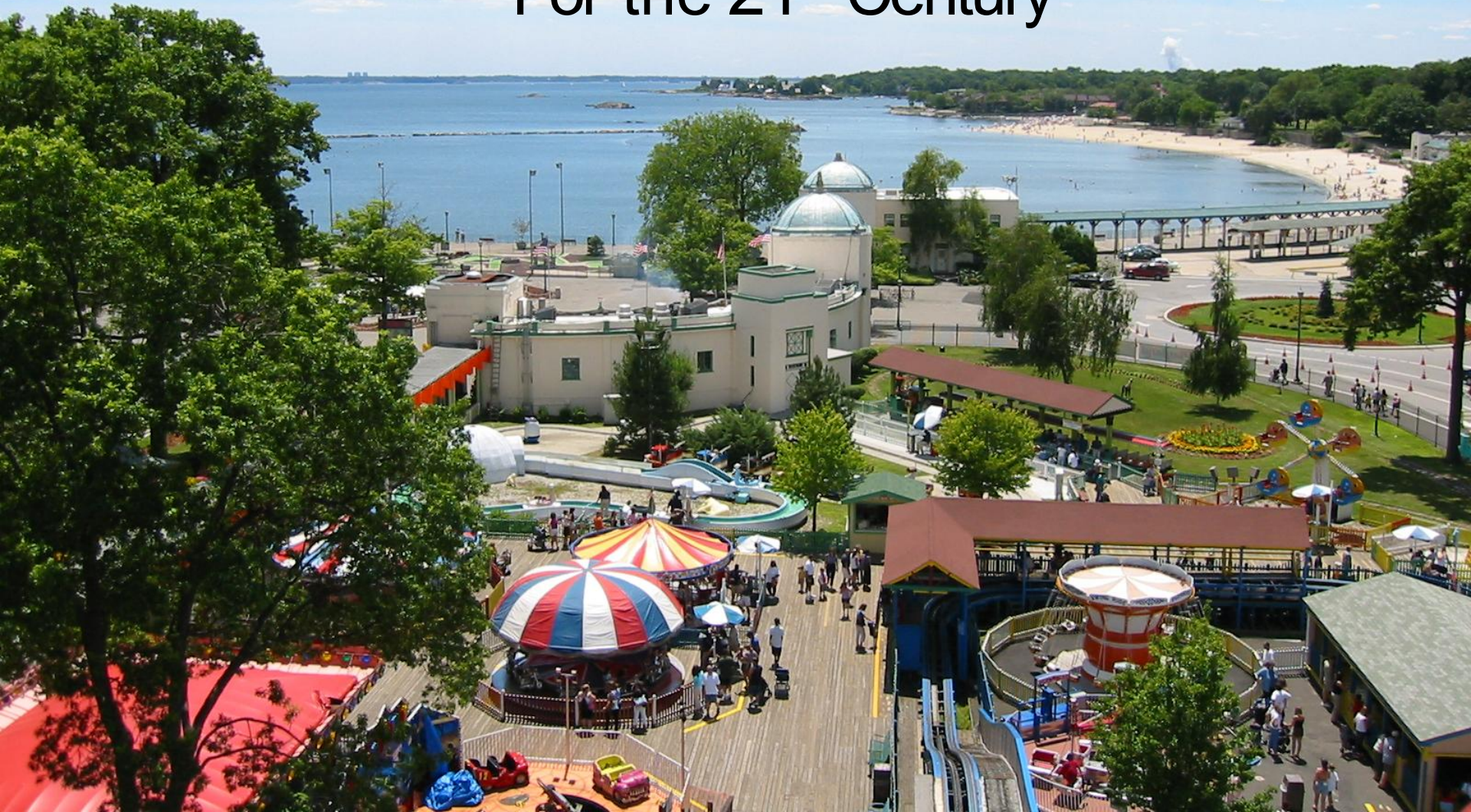


Reinventing Playland

For the 21st Century

April 4, 2013



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Robert P. Astorino

Robert P. Astorino, County Executive



Sustainable
Playland

Status Quo Not An Option

- Attendance Down
- Losses Up
- Future Uncertain

Course of Action

Phase One: Seek Ideas

2010

Phase Two: Evaluate Feasibility

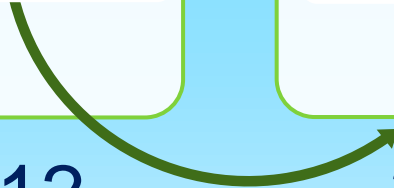
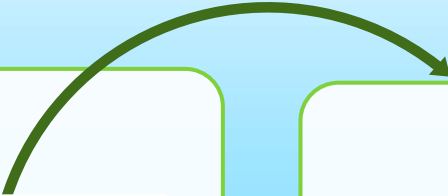
2011

Phase Three: Set Direction

2012

Phase Four: Move Forward

2013



The Winning Combination



Vision

Management

Attractions

Finances

- ✓ Clearest vision
- ✓ Community-based
- ✓ Civic-Commercial Partnership

The Winning Combination



Management

Vision

Attractions

Finances

- ✓ Experienced team
- ✓ Strong local ties
- ✓ Record of success

The Winning Combination



Finances

Vision

Management

Attractions

- ✓ Stops financial bleeding
- ✓ Minimizes future risk
- ✓ Creates upside potential

The Winning Combination

Attractions

Vision

Management

Finances



- ✓ Preserves historic rides
- ✓ Broadens appeal
- ✓ Year-round destination

Attractions

More rides, more fun

- Amusement Zone
- Field Zone
- Great Lawn Zone
- Aqua/Beach Zone
- Fountain Plaza Zone
- Common Area Zone

Protections

Satisfies Needs of All Parties

Sustainable Playland:

- 10 year contract, option for 10 more
- Escape clause

Westchester County:

- CE and BOL approvals
- Six-month cancelation “with cause”

Finances

Tied to Timing and Performance

- Base Payment: \$4 million
- Annual Payment: \$1.2 million
- Proceeds to County: Go to retire existing Playland debt (\$35 million)

Timetable

Deadlines Need to Be Met

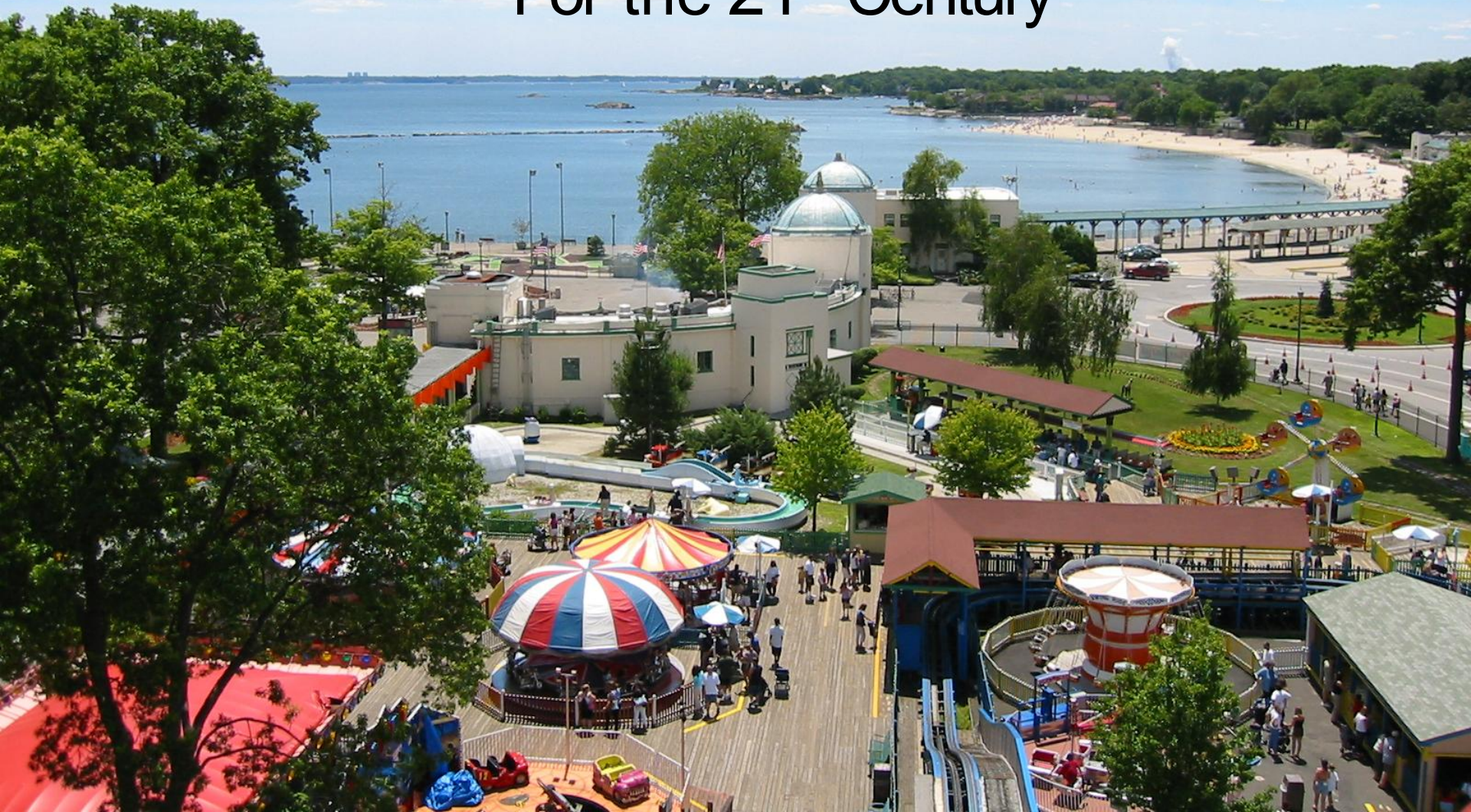
- April – A&C Approval
- May 11 – Playland Opens
- May – Playland Improvement Plan
- June – CE and BOL Approvals
- October – Commencement Date
- Jan 1, 2014 – Poison Pill

Questions?

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