



**WHERE ENTERTAINMENT, INFORMATION, AND PEOPLE FLOURISH.**

**Entertainment is the emotional engagement of people for the purpose of conveying a pleasurable experience.**

Previously the confined province of discrete times and designated venues, entertainment is now the quantum mechanics of experience, found nearly everywhere, infused into nearly everything. Entertainment is no longer simply a movie or play or any single point in the continuum of life.

Entertainment is the multi-modal medium, the engine of emotion, the ether of heightened experiences, striving to structure, edit and embellish tales - of what once was, what is, and what might be - even in the most conventional of places and typical of moments.

The elements of story, the fundamental elements of entertainment, (the theme, characters, plot, script, delivery, set, scene, presentation tactics and special effects) are now found, in varying degrees, throughout what has become the Enriched Reality<sup>SM</sup> in which we work, live and play.

Strands of entertainment tactics and techniques are being woven directly into the experience of retail and residential, office and production, education and cultural organizations, communication and transportation, blurring boundaries and enriching the reality of daily life.

*“...entertainment is now the quantum mechanics of experience, found nearly everywhere, infused into nearly everything.”*

**STRATEGIC LEISURE®**



**ASPEN**  
ICESCAPE

# Products of

***The audience is  
onstage, enveloped  
in a dynamic,  
three dimensional,  
dream-like  
virtual reality set.***



Strategic Leisure's Park'n Rec products are founded upon:

## ***Extraordinary Places for Everyday Play***

**"Aspen Icescape" & Tropicove** – Major metropolitan markets are ripe for Strategic Leisure's "Aspen" and Tropicove products, where guests can vacation by the hour.

The 300,000 square foot, completely immersive themed entertainment district is strategically designed as an entertaining hub, connecting hotels, transportation, and other mixed-use development.

Aspen Icescape and Tropicove are urban resort entertainment products, thematically integrated collections of recreation, entertainment, food & beverage, retail, and event programming; providing guests a convenient, enveloping escape into safe, social fun.

***With the appeal of a  
cruise ship on shore, or a  
themed casino without cards,  
guests come to play resort,  
to do the theme, and  
vacation by the hour.***

***"Entertainment  
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**"RealityPlay"** – In just half an hour, guests can be transported at the speed of light, to a new space and time in this dramatic attraction.

The RealityPlay Theatrical Experience allows guests to ***Be There***, participating in an original, immersive, story-driven, live action show where the audience is onstage, enveloped in a dynamic, three dimensional, dreamlike virtual reality set, as an actor spins a yarn of reality-based adventure.

Conceived by Strategic Leisure to be the "Next IMAX" entertainment platform, RealityPlay Theatrical Experiences can marquee a destination, telling the story of its past, present and future.

The RealityPlay Theater's flat floor, enables meetings, banquets, parties and many other events.



# Red's

## REC ROOM



Strategic Leisure was asked by Brunswick Corporation to develop 107,000 square feet at the West Edmonton Mall, in Edmonton, Canada. Strategic Leisure conceptualized, designed, developed, and opened Red's Rec Room in eight months in 1996. Red's features dining, dancing, bowling, billiards, and games. Strategic Leisure subsequently conducted a detailed analysis of operating results.



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*The inspiration for Red's comes from the comfortable, familiar, and fun-filled rec room of the 1960's. The rec room where you hung-out, played pool and Twister, stole a first kiss, watched Godzilla movies and Sunday afternoon football, and hosted baby showers & New Year's Eve parties. It's where the band practiced until banished to the garage.*

***It's where the fun lives!***

STRATEGIC LEISURE®





Vacation  
by  
The  
Hour



Play & Party



accelerate



let off steam

# PARK 'n REC

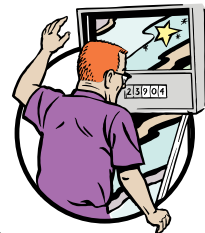
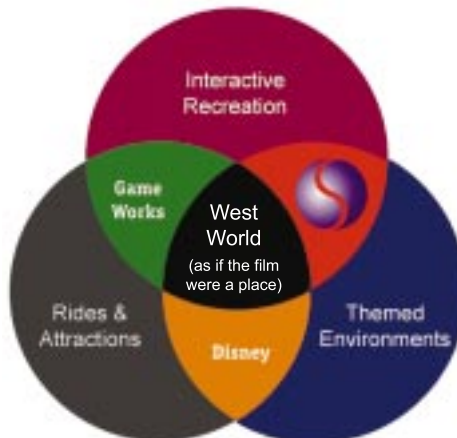
The Great State of Mind

## Extraordinary Places for Everyday Play!

Strategic Leisure's Park'n Rec products are based upon the results of the extensive R&D conducted by the **Disney/Rouse** joint venture on urban entertainment (led by Strategic Leisure's founder), and Strategic Leisure's development and research of **Red's Rec Room**.

Strategic Leisure's Park'n Rec products define a menu of **hospitality-based destinations**, ranging in size from 10,000 to 300,000 sq. ft.

From the Aspen & Tropicove urban resort-scaled regional destinations; to the next generation Red's, Blue's Basement & The White House Social Club; to the RealityPlay theatrical attraction (strategically defined to be the "Next IMAX"); to Vellociti, an edgy clubhouse for teens; to Playzma, a family focused, ice-based Red's - each product provides guests a safe, social, escapist, **Enriched Reality<sup>sm</sup>** environment in which to play.



STRATEGIC LEISURE<sup>®</sup>

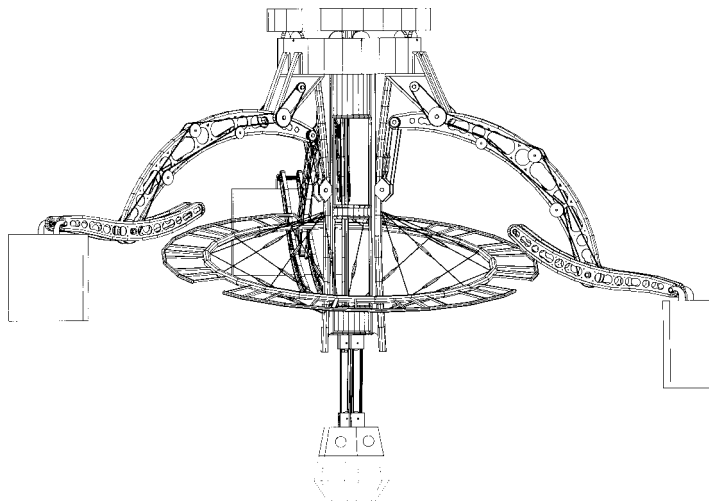


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# BRANDED ENTERTAINMENT <sup>3D</sup>



Strategic Leisure's Branded3D Entertainment products are founded upon:

***The Medium is the Message\****

\*Marshall McLuhan

Branded3D Entertainment deploys public space as a communications channel, as a hot entertainment medium for up-close and personal brand experiences. Branded3D Entertainment products benefit guests with entertainment and information, brands

# BRAND XPO

with a new and engaging communications channel, and venue owners with new earned income opportunities.

Using an arsenal of strategic, proprietary and tactical theatrical presentation techniques, Branded3D Entertainment provides companies new mediums to tell their brand stories. These techniques are woven into the fabric of the facility, communicating to the masses that inhabit public places.



STRATEGIC LEISURE®



# STRATEGIC LEISURE®

**Strategic Leisure** is in the business of Entertainment Product Development - developing entertainment destinations that meet the experiential needs of consumers, provide brands with communication channels and satisfy the financial demands of investors.

Our experience has shown that the key to creating dynamic experiences is the simultaneous integration of creative designs with rigorous economic analysis and effective brand-driven strategies. Building on over 20 years of experience, Strategic Leisure delivers a multi-disciplinary approach to entertainment development.

## Consulting

In addition to developing its own Enriched Reality<sup>SM</sup> entertainment products, since its founding in 1992, Strategic Leisure works on behalf of a range of Commercial and Institutional clients, helping them achieve their objectives in entertainment development.

Strategic Leisure augments its clients' capabilities, many times acting as a surrogate entertainment developer, deploying an array of unique entertainment development talent, skill and experience. Strategic Leisure's range of capabilities includes:

**Strategizing** – the process of defining a Rational Vision by: Assessing, Synthesizing, Analyzing & Rationalizing.

- Comprehensive Strategic Planning
- Disciplined Economic Analysis
- Innovative Conceptual Development

**Planning** – the process of detailing the strategy through: Designing, Business Planning, Development Planning, Operational Planning, and Marketing Planning.

- Extensive Business Operations Planning

**Developing** – the process of managing the strategic plan into manifestation, through: Design, Construction and Production, Project Management, Operational Staffing & Training, and Marketing the product.

- Seasoned Development Management

**Operating** – the process of maximizing ROI through: Assuring Guest Experience Quality, Developing the Organization, and Marketing the product.

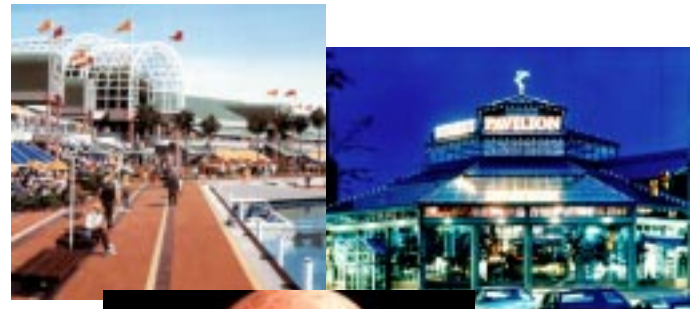
- Effective Implementation Leadership

## The Heritage of Disney® & Rouse

Strategic Leisure's founder and President, Michael McCall, has been at the vanguard of what is now known as urban entertainment since the early 1980s. As a Vice President of Development for landmark developer Jim Rouse, from 1982 to 1992, he had the extraordinary experience of learning placemaking from the master.

From 1985 to 1988, Mr. McCall led Mr. Rouse's team in a joint venture with The Walt Disney Company. A decade before the term urban entertainment was coined, Mr. McCall and his team worked with Disney's development, Imagineering, strategic planning, and attractions operations divisions—strategizing and conceptualizing the future of urban entertainment.

Following the Disney® experience, Mr. McCall conducted international leisure-based development consulting for Mr. Rouse in Australia, England, Japan, Singapore, Spain and the United States and led the product repositioning strategy for the Field Museum of Natural History in Chicago. In 1992, he founded Strategic Leisure to leverage the extraordinary experience of working for Jim Rouse and with The Walt Disney Company®, by developing urban entertainment places infused with social fun and entertaining brand information.



“THE PROCESS OF DEVELOPMENT AND CHANGE, WHILE FOCUSED ON HUMAN VALUES, MUST BE UNDERTAKEN WITHIN RIGOROUS DISCIPLINES OF SOUND ECONOMICS; THE BEST AVAILABLE KNOWLEDGE OF DEVELOPMENT TECHNIQUES AND BEHAVIORAL SCIENCES”

- JAMES ROUSE



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