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Theme

Le Carnavale Mystique is an original concept based on a brand new IP for a supernatural and thrilling themed land based on a classic early twentieth century carnival with a dark twist that will excite guests as they learn to find the beauty in the bizarre, confront their own mortality, and just maybe find a way to conquer evil and restore light to the darkness.

> Concept Render: Entrance Gate

Audience Impression and Target Audience

Le Carnavale Mystique is an immersive horror experience with a touch of humor and self awareness, not a "scare" experience.

Guests should feel unsettled and creeped out but in a manner that is engaging and encourages them to "lean forward" to learn more about the stories and mysteries.

The core demographics for this experience are teenagers and adults who enjoy thrill rides and/or have an interest in dark/gothic content. It could also be considered accessible for a wider audience including kids who are not easily scared.



Look & Feel

Exteriors & Interiors

The overall look will play on the struggle between humans and nature, artifice and truth.

Structures are fashioned after traveling fairs and carnivals using tents, makeshift buildings, carts, and rail cars all deliberately imperfect and skewed, evoking a sense of mystery and foreboding. Ornamental facades create dramatic but shallow and gilded appearances, emphasizing luxury as superficial.

Each attraction's interior is themed uniquely, maintaining an aged yet vibrant appearance with bright colors, heavy velvet drapes, tapestries, dynamic lighting, colorful graphics, and ornate wooden furniture.









Mood Imagery

Plants & Materials

Native Pacific Northwest plants and trees dominate the landscape, having been there for much longer than the Carnavale they have continued to grow up and around structures as the forest tries to reclaim its space. Some areas incorporate spiky plants for added danger. Pathways blend natural forest ground with man-made dirt, flagstone, and wood, adorned with 3D embellishments like cart track marks and animal paw prints.

Having been located in the wet Pacific Northwest woods for over a hundred years the exterior materials of the Carnavale have an aged and worn look including weathered tent coverings, faded wood, cracked paint, peeling posters, rusted metal, and Edison bulbs.



Mood Imagery

Graphics & Color Palette

Graphics will lean into a circus & carnival aesthetic with occult undertones. Signage will feature heavily ornamented typography with layered multidimensional elements, extravagant borders, and marquee lighting. Vintage sideshow posters style will highlight characters, stories, and attractions while traditional hand painted signage will be used for informational and wayfinding graphics.

The primary color palette will leverage classic carnival colors including shades of red, off-white, and yellow/gold accents with a secondary color palette consisting of shades of blues and greens nodding to the Pacific Northwest inspired natural surroundings. Colors will lean darker/deeper to help give everything a slightly aged look and avoid coming across as too cheery or bright.











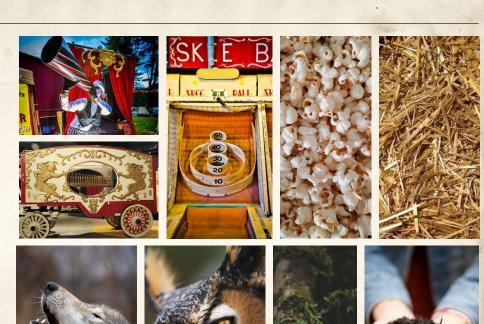




Sound & Smell

The carnival soundscape will largely utilize ambient artificial and live sound such as the noise from the games & food carts, crowds cheering, carnival barkers, and wandering performers. Traditional circus and carnival music will carry through the space, slowed down and distorted to create a juxtaposition between the familiar upbeat tone of the music and its sinister presentation. Carnival Smells will include snacks like popcorn & funnel cakes and livestock smells such as straw & manure.

As guests move deeper into the land the carnival scents and sounds will give way to more natural surroundings. Forest sounds will feature birds chirping, wind rustling trees, insects flying, and woodpeckers during the day and owls hooting, wolves howling, frogs croaking, and crickets at night. Nature smells will include pine resins from the trees, musty wood, wet moss, and rain soaked dirt.



Mood Imagery

Employee Uniform

The standard employee uniform takes inspiration from classic circus and usher uniforms with slight aging and wear. The uniform is layered to allow for variation and employee comfort.

Small details like the twisted lines in the vest nod to the land's location in a forest of the Pacific Northwest.



Story & Characters

Story



A witch had lived peacefully in the woods of the Pacific Northwest since the mid 1800's. As cities and populations expanded across the early 20th century, they began to encroach on her sacred space

One day in the 1920's a traveling circus came to the witch's woods to set up their show. The witch saw this as a violation of her space and cursed the circus to drive it away but the curse turned due to the will of the crooked ringmaster, trapping the circus and her in an immortal loop.

Over the next century the Carnavale continued running and gaining power – decaying, expanding, and building over itself. The space became a beacon for similar dangerous, haunted, and occult entities - ghosts, murderous magicians, crooked carnies, etc who came there to set up shop.

People still go to the Carnavale to this day, drawn by the promise of thrills and fun. But the time has come for a meddlesome individual to follow the clues, unravel the mystery, undo the spell, and release the trapped souls.



AI Generated Imagery

Characters: Overview

Primary

Characters key to the mythology and story including Bronagh Coill and Benny Blevins.

Secondary

Characters who support the story and/or have secondary storylines tied to attractions and shows including the Flying Fabiani's, the contortionist Sofie Zamora & stablehand Richard "Ricky" Hollis, the magician Dr. DeMorte, and Ms. Fortune.

Tertiary

Supporting cast members, performers, and workers who do not have dedicated storylines but who help to fill out the world and run the attractions.

Characters: Bronagh Coill

After her parents died tragically while she was a child Bronagh grew up in the wilds of Washington alone, seeking only peace and solitude while fostering a deep connection to nature and an ancient celtic pagan magic. When a traveling circus invaded her woods she cast a spell to drive them away but it backfired and now they are all trapped together forever.

Initially unknown to guests, she has the power to transform into a cat, who can be seen around the land.



Characters: Benny Blevins

An orphan who grew up hustling on the streets of Boston Benny's thirst for money and power knows no bounds. He conned his way into running a circus where he fleeces both customers and performers alike.

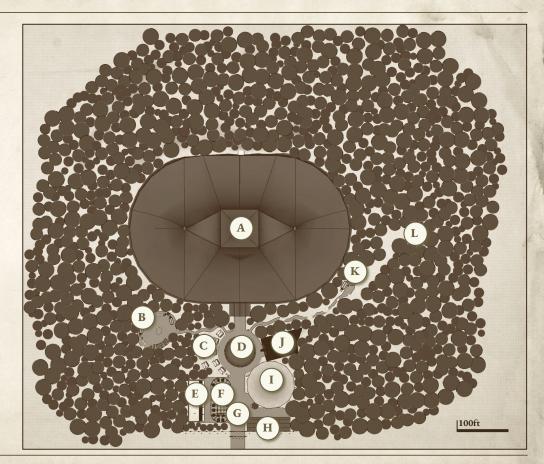
During a show in Washington he discovered a witch in the woods trying to banish them, but he found a way to twist her spell to feed his greed forever.



Layout, Attractions, & Shows

Layout

- A. Trapeze Roller Coaster
- B. "Workers" Camp and Benny's Cart
- C. Carnival Games
- D. Carousel Gift Shop
- E. Food Carts
- F. Seating Area
- G. Main Entrance
- H. Restrooms, Lost & Found, First Aid
- I. Le Théâtre du Prestige
- J. Tunnel of Lost Love Entrance
- K. Ms. Fortune Teller
- L. Bronagh's Hut

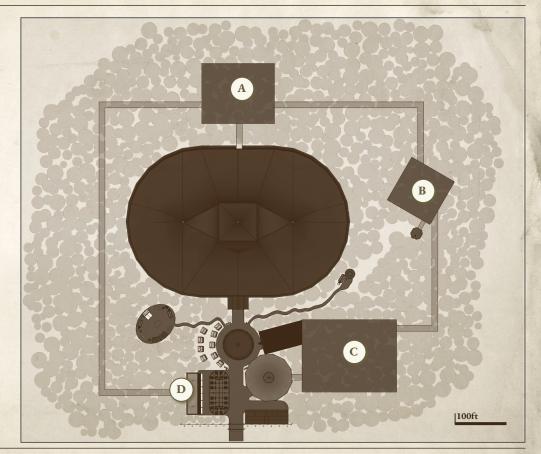


Backstage Layout

- A. Mechanicals and Main Backstage Building 147" x 121' x 44' apx. 53,000+ sqft over 3 stories
- B. Final Encounter Show Building 100' x 100' x 20' 10,000 sqft
- C. Tunnel of Lost Love Show Building 192' x 147' x 30' apx. 28,000+ sqft
- D. Kitchen for Food Carts 22' x 85' x 12' (not including canopy) - 1,870 sqft

Note: Tunnels connect backstage structures to transport cast members, supplies, etc. Tunnels are 12'x12'.

All show buildings, backstage structures, and tunnels are hidden from public view, either underground in berms and/or obscured by trees.



Trapeze Roller Coaster

Story

The coaster tells the tragic story of the Flying Fabiani's, a troupe of talented Italian trapeze artists.

They were the Carnavale's star act but they discovered that Benny was skimming money from ticket sales and underpaying performers.

Before they could notify the rest of the performers Benny engineered a "tragic accident" which sent the entire family falling to their death during a live performance.



AI Generated Imagery

Trapeze Roller Coaster

Experience

This indoor suspended roller coaster that gives guests the experience of being a performer in a high flying trapeze act underneath the big top.

The coaster features a drop track which recreates the family's fall at the climax of the story.









Mood Imagery

The Tunnel of Lost Love

Story

Benny had long harbored a secret love for the contortionist Sofie Zamora.

When she fell for a stable hand, Richard "Ricky" Hollis, Benny became enraged and engineered a plan to frame Ricky for cheating and send Sofie into his own waiting arms.

The plan backfired when the Sofie fell into a deep depression and took her own life with poison.

Ricky, upon discovering Sofie's body and bereft with grief over the loss of his love, followed soon after - throwing himself off of a waterfall and disappearing forever into the water below.



AI Generated Imagery

The Tunnel of Lost Love

Experience

A hybrid water-based dark/flume ride that takes guests on a journey through various vignettes which tell the tragic story of Sophie and Ricky using a mix of animatronics, projection, and screen based content.

Waterfalls throughout the ride add extra moments of thrill for the guests.









Mood Imagery

Le Théâtre du Prestige

Story

After the "untimely deaths" of the Flying Fabiani's and Sofie & Ricky, Benny became obsessed with the idea that human sacrifice was necessary to keep the Carnavale going and to grow his power.

However, being a coward, Benny was unable to take a life directly by his own hands. He soon discovered a traveling magician, Dr. DeMorte who harbored a dark secret.

Benny hatched a mutually beneficial plan that would allow the bloodthirsty magician to commit murder in front of a live audience under the guise of a fashionably gruesome magic show while fulfilling Benny's perceived need for human sacrifices.



AI Generated Imagery

Le Théâtre du Prestige

Show

Inspired by Theatre of the Grand Guignol (the French theater of Horror) this multi-act magic play utilizes classic stage illusions and effects with shocking, gory, and gruesome executions.

The audience is constantly kept on their toes questioning if Dr. DeMorte is actually murdering his subjects or if it's all just an act.







Mood Imagery

Ms. Fortune Teller

Story

When the Carnavale first arrived in the forest Ms. Fortune sensed the witch's curse and warned Benny.

He convinced the mystically inclined fortune teller to attempt a counter-curse so that the Carnavale could stay, but he manipulated the spell with his own knowledge of black magic causing the show to stay in place forever.

Racked with guilt and unable to undo the curse herself she continues to perform while secretly looking for the right individual who can break the spell to set the circus and everyone trapped there free.



AI Generated Imagery

Ms. Fortune Teller

Show

There will be two levels to the show:

- 1. For general guests the experience is a traditional fortune telling session that always ends with tragic or misfortunate twist.
- 2. For guests who have completed the hidden quest game the show will be a scripted experience with Ms. Fortune sending them to Bronagh's hut deep in the forest where they can attempt the final endgame experience to break the curse.









Mood Imagery

The Carousel Gift Shop

The Carnavale originally featured a grand carousel but, due to a lack of maintenance, the attraction fell into disrepair and eventually broke down. Rather than spend the considerable sum required to repair the ride the ever opportunistic Benny gutted it and turned it into a souvenir shop as a way to extract even more money from visitors.









Mood Imagery

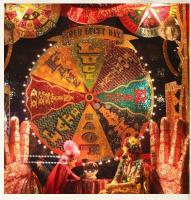
The Midway

As part of Benny's mission to maximize profits he built a small midway featuring a variety of classic carnival games. The games will all have a thematic twist and be staffed by appropriately crooked carnies. Guests can pay to play and attempt to win exclusive merchandise and prizes.

- Rings of Ruin (Ring toss)
- Doom Daggers (Knife throwing)
- Acid Bath (Dunk tank)
- Hellfire Hooves (Horse race)
- Smash and Shatter (Milk bottle knockdown)
- Poison Darts (Balloon pop)









Mood Imagery

Roving Performers

Benny may be cheap but he knows that entertainment will keep a crowd engaged, on premises, and spending money. He's hired variety of circus and sideshow style performers to appear throughout the land each day for pop-up performances to entertain the guests. Performers will be dressed in costumes and their acts modified with dangerous and bizarre elements that align with the Carnavale theme.

- Jugglers
- Sword Swallowers
- Fire Breathers
- Contortionists
- Tumblers
- Stilt walkers
- Puppetry









Mood Imagery

Guest Journey

Guest Journey

Guests are considered characters in the story – willing or unwilling participants in the events that unfold. They are invited to engage with the land and the story at different levels depending on their curiosity and interests.

| Waders | Swimmers | Divers |
|---|---|--|
| Guests who are there just to enjoy the rides, shows, food, and creepy atmosphere. | Guests who engage with the stories embedded in the featured rides and shows to learn more about Benny's twisted machinations. | Guests who seek to uncover the full story of Benny and Bronagh by participating in a hidden quest game spread across the land which will give them access to the enhanced storyline and an exclusive endgame experience. |

Hidden Quest Game



Mood Imagery

Step 1:

Guests discover breadcrumbs and story elements embedded in the attractions, shows, and throughout the land. By piecing together clues guests can unlock rune "tattoos" collected from cast members by asking questions and sharing what they've learned.



Layout Render: Workers Camp

Step 2:

After collecting a set number of runes guests are directed to the Worker's Camp where they can investigate Benny's tent and cart to solve a puzzle which will provide the clues and final rune needed to lead them onward.



Layout Render: Ms. Fortune's Tent

Step 3:

Guests proceed to Ms. Fortune's tent to share what they've found and their runes with her, through a scripted narrative she will tell guests the truth about Benny and the Carnvale before directing them to Bronagh's hut to break the curse.

Hidden Quest Game



Step 4:
Guests enter Bronagh's Hut and proceed through a hidden doorway to a series of caves where they complete their final challenge by using physical representations of the runes they've collected as pieces to solve an environmental puzzle on an oversized spell board.



Step 5:
Guests who complete the quest are rewarded with a dazzling 5D show using where they see the spell broken, the souls of the trapped performers released, Benny banished to eternal torment, and Bronagh returned to a peaceful life in the forest. They also receive an exclusive talisman pin for finishing the story.

Food & Beverage and Merchandising

Sample Menu

Food & Beverage

The F&B program will focus on a quick service model utilizing the 5 food carts located in the food court. Each cart will have a different focus inviting guests to mix and match based on their preferences, taste, and appetite including meals, quick bites, snacks & sides, cocktails and beer & wine, and desserts.

Smaller hand push carts will also be placed in convenient locations throughout the land offering walking snacks and drinks.

Food and drinks will feature twists on classic carnival fare through the use of surprising color, interesting shapes or embellishments, and special effects like smoke.













Mood Imagery

Merchandising

Approach:

The merchandising program will provide a variety of products such as edible treats that guest can bring home, delectable delights that can also be gifted or shared. Other products will be tied to the story and mystic theming of the land such as runes and tarot cards. Lastly there will be traditional merchandising with Le Carnavale Mystique branding, giving guests lots of option to find the perfect memento of their time at the Carnavale.

Merch:

Bag of runes Tarot Cards Mini cauldrons

Theme park:

Cat plush toy

Tshirts Mugs Tote bags Pins Food:

Colored popcorn Sinister mix candy "Potion" Drink syrups Themed Teas Candle/Incense Set

Wearables/Apparel:

Benny's hat
Bronagh's Cape
Logo & character shirts











Comps & Mood Imagery

The Business

Location

Le Carnavale Mystique is a land that is being developed as part of a broader theme park project in Chehalis Washington.

Chehalis is a picturesque town situated in a valley along the Chehalis River and surrounded by dense forest. The town is the halfway point between Portland OR and Seattle WA allowing for easy access to capture residential and tourist traffic from both cities. Chehalis is a short 1.5 hour drive from either city and is also serviced by the Amtrak Cascade line which runs between Portland and Seattle.

The park will be seasonal but the relatively temperate climate of the Pacific Northwest will allow for operation from April through Halloween accounting for rain protection built into the park's design.

Residential Market 50 Miles: 1,524,071 100 miles: 4,704,785 Overnight Visitors Seattle: 18,000,000 Portland: 11,900,000

Total: 6,228,865

Total Market Size: 36,128,865

Annual Attendance Target (8%): 2,890,310









Reference Imagery

Revenue

As a land within a larger theme park operating on a POP model the attractions and shows of Le Carnavale Mystique will not directly generate revenue but will be calculated into the overall per capita spend for each guest who visits the park.

Souvenirs sold in the Carousel Gift Shop, pay-to-play games, and food & beverage sales would be the primary drivers for secondary spend.

Limited edition merchandise and food & beverage options available during seasonal events will help to drive accelerated consumer spend based on perceived scarcity.

VIP events will also generate additional revenue through premium ticket sales.



Initial Build Estimate

| Startup Costs | |
|---|--|
| Research and Development | Speakers and sound control systems |
| Land Purchase | Effects design and fabrication |
| Permitting Fees | Smell design & sourcing |
| Land survey, civil engineering, grading, & excavation | Costume and uniform design and sourcing |
| Landscaping and hardscaping | Casting and staffing |
| Architectural design & structural engineering | Food & Beverage program/menu development and procurement |
| Plumbing & electrical | Kitchen & food service equipment |
| Facilities & backstage construction | Marketing |
| Attraction & show design | Photography & Videography |
| Attraction & show building construction | Computers and networking |
| Attraction & show engineering and fabrication | Printing (signage, menus, etc) |
| Attraction & show control systems | App development and integration |
| Animatronics | Health and safety compliance |
| Scenic & graphic design | Escalation protocols and emergency preparedness planning |
| Queue flow and design | Logistics |
| Prop sourcing and fabrication | Certifications |
| Lighting design, fixtures, and controls | Indoor/Outdoor surface painting |
| Merchandise development, design, & sourcing | |
| Music composition and sound design | Estimated project total: \$450,000,000 to \$500,000,000 |

Sustainability & Resiliency

Annual Events

A calendar of festivals will encourage guests to return multiple times throughout the year for special shows and performances, limited edition souvenirs, themed decorations & music, and seasonal food & beverage offerings. These festivals will align with the Pagan calendar including:

- Festival of Beltane (Spring)
- Celebration of Samhain (Halloween)
- Winter Solstice Jubilee (Christmas/Holiday)

Premium ticketed VIP events will give guests exclusive access to the land with unique parties and experiences:

- Dark Desires: Valentine's Day Masquerade Ball
- The Harvest Moon Banquet
- Enchanted Equinox Nights

Continued Development

Dedicated R&D budgets for attraction, show, merchandise, and food & beverage will be allocated for regular refreshes and updates as well as for developing a longer term vision for expansion and additions to ensure that the land will continue to evolve for new and repeat visitors.









Mood Imagery

Thank You

We look forward to seeing you at the Carnavale!

Appendix

Team



R. Kyle Everett Story & Theme, Writer, 3D Artist



Cassie Hefner Story & Theme, Concept Artist, Graphic Designer



Mimi Pham Story & Theme, 3D Artist, Graphic Designer

Sources: 3D

Portions of the layout renders utilize 3D Models downloaded and modified from <u>3D Warehouse</u> Used under the <u>General Model Licensing Agreement</u> per the terms of use

- <u>Can Knock Down</u> by alfrebilbao
- Picnic Table with Benches by Wayfair
- <u>Campfire</u> by Tainted Angel
- Burton Showman's Wagon by MylynPoddley
- Romany Caravan Wagon by MylynPoddley
- Romany Wagon "Reading" Style by MylynPoddley
- Halloween Gypsy Wagon by MylynPoddley
- Carousel by alfredbilboa
- Wooden Crate Set by Martin C
- Theater Curtain by vicspa
- Curtain by YT RDxBros
- Popcorn Popper by Chris D
- <u>Various Concessions Equipment</u> by Roger A
- Cotton Candy by Miquel I
- Nostalgia Electrics Cotton Candy Machine by Valentina R
- Condiment Caddy by Peter Newbery
- Hay Bale by Mazda 3 Speed
- Old Wood Laguna Arm Bench by Jay Rome
- <u>Barrel</u> by Michael

- Lantern Sconce by Criterion A.
- Mobile Planter for Herbs by Marcel R.
- Chair Glorified by sketchinbane
- Credenza by Taylor O
- Rug by Jojo
- Candle by Nathan
- Chandelier by Jorge O
- Floor Pillows by Michael Vollrath
- Cafe Vintage Sign by Narinrat
- Arrow by Jhcopp
- <u>Swan</u> by Brian W
- <u>Swan</u> by Joe
- People Enscape by Arq. Adrián Sandoval
- Basic Large Fabric Swag by Impact Group Inc.

The following models were downloaded from Sketchfab

- Banner Pack 1 by vicente betoret ferrero
- Ornate Mirror by Arnold Konrad
- Gate Fence Ornament by JoelGodin
- Tent by Shatien

All models used under a Free Standard or CC Attribution license

Additional 3D Assets, Elements, Textures and Materials from the Twinmotion Library and Quixel Megascans used under an Epic Games Unreal Engine Educational License

Sources: AI Prompts

AI images generated by Dall-E 3

Main Story

- In the Woods: A peaceful witch living alone in a forest, black and white illustration, wide
- Deforestation: Black and white illustration of a forest being cut down to make room for an early 20th century town, wide
- Circus Setting Up: Vintage circus being built in a forest, black and white illustration, wide
- Casting the Spell: Witch casting a spell in the forest with a circus in the background, black and white illustration, wide
- Benny 's Spell: Evil circus ringmaster coercing a mystic into using using her magic to freeze time, no audience, black and white illustration, wide (modified to remove Ms Fortune)
- Circus Clean and Creepy: A progression of 2 images showing a circus in a forest starting pristine and then deteriorating, becoming increasingly twisted and creepy, black and white illustration, wide

Trapeze Rollercoaster

- Rollercoaster: A black and white illustration of an indoor suspended roller coaster underneath a big top circus tent, wide
- Trapeze Troupe: A black and white illustration of a family of trapeze artists performing in a big top circus tent
- Cutting the Rope: An illustration in the same style of a hand using a knife to cut a rope
- The Fall: The same performers falling in an accident

Ms Fortune

- Benny's Spell: Evil circus ringmaster coercing a mystic into using using her magic to freeze time, no audience, black and white illustration, wide
- Death Card: closeup of woman's hand setting the tarot card for death down on an ornate table

Tunnel of Lost Love

- Boat Ride: Black and white illustration of the inside of a creepy dark forested tunnel of love ride, a black swan boat is on the water, the boat is carrying two people, the water is rough and there is a small waterfall in the foreground that the boat is about to go over
- Ricky and Sophie: Black and white illustration of a female circus performer falling in love with a stable hand, early 20th century clothing, wide
- Poison: Black and white illustration of a hand holding a small ornate bottle wide
- Waterfall Jump: Black and white illustration of a silhouetted man falling down a tall waterfall in a forest at night with a full moon in the background, wide

Le Theatre du Prestige

- Dr Demorte: Black and white illustration of an evil magician dressed as a midcentury surgeon on stage, wide
- Magic Act: An image of the same surgeon standing over a patient lying on a surgical bed with the surgeon holding a chainsaw
- Scalpel: Black and white illustration of detail of a dark liquid pooled on a wood floor with a scalpel, wide

Sources: Images, Sound, Music & Footage

Sources for the images used throughout this presentation and the video can be found here: Image collection

Music & Sound:

- A New Beginning by Good Charlotte
- Forest Tales by Sebastian Pangal via Artlist.io
- Carnival Sound effects generated using Ambient Mixer

Stock Footage (all via Artlist.io):

- Popcorn, Ready, Snack, Delicious by Omri Ohana
- Sugar, Powder, Pastry, Fall by Omri Ohana
- Straw, Pitchfork, Wheelbarrow, Empty by Frame Stock Footage
- Sawdust, Tabletop, Vibrating, Wood by Timothy McGlinchey
- Shingle, Gravel, Blackbird, Bird by Ami Bornstein via Artlist
- Fog, Wind, Trees, Sunlight by Wallaby Media
- Spiderweb, Leaf, Web, Hanging by Stockbusters
- Forest, Fungus, Mushroom, Woods by LACOFILMS
- Flowers, Pink, White, Leaves by Robbie Fatt
- Moss, Trunk, Stump, Sun by Kristian Ozer Kettner
- Firedance, Dance, Fire, People by Evgenii Petrunin

Archival Footage:

• Here Comes the Circus by Pathe Used under Public Domain