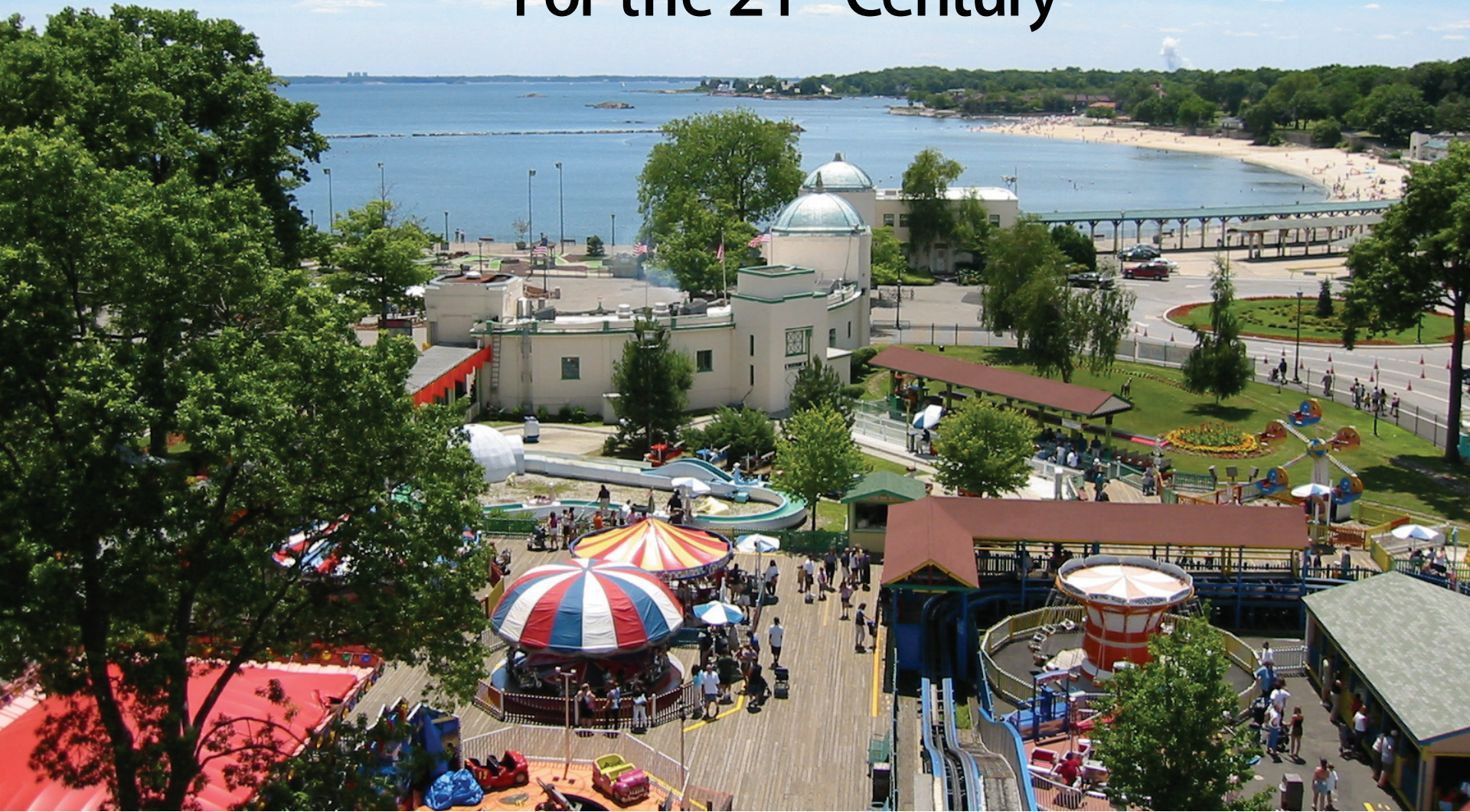


Reinventing Playland For the 21st Century

October 11, 2012



Westchester
gov.com

Westchester County Executive
County Board of Legislators

Robert P. Astorino, County Executive



Sustainable
Playland

Problem to be solved

What do you do with one of the most **beautiful** pieces of property anywhere whose amusement park has become an **untenable** drain on county taxpayers?

Course of Action

2010: Seek ideas

2011: Evaluate proposals

Economics

Environment

Entertainment

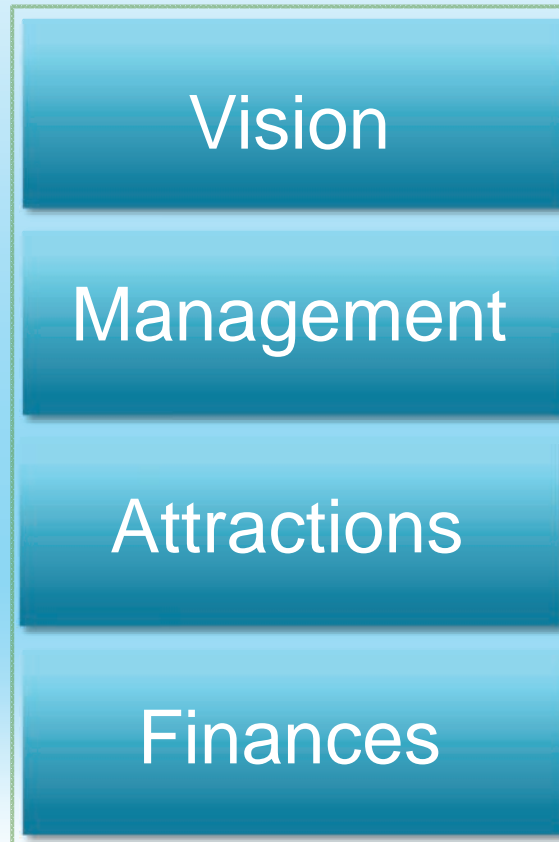
Experience

Expectations

2012: Set a new direction today

The Winning Combination

Sustainable Playland, Inc. (SPI)



The Winning Combination

Vision

Management

Attractions

Finances

- Community-based solution
- Broad appeal
- Year-round destination

The Winning Combination

Management

Vision

Attractions

Finances

- Experienced team with strong local ties
- Money in the bank
- Portfolio approach
(Increases upside and minimize risks)

The Winning Combination

Attractions

Vision

Management

Finances

- Amusement park rides
- Aqua zone and beach
- Outdoor ball fields
- Indoor Field House
- Renovated indoor ice rink
- New outdoor winter ice rink
- Great Lawn
- Multi-use Facility
- Restaurants

SPI Operating Model

- Free general admission
- Attractions grouped into zones
- Pay-as-you-go on attractions
with multi-ride discounts

Future Park Zones

REINVENTING PLAYLAND FOR THE 21ST CENTURY



AMUSEMENT ZONE Playland's historic rides will remain, including the Dragon Coaster and the Derby Racer, as well as Kiddyland and arcade games.

AQUA/BEACH ZONE Playland's beach area will feature more amenities including chair and sun umbrella rentals, cafes and activities such as water slides and floats.

FIELD ZONE Will provide a Field House for indoor sports plus outdoor athletic fields for soccer, lacrosse and other sports.

FOUNTAIN PLAZA ZONE Will feature year-round restaurants, cafes, outdoor dining, special events, as well as the Ice Casino.

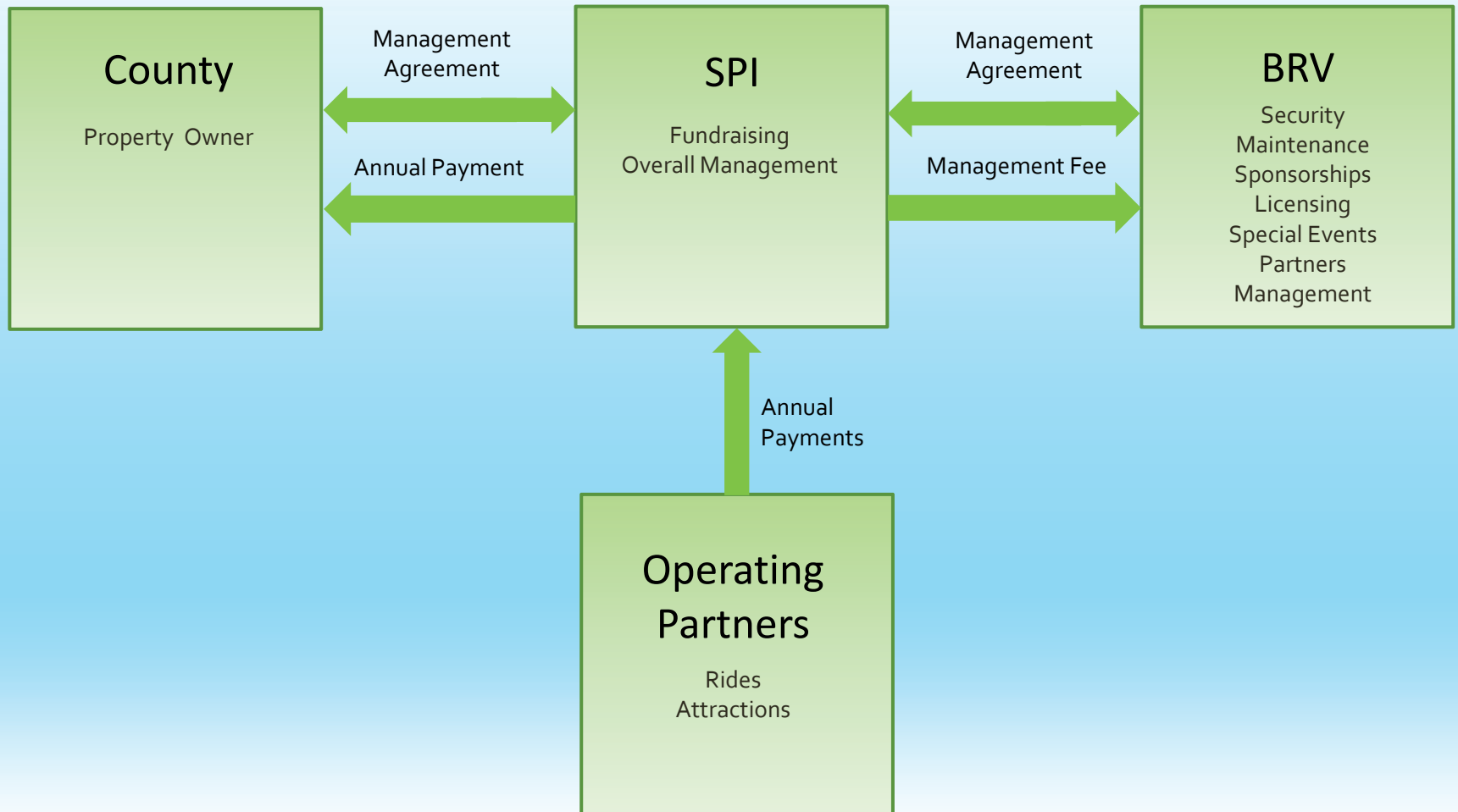
GREAT LAWN ZONE This area will feature the Central Promenade, which will remain open to the public year-round, as well as picnic shelters, mini-golf, a seasonal performance stage, and the historic Grand Carousel.

SHORE ZONE Will provide enhanced access to the Edith Read Wildlife Sanctuary, and feature the historic boathouse as well as boat and kayak rentals.

SPI Operating Partners

AREA	PARTNER	INVESTMENT
Amusement Park/Beach	Mega Funworks Steven Turk	Capital investment \$7 million
	Dream Park International Don McCrary	
Indoor Field House & Outdoor Fields	Westchester Sports Center John Abate/Eric DeGraw	Capital investment \$12.4 million
	Pinnacle Indoor Sports Norm Gill/Steve Michener	
Indoor & Outdoor Ice Skating	American Skating Entertainment Centers Shane Coppola	Capital investment \$600,000
Multi-Use Facility and Restaurants	Various operators	Capital investment \$6.6 million
Asset Manager	Dan Biederman Biederman Redevelopment Ventures	

Deal Structure



The Winning Combination

Finances

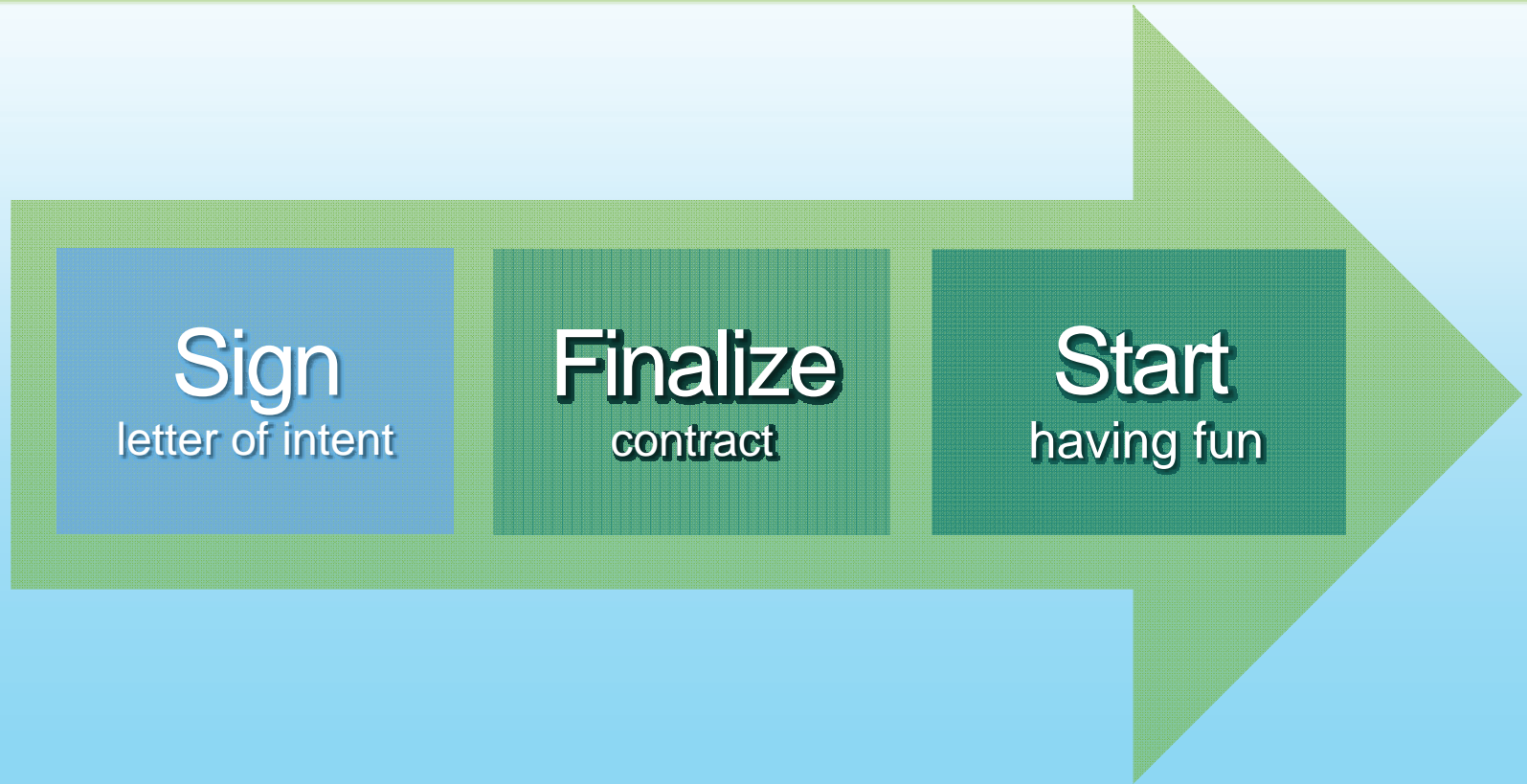
Vision

Management

Attractions

- \$34 million capital investment
- \$4 million up-front payment
- \$1.2 million base fee
- \$18 million in debt savings

Next Steps



Questions?