

THE FUNTOWN MOUNTAIN PLAN

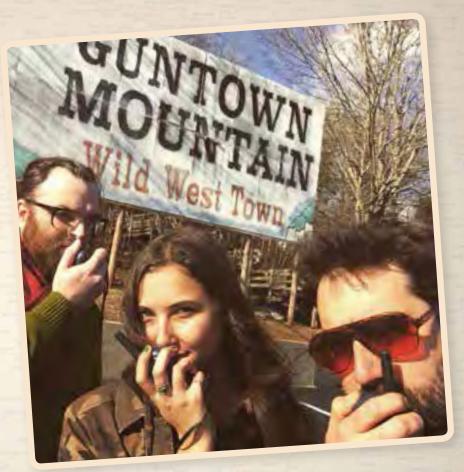
WHAT THE FUN IS THIS?





FUN FACTS

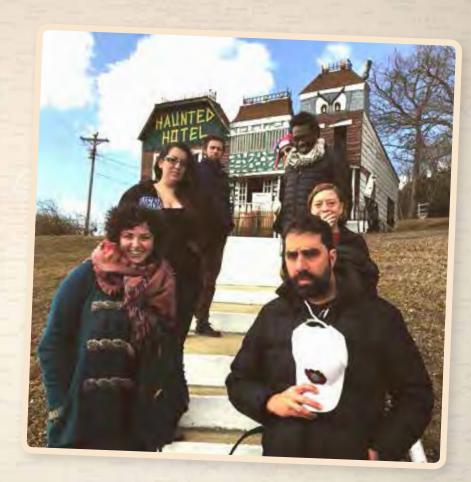
- Kentucky Carnival-Themed
 Amusement Park
- Located in Cave City, Kentucky
- Near Mammoth Cave
 National Park
- Located at former historic
 Guntown Mountain
- Affordable Family Destination





FUN FEATURES

- Haunted Hotel
- Puttin N Kentucky Putt-Putt
- Imagination Land Museum
- Mountain Top Amphitheater
- Souvenir Shack
- Kentucky Wondershow Theater
- Hillbilly Tea Shack
- Skylift Ride
- Zippity Doo-Dah Zipline
- Lucky Lady Saloon
- Lolley Land
- Treetop Village





WHERE THE FUN IS THIS? (AVE (ITY, KENTU(KY



THE ROADSIDE ATTRACTION (APITAL OF AMERICA



HOW THE FUN ARE YOU GOING TO DO THIS?

- Weber Group —
 Project Management / Development
- Mightily Branding
- Execuity Marketing
- Talented and Experienced Team
- Kentucky Tourism Support
- Social Media
- Kickstarter Campaigns
- Political Support
- Bank Financing
- Fundraising





WHEN DOES THE FUN START?

2015 (PHASE I)

March 31

Closing

April 1

Groundbreaking

June 15

Grand Awesoming

- Pop-up Souvenir Shack
- Pop-up Hillbilly Tea Shack
- Haunted Hotel





WHEN DOES THE FUN START?

2015 (PHASE II)

June 30

Zippity Doo-Dah Zipline Opens

August 1

Lucky Lady Saloon Opens

September 1

Imagination Land Museum Opens

October 1

Extended Haunted Attractions Open

October 31

Kentucky's Largest Halloween Party





WHO THE FUN (ARES?

- Jody RichardsSpeaker Pro Tem
- Johnny Bell Majority Whip
- Mike Buchanon
 Warren County
 Judge-Executive
- Michael Hale
 Barren County
 Judge-Executive
- Dwayne Hatcher
 Cave City Mayor





THE PEOPLE OF KENTU(KY





WHY THE FUN?





LOLLEY LAND





THE DREAM TEAM

Will Russell: Ringmaster

Lebowski Fest, WHY Louisville, Master of Social Media

Emily Carter: Secretary of Fun

Lebowski Fest, Funtown Mountain, Assistant to Mr. Russell

Penny Peavler, Joe Argabrite, Tom Weber, Don Weber

Weber Group

Mark Evans: Talent Booker

Holy Carp Productions, Production Simple, Zanzabar

Art Embrey: Creative Director

Embrey Creative (Holiday World, WHAS-11)

Dayna Neumann: Marketing Strategist

Execuity

Gil Holland: Advisor

Green Building, Philanthropist

Philip Ruskin: Publicist

Ruskin International

Casey Wagner: Bagman





THE DREAM TEAM

Pip Pullen: Brand Manager

Mightily

Bill Green: Designer

Bill Green Studios, Lebowski Fest Poster Artist

Griffin Van Meter: Fundraising Coordinator

Kentucky For Kentucky, Bullhorn Creative

Chris Coffman: Attorney

Frost, Brown, Todd

Raymond Hishmeh: Real Estate Agent

Coldwell Banker Legacy

James Seward: Business Banking

PNC

Rachel Owsley: Attorney

Stites & Harbison

Quinn Hart: Accountant

Strothman Company





I'M A FUN GUY

Will Russell

- Lebowski Fest Founder
- 25,000+ Social Media Following
- 4 Years 90+ events across the US and overseas
- Press in every major media outlet including New York Times, Rolling Stone, BBC, Nightline, etc.
- WHY Louisville Proprietor
- Ten years in retail
- Two locations
- Souvenirs, Art Shows, Roadside Attraction
- 250,000+ Social Media Following
- Author of I'm a Lebowski,
 You're a Lebowski
- LA Times Bestseller
- Seventh Printing
- Translated into six languages



- Kentucky Colonel
- Public Figure
- Respected Community Member
- Philanthropist

THE FUTURE OF FUN IS IN YOUR HANDS. THANK YOU FOR YOUR (ONSIDERATION!





LET'S HAVE SOME FUNI

