





A nighttime photograph of the Nashville skyline, featuring the iconic AT&T Building (Nashville Tower) on the left and various other buildings along the riverfront. The lights from the buildings are reflected in the calm water in the foreground.

The Sound of Nashville Amusement Park Inc.

An Exciting New Expansion to Nashville's Premier Theme Park

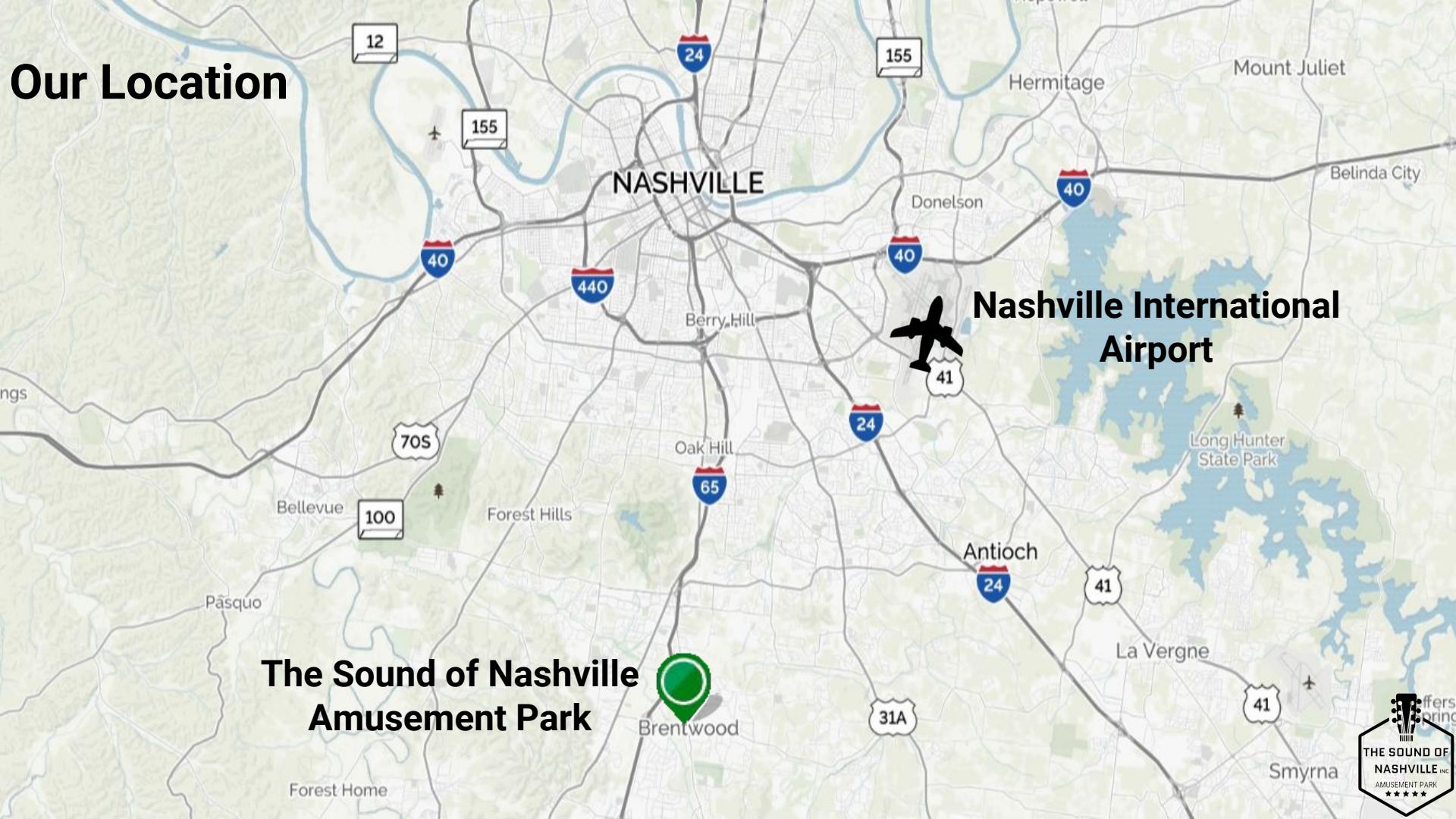


About Us

- **Opened in 2013 as an amusement park in the Nashville area**
- **Located in Brentwood, Tennessee**
 - Suburb of Nashville - 20 minutes away from the city
- **Opened 200 days per year**
 - 10:00am - Midnight
- **Planned expansion in 2019**



Our Location



**The Sound of Nashville
Amusement Park**



Brentwood

**Nashville International
Airport**



Our Park



The Predator



The King



The Stratocaster

The Titan



THE SOUND OF
NASHVILLE™
AT SIX FLAGS OVER TENNESSEE

Mission, Vision and Value Statements

Mission Statement

To provide the City of Nashville and its surrounding area with a family friendly source of entertainment.

Vision Statement

In 2019, we plan to unveil our new premium ride, the “The Titan”, among our other park rides and concert area.

Value Statement

We believe that the way our customers feel is of the utmost importance, with customer relations representatives being available at all times. Also, as a reward for excellence in the workplace, park employees receive special benefits.



Meet Our Team



Ryan Hogan

Chief Operations Officer

Michael Eisner

Chief Executive Officer

Eric Kruglyak

Chief Financial Officer

Thomas Kellner

Chief Marketing Officer



Viktor Czernin-Morzin

Chief Security Officer

Sources of Revenue

Our Current Sources of Revenue Include:

- Ticket/package sales,
- Food and merchandise
- Arcade
- Parking fee



With expansion, our future sources of expansion will include:

- Our Premium ride: The Titan
- Concert ticket fees

Entertainment Industry

Various Rides



Music Venues



NAICS Code: 71311

Our Market

Nashville, Tennessee

- **Nashville**

- Residents: 670,000 people (U.S. Census Bureau 2017)
- Median Household Income: \$49,891 (U.S. Census Bureau 2017)

- **Brentwood**

- Median Household Income: \$148,340 (Data USA)

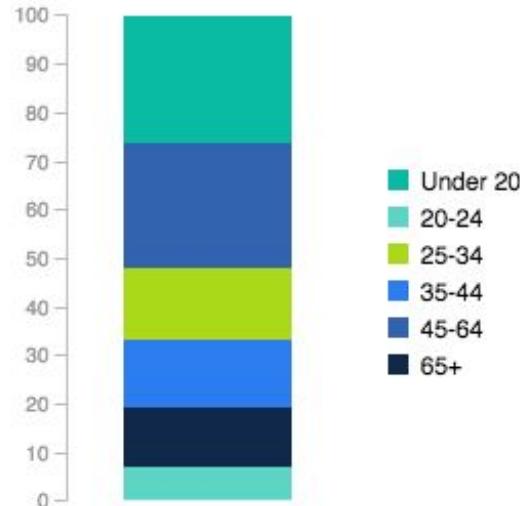
- **Visitors**

- 14.5 million people in 2017 (Tennessean Magazine 2017)

- **Kids aged 5-17**

- 21.5% of Nashville's Population (U.S. Census 2017)
- About 150,000 people

Age Distribution



Data sourced from the U.S. Census Bureau's American Community Survey.

Major Competitors



Dollywood



Nashville Shores Water Park



Tito's Playland



Nashville Zoo

Success vs Competition

- Appeal to the regional population by providing an amusement park and concert experience all in one
- Offer a new source of entertainment to the Nashville area
- Nashville lacks a true amusement park with a wide variety of rides



Success Factors

- **Loyal customers**
- **High quality maintenance**
 - All rides checked each morning before opening hours
- **Offer something new and relevant for the area**
 - Our new premium ride, The Titan
 - Concerts with top country artists



The Sound of Nashville - S.W.O.T Analysis

<u>Strength</u>	<u>Weakness</u>
<ul style="list-style-type: none">• Wealthy & populated area• “Music City”• Experienced staff	<ul style="list-style-type: none">• Lack of brand exposure• Capital funding
<u>Opportunity</u>	<u>Threat</u>
<ul style="list-style-type: none">• Park expansion• Incorporation of local community• Partnership with Country Music Hall of Fame	<ul style="list-style-type: none">• Weather conditions• Economy• Government regulations



Major Customers

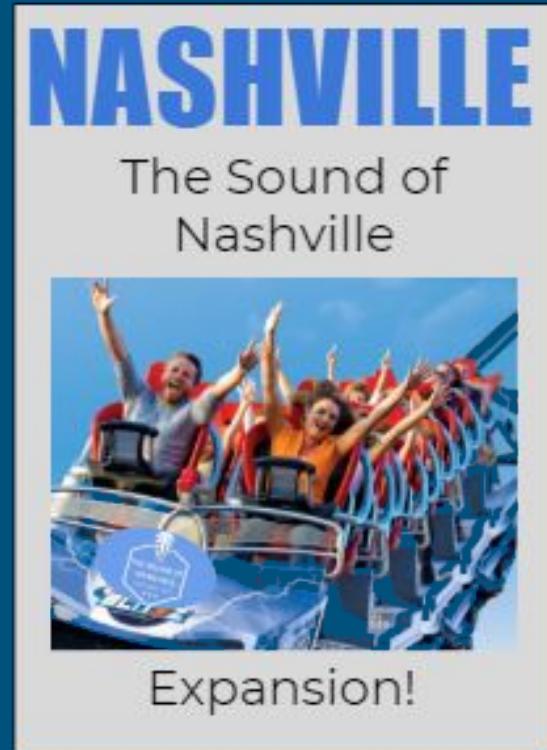
- **Families**
 - Kids aged 6 and above
 - Adults aged 18 and above
- **Concert Goers**
- **College Students**
 - September - May



Marketing Strategy

- **Social Media (Facebook, Twitter, Instagram)**
- **Website**
- **Country Music Radio**
 - 97.9 FM: The BIG 98
- **Exposure from country music entertainers**
- **Magazine advertisements**
 - Nashville Lifestyles Magazine
- **Billboards**

www.nashvillepark.com



Partnerships

Country Music Hall of Fame



Partnerships

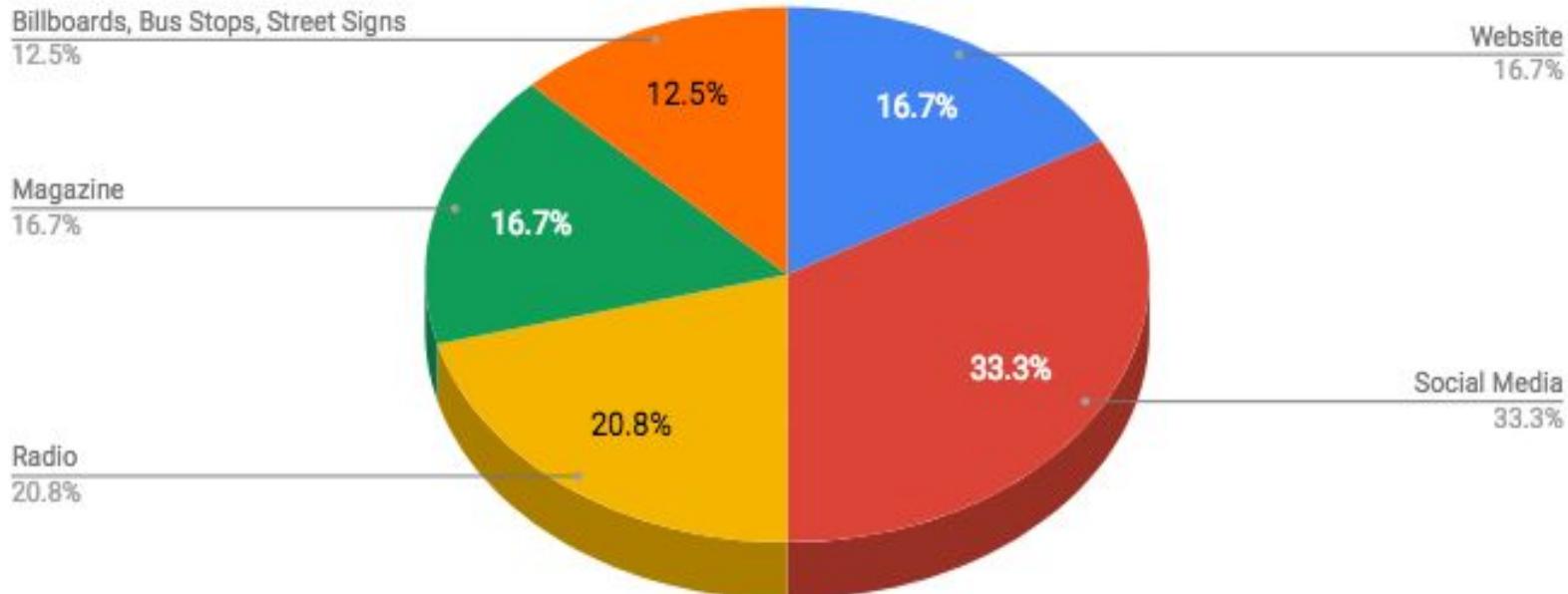
Nashville MTA

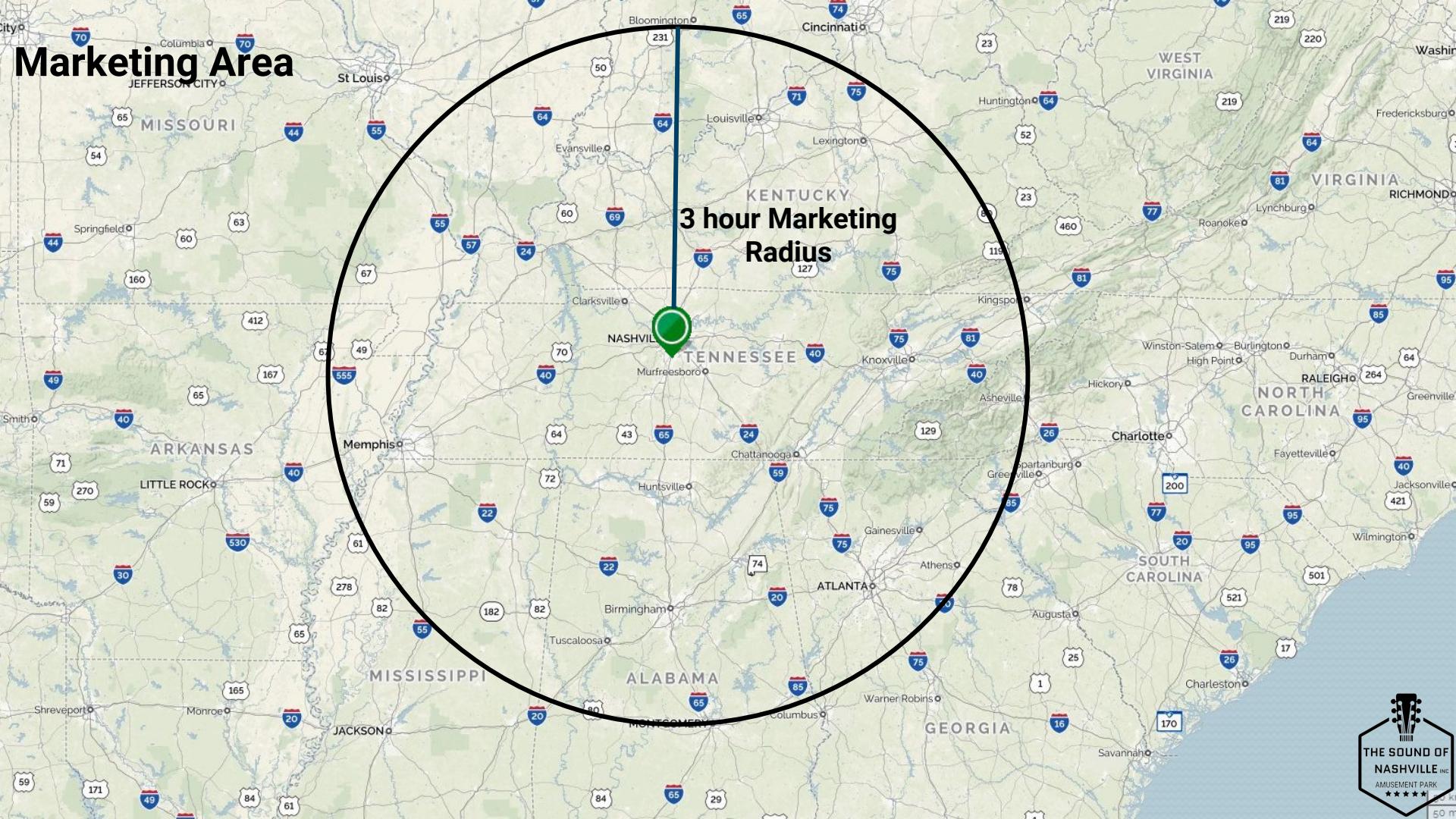


Uber



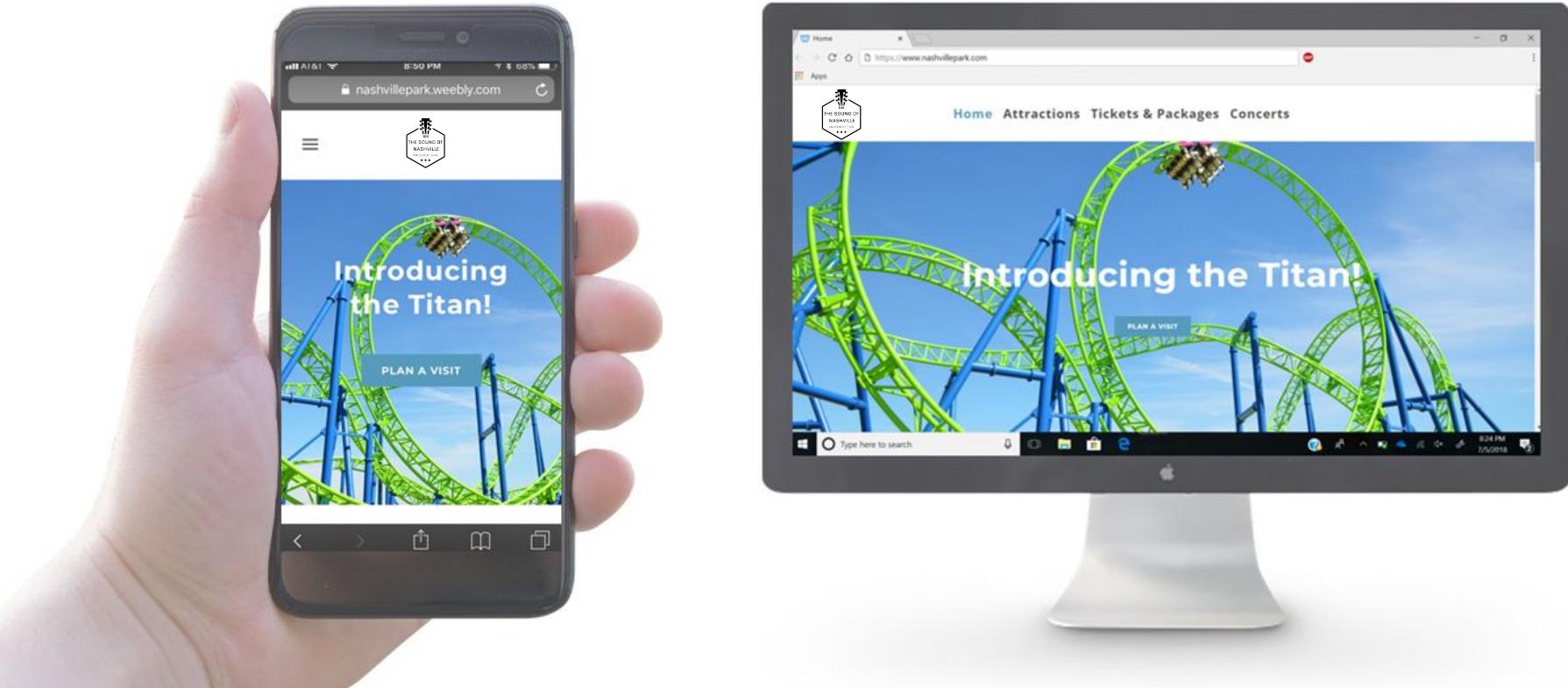
Marketing Strategy





On Your Phone and on The Web

www.nashvillepark.com



Local Advertising



Future Marketing

- **With expansion, our range of marketing will increase**
 - We will be able to advertise the musical aspect of the park
- **Famous country artists who are hosting concerts will bring attention to our park**
- **Continue evolving to trends in our industry**
 - Voice Recognition
 - Robots/Computers



Marketing & Sales Distribution

- **Target Market**
 - Nashville & suburbs
- **Hands - on marketing team**
 - Involved in community
- **At some point we hope to market the entire country**
- **Major source of sales**
 - Local market
- **Secondary source of sales**
 - Tourists



Gaps in the Market

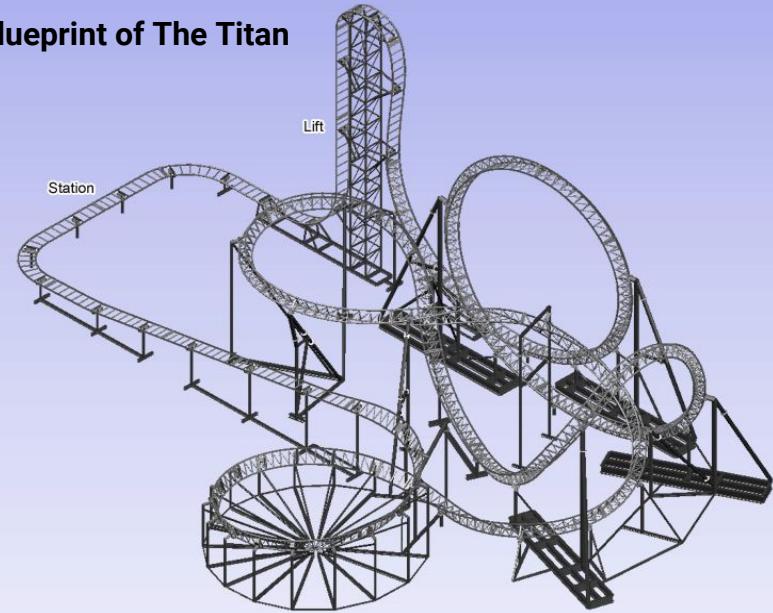
- **Innovative concerts**
- **Have the market share of the entertainment industry**
- **Convenience**
 - Pricing
 - Location



Products and Services

- Premium Ride: The Titan
- Rides and Roller Coasters
- Music / Concerts
- Concessions
- Souvenirs
- Park Transportation
- Handicap Accessible

Blueprint of The Titan



THE SOUND OF NASHVILLE
PRESENTS

LUKE BRYAN

OPENING NIGHT

GENERAL ADMISSION

OPENING NIGHT

ADMIT ONE

NASHVILLE LIGHTS
AMPITHEATER

Qualities

- **Eco-Friendly**
 - Recyclable
 - Solar Panels
- **U.S. made products**
- **Fun for all ages**
- **Food bought and grown locally**
 - The Turnip Truck - "Providing fresh, local, and whole foods to the community since 2001"



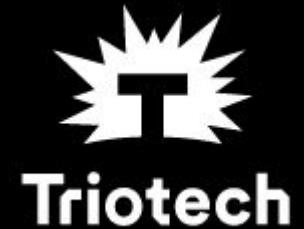
Our Strategy

- **Main arcade located near entrance**
 - Side games are located throughout the park
- **Concessions are located near rides**
- **Stores near exit**
 - Merchandise
 - Souvenirs
- **Popular Music played throughout park**
- **Food and drink partnerships**



Suppliers and Vendors

- Contracts with suppliers and vendors for next 10 years
- Souvenirs bought through National Prize and Toy
 - Lower prices, larger quantity
- Triotech
 - American-based supplier
 - Primary ride supplier
 - Manufacturer of rides and related systems

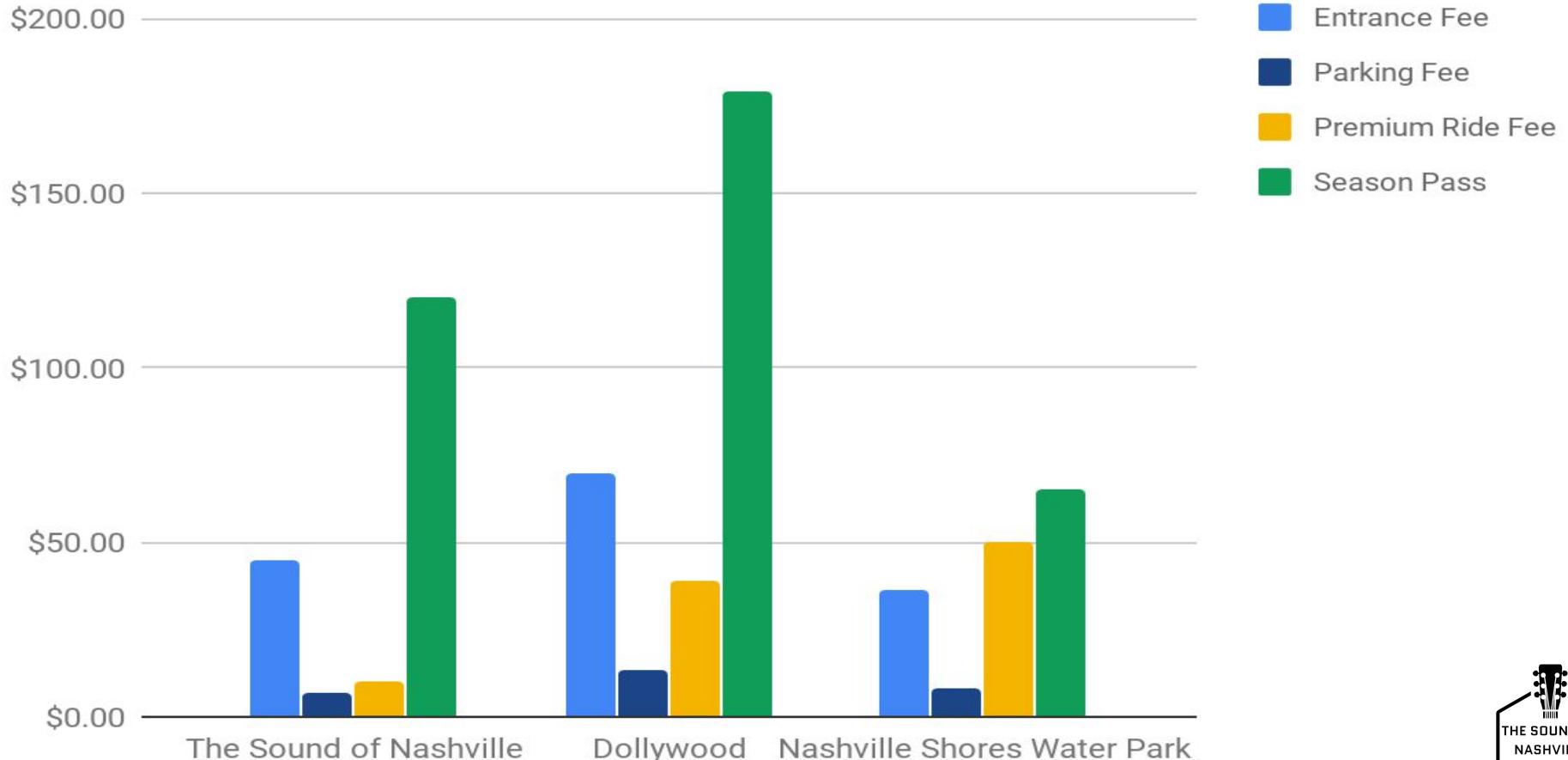


Prices

- Regular Admission: \$50
- Parking: \$7
- Premium Ride: \$10
- Concessions: \$4 - \$15
- Merchandise: \$20 - \$50
- Concerts: \$60-120
- The Ol' Reliable package (admission and concert): \$120



Our Prices vs Our Competition



Further Expansion

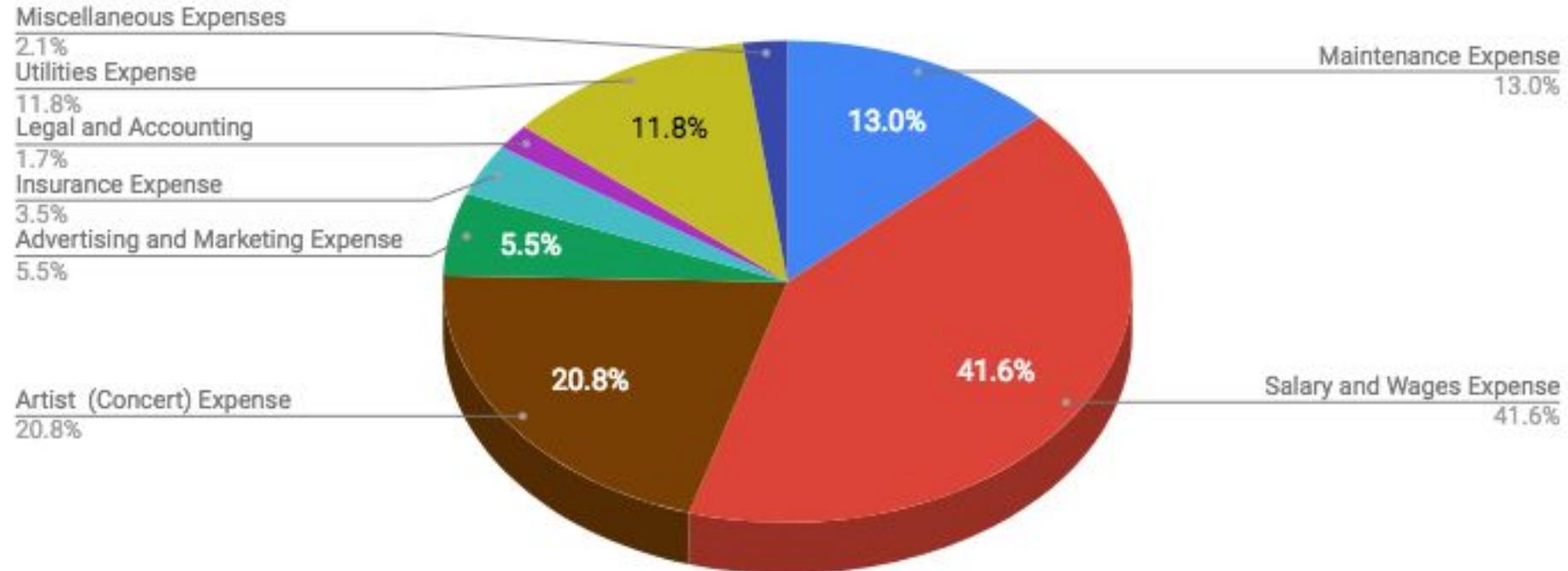
- More sponsorships with suppliers, vendors, etc.
- The opening of The Titan in 2019
- Unveil our concert venues to the public



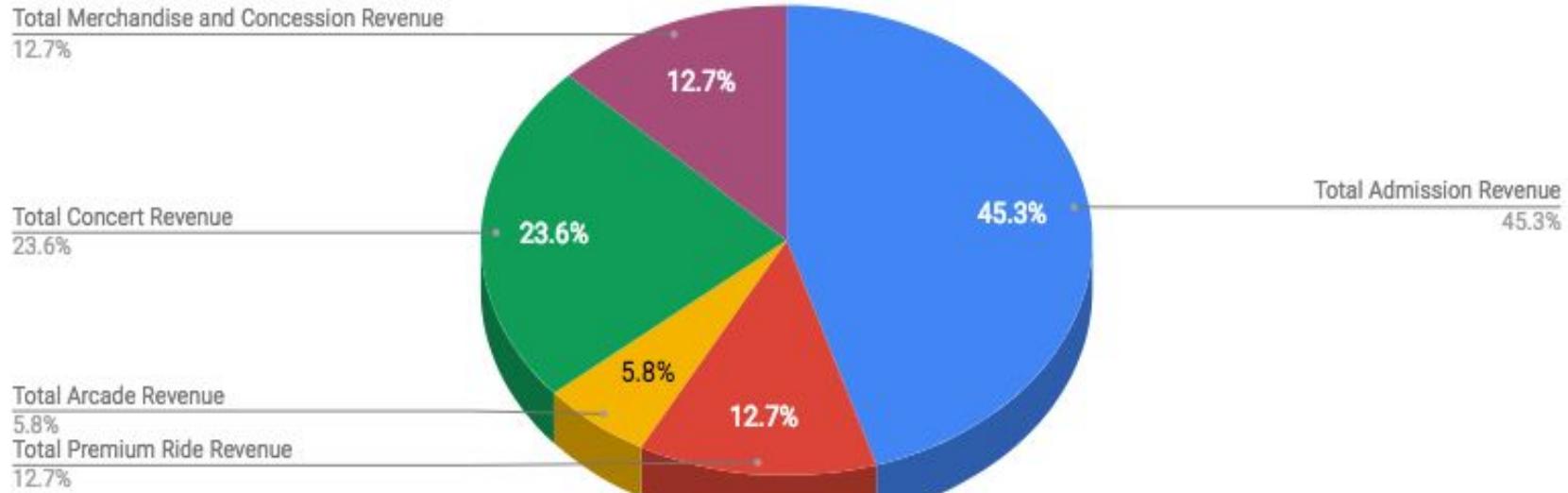
Our Timeline



Expenses



Future Revenue Breakdown



3 Year Pro Forma Income Statement

Projections	2018 Actuals	2019 Projection	2020 Projection	2021 Projection
Admission/Customer	\$50.00	\$51.00	\$53.00	\$55.00
Average Revenue/Customer	\$14.00	\$72.00	\$80.00	\$85.00
Customers per day	4,500	5,000	6,000	6,750
Average Customers/Concert	0	16,000	17,500	18,000
Concerts Per Year	0	36	42	48
Operating Days Per Year	200	200	200	200
Customers Per Year	900,000	1,150,000	1,380,000	1,552,500
Total Revenues	\$41,300,000	\$97,615,000	\$115,075,000	\$132,628,000
Cost of Goods Sold	\$2,000,000	\$4,000,000	\$4,000,000	\$4,000,000
Gross Profit	\$39,300,000	\$93,615,000	\$111,075,000	\$128,628,000
Expenses				
Maintenance Expenses	\$2,653,500	3,703,750	4,304,100	4,854,500
Salary and Wages Expense	10,000,000	15,000,000	17,000,000	19,000,000
Artist (Concert) Expense	0	18,000,000	21,000,000	24,000,000
Advertising and Marketing Expense	2,200,000	2,000,000	2,500,000	3,000,000
Research and Development	2,500,000	1,500,000	1,500,000	1,500,000
Insurance Expense	2,750,000	3,500,000	4,000,000	4,500,000
Legal and Accounting	500,000	600,000	600,000	600,000
Utilities Expense	6,000,000	10,000,000	12,000,000	14,000,000
Miscellaneous Expenses	1,000,000	2,000,000	2,000,000	2,000,000
Total Expenses	\$27,603,500	\$56,303,750	\$64,904,100	\$73,454,500
EBITDA	\$11,696,500	\$37,311,250	\$46,170,900	\$55,173,500

Questions?



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Communication, July 9th, 2018, Jerry Brick, General Manager, Lake Compounce.