

R 167

CAROLINA ADVENTURE WORLD

MASTER PLAN

March 14, 2005

R 167

CAROLINA ADVENTURE WORLD

THE PLAN

The objective is to create a unique park and community that becomes an entertainment destination for the 5.2 million family members living within easy driving distance.

The plan is to develop a heavily wooded 2600 acre tract of land located between Columbia, SC and Charlotte, NC into the core attraction that connects several charming rural communities by means of a trail system emanating from the park.

The primary attraction will be the wide variety of outdoor activities, sports, and interests developed around entertaining modes of transportation. The various vehicles will include ATVs, Motorcycles, Bicycles, Golf Carts, Go-Karts, Battery powered Mini-Vehicles, Skateboards, Rollerblades, and Horses.

CAW will be developed in multiple phases over the next 50 years and will include Fairfield and surrounding counties. The project is designed by nature lovers to showcase the natural beauty of South Carolina. The result will be a safe, clean, attractive park that every family member will enjoy.

Phase I will offer 80 miles of diverse ATV trails, from 10 miles of high speed, high excitement connector trails to double black diamond hill climbs, and heavily wooded winding trails that travel through natural settings from meadows to free flowing streams.

The Motocross and Biking areas may feature motocross tracks and trails, a junior track, training area, BMX courses, as well as interesting and exciting settings for young adventurers.

The Youth area may include a skateboard park, rollerblading, bicycling, go karts, and extreme sports facility. More than enough to entertain the most active and adventurous family members.

The Children's area is designed for easy parental supervision and may offer a mini-city scape for navigating with battery powered mini-vehicles, a sprinkle pad, rock climbing, a giant playground, picnic area, and rest areas, all connected by pathways for the youngest driver in the family to explore with their miniature vehicles.

The various natural areas of CAW include streams, a 20 acre natural beaver pond, a possible grist mill, "Top of the World" observation area, a trophy fishing lake, and pristine wooded areas for hiking that will appeal to nature lovers of all ages.

The Welcome Center houses bath & shower facilities, rest areas, lounge, food & beverage services, retail shopping, and visitor services. Lodging will include the camp grounds, RV pads, and cabins, all served by a lodge that serves only the over night guests and has bath & shower facilities, a lounge, meeting areas, food & beverage facilities, all in a relaxed natural setting.

The miles of trails that are intended to connect CAW with the surrounding communities will afford visitors with entertaining journeys to additional choices for food, lodging, shopping, and exploring in Fairfield and surrounding counties.

It all comes together to create the "Crown Jewel" of South Carolina's Outdoor Recreation Plan and Trails for South Carolina.

The park will be developed over a period of years and the direction taken in developing it will be market driven to the extent that some of the aforementioned elements may never materialize while other elements as yet undiscovered may become incremental in creating the ultimate experience for families of the future.

PARK FEATURES

Carolina Adventure World's special features are intended to create a unique sports park atmosphere that includes women and children and encourages repeat visits by the entire family.

It begins with the approach to the park, signage, landscaped entrance, and wide tree lined drive leading to the attractive welcome center and grass parking lot.

The primary draw will be the ATV trails and motor sports, even these are designed to include ascetically pleasing, yet exhilarating settings. The experience for the entire family will include excitement & adventure, quiet communions with nature, rides alone or with family and friends, picnics, and days spent in an attractive, natural setting.

The ambiance will be enhanced with bold colors and unusual designs. The park will be filled with "destinations", and areas to experience and explore by a variety of transportation from hikes & bikes to golf carts & ATVs.

CAW intends to incorporate a working grist mill, a natural beaver pond, a trophy fishing lake, streams & water falls, picnic areas, scenic natural areas, and accommodations for over night stays from rustic camp sites to comfortable cabins.

The lodge and the welcome center will have wide verandas, swings, and rocking chairs, fans to keep cool, and fireplaces for warmth, all to create atmospheres that invite spending a little time with Mother Nature.

CAW should prove to be a unique destination for adventurous families from all over the world, an open invitation to visit a beautiful area in a sensational state.

ATV

The 2600 acre core property will feature a variety of trails that will satisfy riders of diverse interests and skill levels.

For the novice rider it begins with the training, practice, and demo areas. All are designed to safely introduce new riders of all ages to the fun and excitement of off road vehicles.

The 80 miles of trails will include less difficult rides suitable for all ages and skill levels. There are trails that wander through heavily wooded peaks and valleys or through meadows and streams. There are destinations that feature beaver ponds, lakes, panoramic views, and quiet communes with nature.

For the more adventurous, the trail system will include more demanding rides from high speed double drops and tabletops to double black diamond hill climbs that leave even the most experienced riders breathless and exhilarated.

All of the trails and featured areas are connected by the 10 mile perimeter trail and the central connector, Arrowhead road.

For those that wish to expand their adventure to the fullest, the park will become their entrance to the surrounding communities through the SC Trail system that connects to several charming rural communities offering ATV riders' additional choices for food & beverages, lodging, shopping, and exploring.

From novice to pro, nature lover to thrill seeker of all ages, CAW's trail system design has something for everybody.

JUNIOR AREA

The intention is to devote a fairly large area to this pre-teen through early-adult area with activities and interests appealing to both boys and girls. The entire area is designed to give parents easy supervision and access to their children, while providing the parents with a comfortable setting for reading, relaxing, dining, or participating in the activities.

If this area is completed as intended, there will be specific corporate sponsors for the features and activities in this area that include manufacturers and marketers of bikes, skateboards, rollerblades, play stations, clothing, and anything generally marketed to this age group.

The variety of sports and activities may include a skateboard park, rollerblading paths, extreme cityscape, BMX facilities, Go-Kart race tracks, ATV and Motocross training & tracks, meeting areas, food & beverage, games, and easy access to the main trail system.

There will be equipment rental units available in appropriate power ratings and configurations. This area will lend itself to family bonding, unusual birthday parties, church groups, boy/girl scout camping trips, school excursions, and special events & shows.

The objective is to bring this large segment of the population together to enjoy activities that transcend every age group and both genders. It would increase revenues generated by admissions, food & beverage, rentals, retail sales, and advertising sponsorships.

The junior area is likely to be the most visited and enjoyed area in Carolina Adventure World.