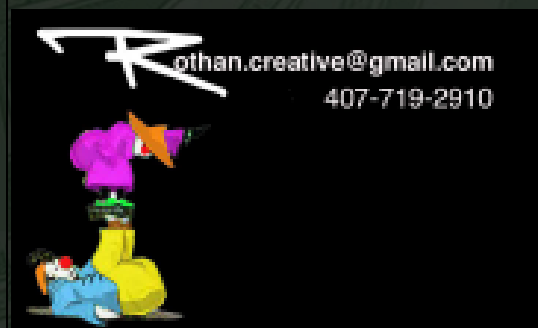
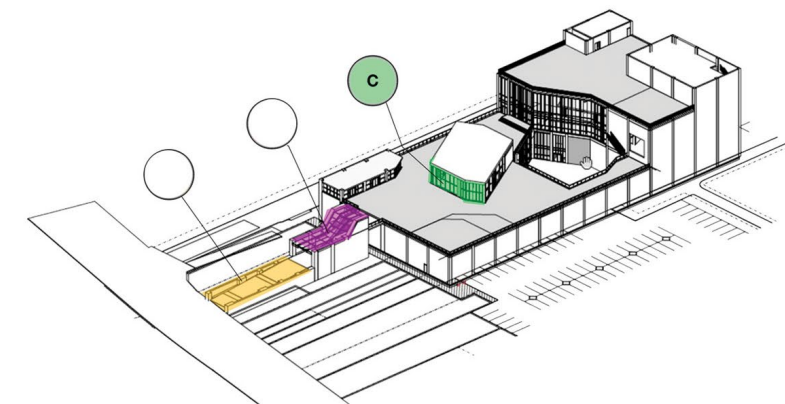
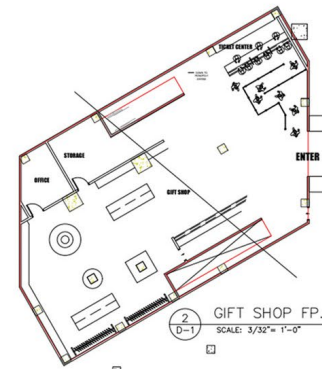
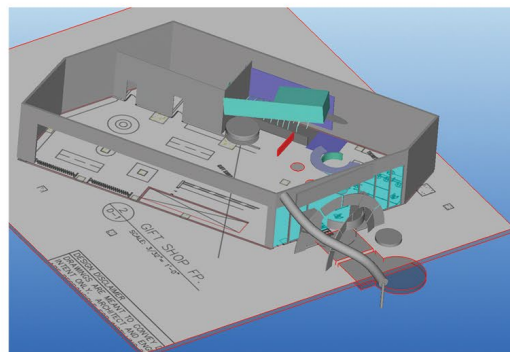
# EXTERIOR ENTRY - RETAIL TICKETING







C Interior store concept



athan.creative@gmail.com  
407-719-2910

# RETAIL & TICKETING





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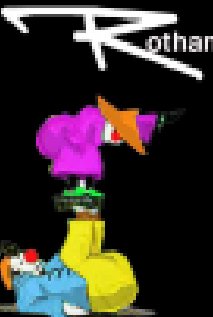


# COST ANALYSIS

ATTENDANCE - OPERATION - PROFIT/LOSS

oathan.creative@gmail.com  
407-719-2910

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# ATTENDANCE & OPERATIONAL DESIGN PARAMETERS

- **PROJECTED ANNUAL ATTENDANCE – 239,028 (20% OF COMPLEX)**
- **DESIGN DAY ATTENDANCE – 2,206**
- **PEAK ON-SITE ATTENDANCE DURING DESIGN DAY – 728**
- **RECOMMENDED ENTERTAINMENT UNITS PER HOUR – 3 ZONES**
- **RECOMMENDED THEORETICAL HOURLY RIDE/ATTRACTION CAPACITY (THRC) – 876**
- **RECOMMENDED RIDE/ATTRACTION EXPERIENCES – 9 ZONES**
- **RECOMMENDED RETAIL SPACE – 2,500 SQUARE FEET**
- **RECOMMENDED FOOD/BEVERAGE SPACE – 3,750 SQUARE FEET**





# ILLUSTRATIVE OPERATIVE PROFIT & LOSS

- **COST OF GOODS SOLD**

- **MERCH/PHOTO**

**35.0%**

- **FOOD**

**32.0%**

- **BEVERAGE**

**21.0%**

- **LAND LEASE OBLIGATION**

**12.7%**

- **AVERAGE PER CAP**

**\$16.46**

- **GROSS PROFIT**

**\$3,457,233**





# ILLUSTRATIVE OPERATIVE PROFIT & LOSS

- **ADMISSION PRICE – ADULT - \$17.95, CHILD - \$8.99**
- **AVERAGE ADMISSION PRICE - \$11.37 (ALL SOURCES)**
- **ADMISSIONS YIELD – 20% OF TOTAL COMPLEX ATTENDANCE**
- **AVERAGE PER CAPITA SPENDING REVENUE**
  - **ADMISSIONS** **\$ 6.49**
  - **MERCH/PHOTO** **\$ 2.24**
  - **FOOD** **\$ 6.85**
  - **BEVERAGE** **\$ 0.88**
  - **TOTAL PER CAP** **\$16.46**



# ILLUSTRATIVE OPERATIVE PROFIT & LOSS

- **TOTAL REVENUE**

- **ADMISSIONS**

**\$2,617,237**

- **MERCH/PHOTO**

**\$ 534,825**

- **FOOD**

**\$ 573,070**

- **BEVERAGE**

**\$ 210,345**

- **TOTAL REVENUE**

**\$3,935,477**



# ILLUSTRATIVE OPERATIVE PROFIT & LOSS

- **OPERATING EXPENSES**

• <b>LABOR &amp; BURDEN</b>	<b>\$792,015</b>	<b>20.1%</b>
• <b>MARKETING</b>	<b>\$ 86,580</b>	<b>2.2%</b>
• <b>MAINTENANCE</b>	<b>\$ 66,903</b>	<b>1.7%</b>
• <b>UTILITIES</b>	<b>\$122,000</b>	<b>3.1%</b>
• <b>LAND LEASE (ALLOCATION)</b>	<b>\$ 63,500</b>	<b>1.6%</b>
• <b>INSTITUTIONAL DEBT ALLOCATION</b>	<b>\$531,426</b>	<b>13.5%</b>
• <b>PRIVATE DEBT ALLOCATION</b>	<b>\$468,000</b>	<b>11.9%</b>
• <b>GENERAL AND ADMIN EXPENSES</b>	<b>\$612,364</b>	<b>15.5%</b>

• <b>TOTAL OPERATING EXPENSES</b>	<b>\$2,742,788</b>	<b>69.6%</b>
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• <b>NET MARGIN</b>	<b>\$714,446</b>	<b>18.2%</b>
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# Designing to franchise



- Creating an identity of each environment to have a consistent look and feel. "If you visited Atlantic City and then went to Orlando you would know it was from the same quality franchise"
- Create interactives and game play experiences that feel the same (even though different content) the overall game experience would feel the same regardless of geographic locations.
- The Hasbro I.P./ assets unique but familiar to other experiences



The successful franchised visitor experience

## VISITOR TAKE AWAY



- They understand it is a family/ social based experience
- There is a friendly competition to the franchise.
- You can Compete as an individual and as a team.
- You are in a " real time" game play experience. While playing contemporary games. V.R-A.R and other Arcade/ theme park type game play.
- Winning pays off in some capacity



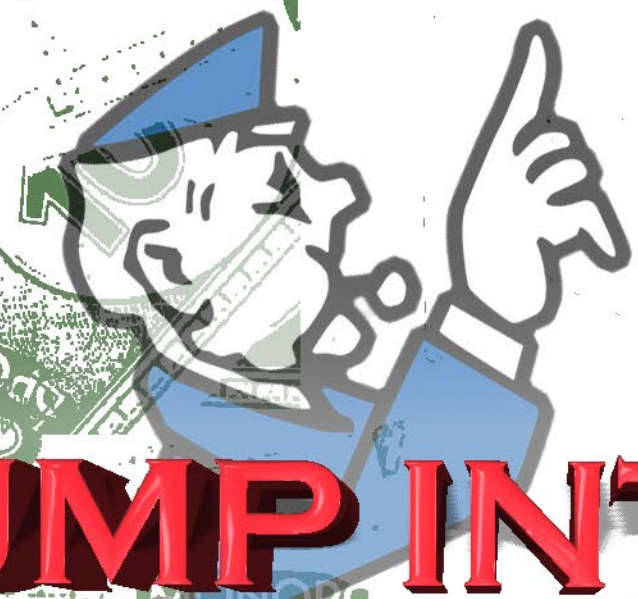
# THE FRANCHISE



athan.creative@gmail.com  
407-719-2910



# Atlantic City Hasbro



**JUMP INTO**

**THE GAME!**

