

The Secret

GROTTO[®]

Story Market & Immersive Experience

A New Type of Immersive Entertainment

Enter *The Secret Grotto*: an underground expedition and expanding mining settlement gone awry by the inadvertent discovery of a series of fantastical caves – **the unknown origin point for the water based myths of humankind.**

At the base of a long and twisting boring hole, deep inside the crust of the earth, discover the society of those working to study, protect, exploit, and contain the powerful and mystical forces that dwell in the caverns beneath. Shop with local merchants, dine with scientists and mining executives, and get lost in the spiraling and mysterious caves which shift and churn below.

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The Secret Grotto is a one-of-kind LBE concept combining elements of a public market/food hall with a sandbox-style immersive art exhibit, showcasing beautiful displays of digital media and water-based special effects, all integrated into a compelling narrative adventure steeped in detailed placemaking.

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But Really, What Is It?



A Unique Public “Food Hall” and “Town Square”
Concept Featuring Local Vendors Integrated Into a
Larger Narrative & Thematic Framework.

+



A Ticketed Immersive Sandbox Adventure Through
Various Magical Caves Featuring Beautiful Displays of
Water, Digital Media, and Special Effects.

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Interlinked Narrative

What is a “Story Market”?

THE GROTTO OUTPOST



A boutique market & food hall for people to shop, relax, and eat.



A layered, fantastical story world with lush scenic design, roaming actors, and spontaneous interactive moments.



A turnkey medium-term lease and creative partnership framework for local vendors to participate in a unique setting/venue.



A communal “third space” for a wide and diverse demographic to enjoy the public realm with their friends and family.

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Public & Open-To-All

Images in circles contain reference imagery

What is the “Immersive Experience”?

THE DEPTHS OF WONDER



Technologically advanced and artful displays of water, projection, and light.



Layered storytelling, interweaving a unique plot supported through hidden clues, actors, and moments.



Seasonally-changing exhibits curated through a partnership program with various artists.



Interactive features that allow guests to be a part of the story.

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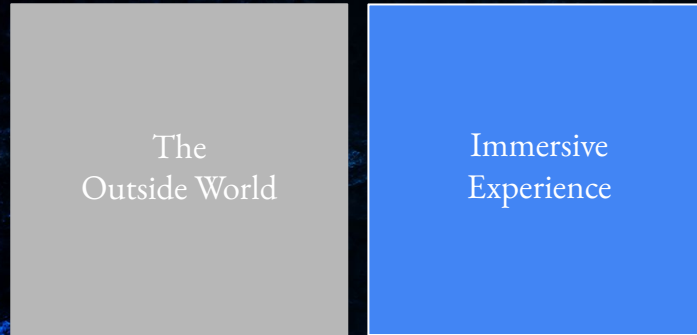
Separate Ticketed Entry

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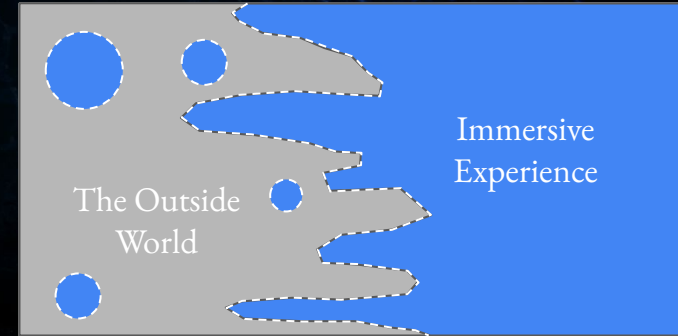
Competitive Analysis

Conventional LBE Models



Many LBE “Immersive Experiences” are closed-access (ie. ticketed) distinct attractions, meant to be enjoyed for singular visitation within 1-2 hours.

A “Community” LBE (Our Proposal)



The Secret Grotto is not just a unique “LBE” experience, but a new model for a more dynamic and immersive community amenity; a blended space combining the public realm with immersive narrative storytelling, while also including a distinct auxiliary ticketed experience.

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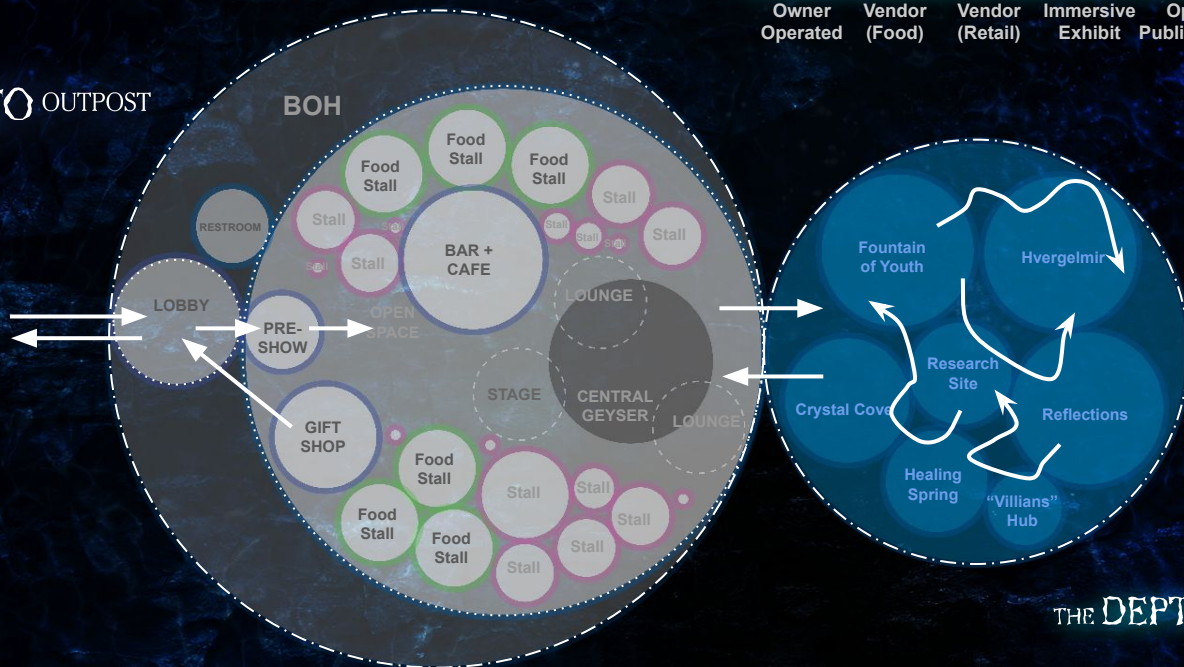
Space Planning

Bubble Diagram & Experience Chart



Owner Operated Vendor (Food) Vendor (Retail) Immersive Exhibit Open/ Public/ Circ.

THE GROTTO OUTPOST



THE DEPTHS OF WONDER

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Public (Open-To-All)
Dwelltime: 2 hours+
Capacity: 450 Ppl
Sqft: ~27,000

Ticketed Experience
Dwelltime: 1 hour
THRC: 300 Ppl/ Hour
Sqft: ~23,000

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Space Planning

First Floor Plan

The first floor will serve as the entry to the entire space, a gateway to enter the Grotto Outpost, and comprise the majority of the shopping and food and beverage components of the project.

The Grotto Outpost (Story Market)	
Space	Area (Sqft.)
Lobby	500
Pre-Show	650
Bar/ Cafe	2,500
Food Stalls (x6)	4,000
Retail Stalls (x18)	6,500
Gift Shop	900
Central Geyser	2,500
Stage	300
Circulation/ Open	4,200
Bathrooms	750
Box Office	300
BOH, Kitchen, Etc.	3,900
TOTAL	27,000

The Depths of Wonder (Experience)	
Space	Area(Sqft.)
Cave 1	4,000
Cave 2	4,000
Cave 3	3,000
Cave 4	2,800
Cave 5	2,500
Research Station	900
Villain's Hub	900
Dead-Ends	700
Circulation/ Open	3,200
BOH	1000
TOTAL	2,3000

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Story Market & Immersive Experience

- OVERVIEW
- EXPERIENCE
- EXECUTION

~150'



Space Planning

Ground Floor Plan

The ground floor houses the majority of the “Depths of Wonder” ticketed immersive experience. Guests exit the entire space through the gift shop, taking an elevator “post-show” up to the surface and lobby.

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Cave 5	2,500
Research Station	900
Villain's Hub	900
Dead-Ends	700
Circulation/ Open	3,200
BOH	1,000
TOTAL	23,000

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- OVERVIEW
- EXPERIENCE
- EXECUTION



Space Planning

Concept Axon

- OVERVIEW
- EXPERIENCE
- EXECUTION



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GUEST EXPERIENCE

Prologue

The History of the Grotto

The Secret Grotto is an enigma. While some endeavor to discover its secrets in the name of science, others look to exploit its features for profit. Some come to worship the mysteries held deep in its cavernous depths, while others look to harness the seemingly magical properties of its crystalline features for beauty, wealth, and power.

Not much is known about this strange place, but one thing seems for certain; the water “holds” **the memories of all those who came before; an aquifer of collective consciousness**. Discovered by a team of archaeologists in the 19th century, the Grotto was kept secret while those dedicated to science and natural preservation worked to study and protect it. With time, however, the Grotto’s presence has become increasingly known...

In the era of social media, the Grotto's enchantment has seemingly begun to fade. Some people in the outpost whisper of the damage from “**the world above**”. Superficial, mass-produced memories lack the depth needed to sustain its magic, and are dissolving and crumbling the very walls within the depths.

You are invited to join a society of villagers, researchers, and explorers to unearth the Grotto’s secrets.

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Prologue

Descend From the Surface

Descend into the Secret Grotto. Visitors are lead toward a large “mine elevator” which, through the magic of lighting, sound, and a bit of imagination, transports them deep into the cavern system, arriving at the “Grotto Outpost”. Groups of 20-30 people at a time are whisked down a creaky turn-of-the-century mineshaft as they descend some 450’ below the surface.

Upon emerging from their long and daunting journey through the earth’s crust, visitors will find themselves in a narrow system of rocky caves inhabited by the Outpost. With their Elevator Operator/Guide directing their attention deeper towards the Central Geyser and Outpost center, they are told a brief history on the story of the settlement, about those who live here, and of the various rock formations contained throughout.

A word of advice ... don’t believe everything the guide has to say ...

Enter The Secret Grotto

Lobby & Pre-Show Experience

After leaving the lobby, visitors will enter a large and creaky “mineshaft” where they will be introduced to the Grotto by an Elevator Operator as they are “lowered” down into the earth. Fantastical projections of the various layers of earth’s crust plays all around the walls and ceilings, as the elevator creaks and shakes downwards.

DWELL TIME: ~5 minutes

SQFT: 500 Sqft.

CAPACITY: 25+

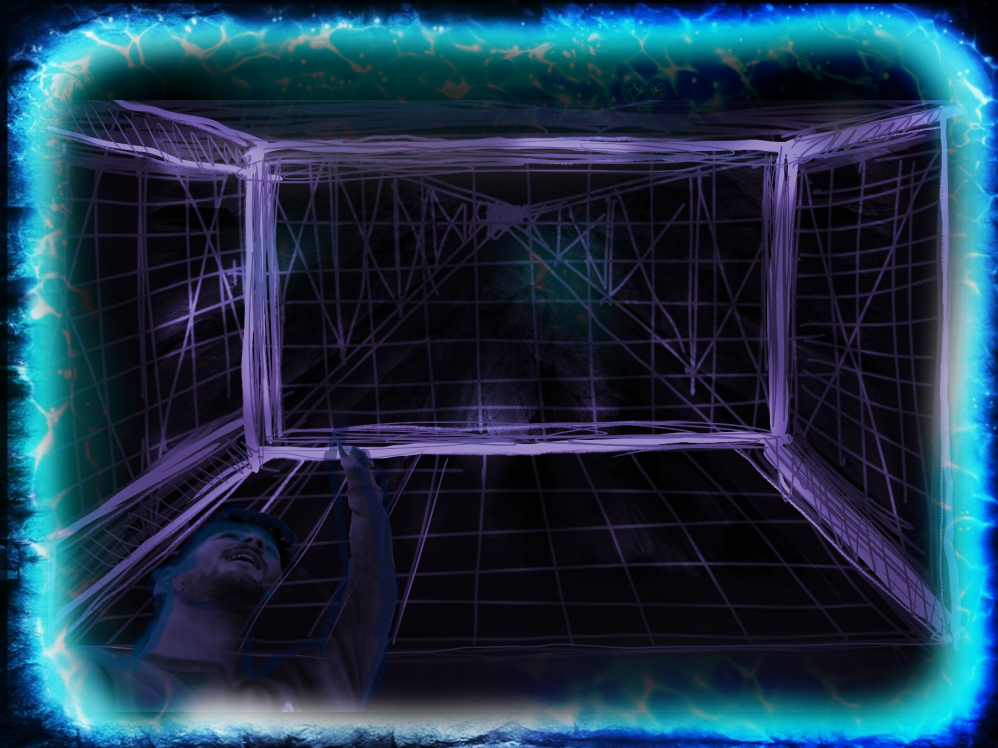
SCENIC: Caged Faux Elevator Set Within Narrow Rock Chasm.

TECH: Mapped Projection or LED Displays, Sound Effects, and Subtle Motion.

CHARACTERS: Elevator Operator & Tour Guide.

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The entry will provide both a brief overview of the space, a base outlay of the story and ways to experience it. It is the glue that joins the “world above” and the “caves below”.

THE GROTTO OUTPOST

- OVERVIEW
- EXPERIENCE
- EXECUTION



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An Immersive Town Square: Guests are immediately immersed in a story world as they wander, shop, and explore a unique and otherworldly environment, free-of-charge. By incorporating local vendors, a unique restaurant and bar, and the spontaneity of actors, performers, and “magical moments” occurring at random, visitors can become deeply involved in the history and culture of this growing cave settlement. Or – if they’d prefer to participate passively – they can meander around a fascinating place to relax, hang out, and people-watch.

The Grotto Outpost

A Spontaneous Public Space

Visitors enter an outpost which wraps around a wondrous, cavernous Central Geyser. Surrounding this clearing is a winding web of ramshackled shops, stalls, a flagship restaurant-bar, and spontaneous hideouts. Townspeople, miners, and scientists meander around the space, with impromptu plot points and performances playing out as visitors circulate. Visitors hear the ominous echoes and whispers from the depths beyond.

DWELL TIME: 2 Hours+

CAPACITY: 450+

SCENIC: Cantilevered Overhangs, Excavated Hideouts, and Ramshackled Construction Adhered to Cave Walls.

TECH: Scenic Lighting, Ambient Sound.

CHARACTERS: Townspeople.



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Visitors will meander through a small clearing of cave spaces before the cavernous hallway opens up to the clearing that is the Central Geyser.

The Central Geyser

Eye-Catching Central Water Feature

The Grotto Outpost wraps around the famed water feature and source of intrigue; the Central Geyser. Unpredictable at times, this large body of water, mineral-lined rock formation, and spouting water geyser comes alive with beautiful displays of mapped projections, water fountains, mist, and music, creating a lush and abstract display of immersive art. You never know how the Geyser might act, based on who and what is brought back from the depths beyond.

DWELL TIME: 5-10 Minute Irregular Showings

CAPACITY: 450+ (Visible Throughout the Outpost)

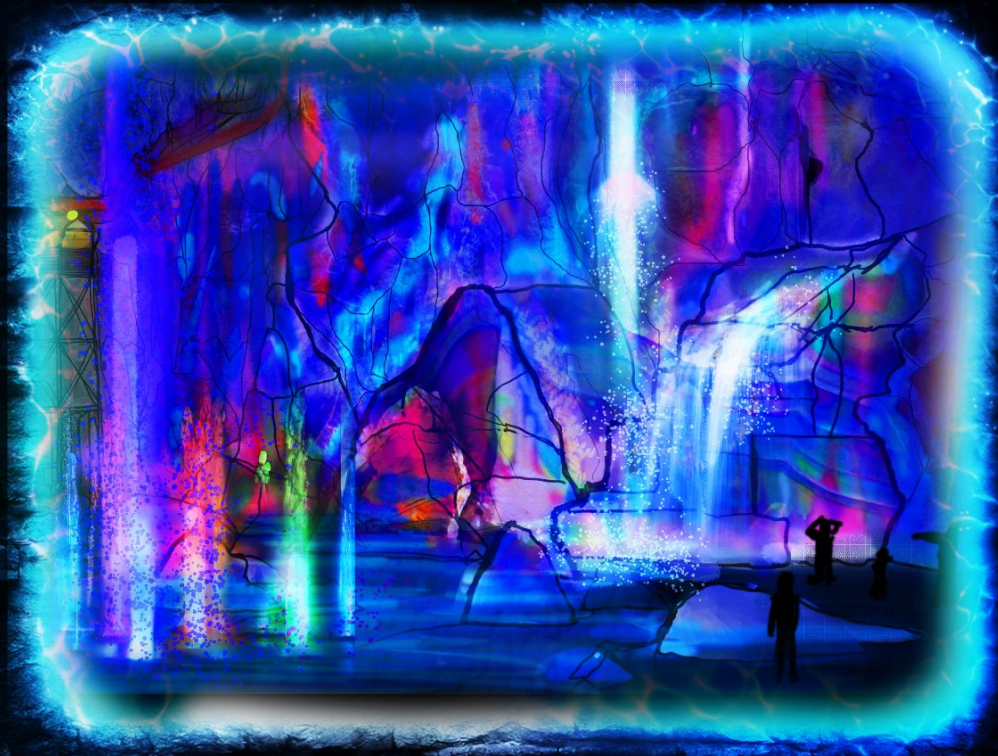
SCENIC: Colorful, Glowing Rockwork Interlaced with Moss and Magical “Veins”.

TECH: Large-Scale Water Based Projection, Moving-Head Fountains, Mist-Screen Projections, Lighting.



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The Central Geyser is what the Grotto is most-known-for; a mystical, unpredictable, and seemingly “alive” water feature.

The Grotto Outpost

Story Market: Diverse, Local, & Ever-Changing

As guests explore the Grotto Outpost, they will encounter a merchant community composed of real life local vendors who, surprisingly, have integrated their merchandise and business ideas into the greater context of the “Grotto” story. Both guests and vendors are delighted to partake in a unique fusion of immediate local boutique offerings and immersive narrative storytelling. Upon repeat visitation, there is always something new to encounter.

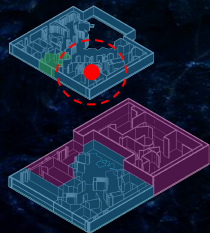
DWELL TIME: 2 Hours+

CAPACITY: 450+

SCENIC: Cantilevered Overhangs, Excavated Hideouts, and Ramshackled Construction Adhered to Cave Walls.

TECH: Scenic Lighting, Ambient Noise.

CHARACTERS: Townspeople.



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The shops and food stalls will serve as the communal heart of the space, both enriching the story of the Secret Grotto, composed of a constantly evolving slate of integrated local vendors and partners.

The Grotto Outpost

Bar & Cafe

The restaurant and bar will be operated by the Secret Grotto, offering a signature dining experience. Menus and drinks will be lightly themed and provide a slower-paced refuge from the busyness and spontaneity of the market and greater outpost, while offering breathtaking views into the Central Geyser and its (seemingly random) eruptions.

DWELL TIME: 45 minutes - 1 hour

CAPACITY: 50+

SCENIC: Excavated Rock Cove.

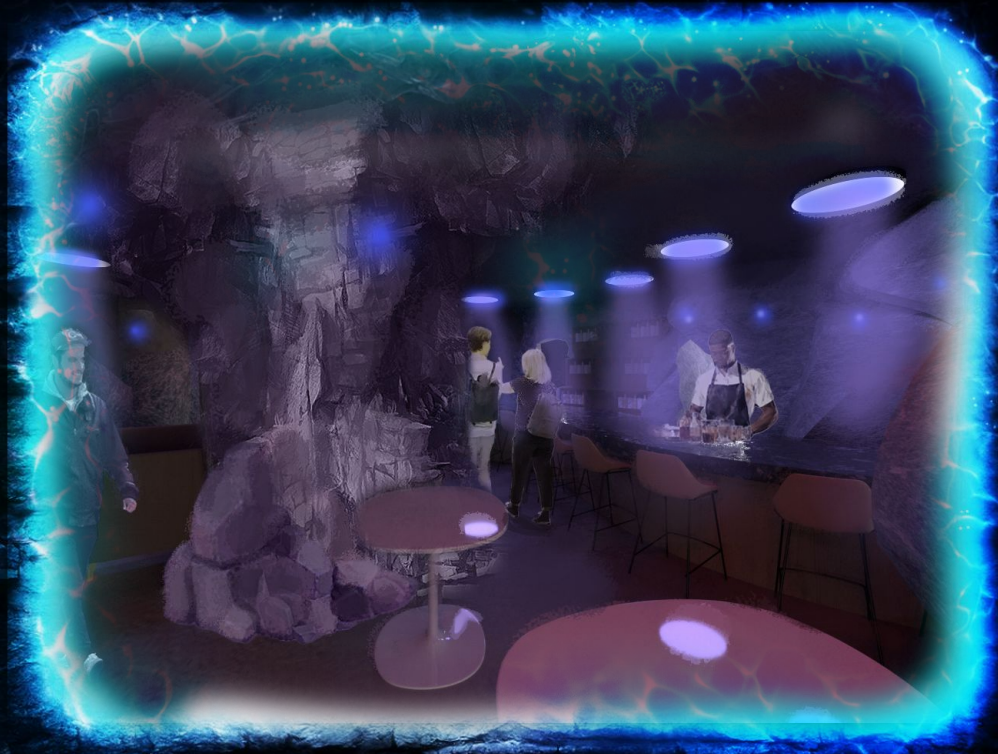
TECH: Scenic Lighting, Ambient Noise, Momentary Projection Effects.

CHARACTERS: Scattered Townspeople, Miners and Restaurant Workers.



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The restaurant/bar will be run by the Secret Grotto to ensure a truly immersive and high quality dining experience that visitors can opt to participate in.

Guest Experience

The People (Actors & Operators)

The small cast of actors employed to tell the story of *The Secret Grotto* is comprised of three distinct parties – the Miners/Scientists looking to discover, understand, and possibly exploit the Grotto’s magic, the Townspeople looking to sell their wares, share their tales, and move about their daily life in this strange and otherworldly settlement, and the “Villains” who few seem to know about...

Visitors will be able to engage with the actors at various key points throughout the space, with the actors roving along preset paths and small scripted story lines unfolding at timed intervals, alluding to the greater story at play, the mysteries in the “depths of wonder”, and other murmurs, whispers, and tales.

And of course, this cast of characters will be supplemented by key operational staff (“operators”).



1. The Miners/Scientists



2. The Townspeople



3. The Villains

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Guest Experience

THE DEPTHS OF WONDER

Something's Happening... murmurs in the outpost speak of people getting lost deep in the caves. Some talk of the dwindling headwaters of the geyser. Others say deeper magic, and mythology, is bound to be discovered. In so many ways, the “Depths of Wonder” beckon guests to explore its mysterious chasms.

Of course only a fool would venture into these depths alone. It would be probably be best to hire a guide. You may inquire about tour times and tickets at the tour office...

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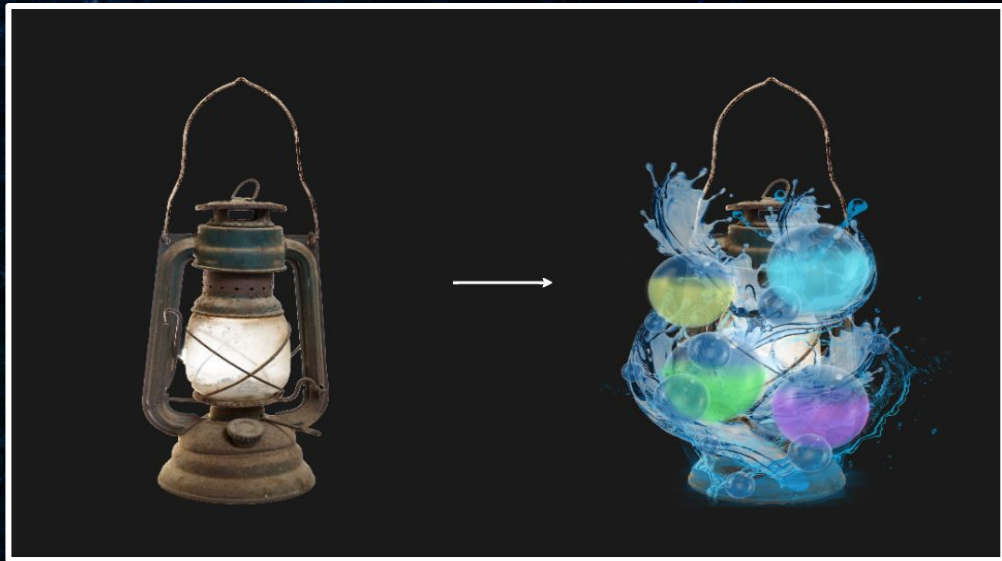
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Guest Experience

Interactives & The Quest to Collect Water

Miners tend to accidentally leave their gas powered lanterns deep in the “Depths of Wonder”. Upon their rediscoveries, the lanterns are often found to be overgrown with mineral-like formations, capable of capturing and holding the mystical waters of the caves with great efficiency.

After being given the lantern by a cave guide at the start of their journey, visitors will be able to explore each cave and complete missions to help retrieve water for a variety of determined “tasks”, based on their previous interactions with characters back in the Outpost. While some want to retrieve the waters to study it, others hope to exploit it and perhaps collect it for shipping back to the “world above”.



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Visitors will use the lantern as a lens to experience and interact with each cave – collecting the water from each space to bring back to the Outpost in service of their unique storyline. However, both wondrous and yet dangerous things can happen based on what the guests bring back. *Accordingly, the central geyser may react... in unique ways.*

The Depths of Wonder

Cave 1: The Crystal Cove

Step into the Crystal Cove, where glimmering gems refract beams of light, casting dazzling colors across rocky outcrops. As light refracts, memories seemingly come to life through vivid projections across the mineral and water surfaces. The light dances off each gem, creating a mesmerizing kaleidoscope of colors that shifts with every step throughout this sparkling sanctuary.

DWELL TIME: 10 minutes

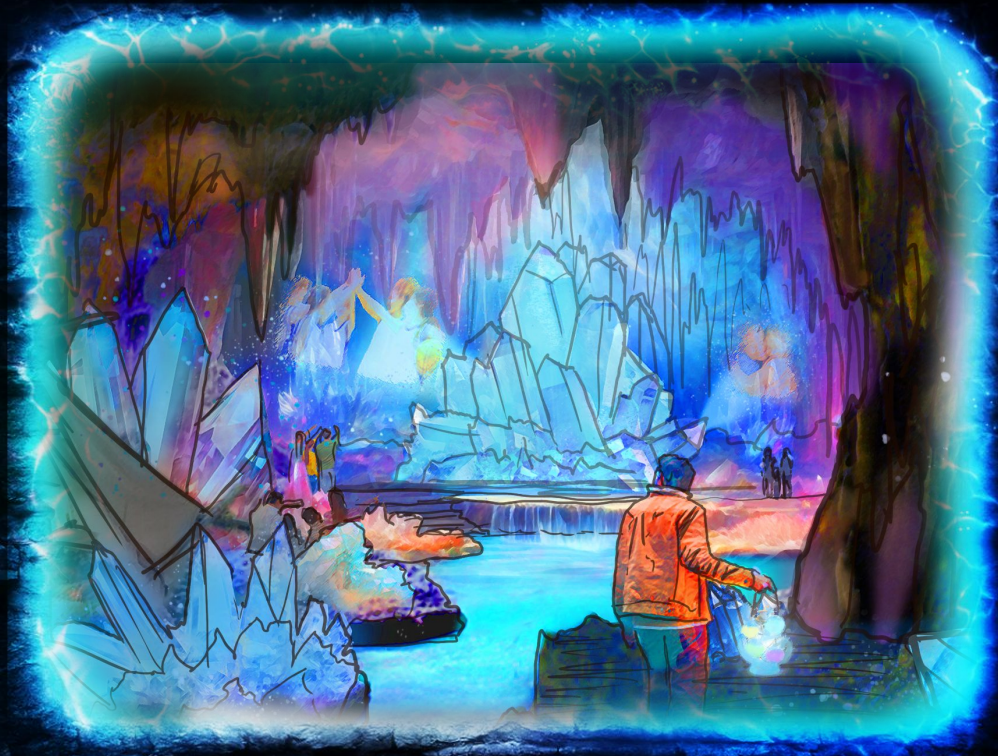
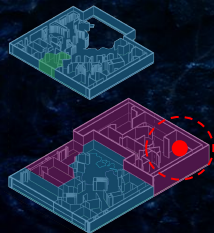
SQFT: 4,000 sqft.

CAPACITY: 60+

TECH/ COMPONENTS: Controllable spotlights for guests to point, manufactured reflective crystal set pieces, mapped projection, lasers, fog, and theatrical lighting.

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The magic of the cove comes alive as light refracts and spreads throughout. Point lanterns and spotlights at unique features and see what happens...

The Depths of Wonder

Cave 2: The Fountain of Youth

Guests wonder into a lush and vibrant space. Through a combination of both practical and media effects, plant life, and maybe a few creatures here and there, seem to regain their vitality. The Fountain of Youth can't just be accessed willy-nilly, after all, only the worthy can unlock its secrets. Guests navigate a shallow pool of glowing water interspersed by a maze, encountering obstacles along the way.

DWELL TIME: 10 minutes

SQFT: 4,000 sqft.

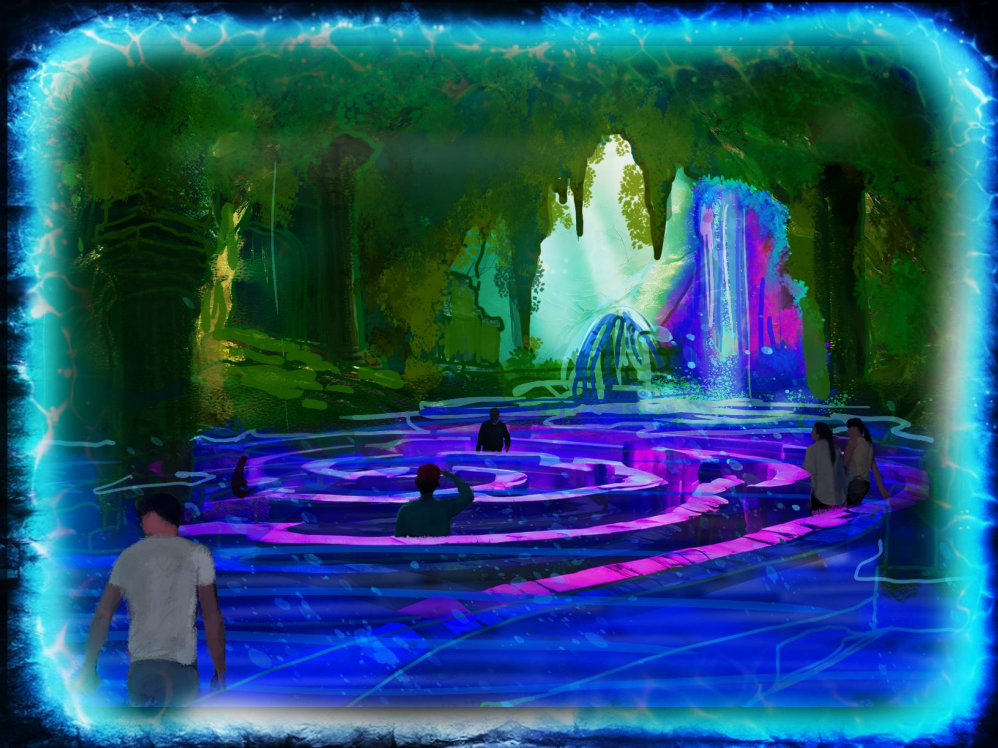
CAPACITY: 60+

TECH/ COMPONENTS: Cave wall pieces, lush set dressing, mapped projection, manufactured "stone" columns, and a eye-catching central fountain display showcasing unique water display technology.



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The room comes alive with a vivid display of water effects, light, and projections, in a spectacular sequence showcasing pulsating laser light effects, emanating from the central fountain.

The Depths of Wonder

Cave 3: The Healing Spring

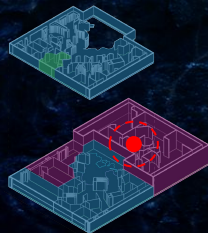
The Healing Spring is a space of relaxation and mindfulness. Many cultures emphasize the healing nature of water. Through their intuition, guests will discover that to truly unlock the powers held within this space, they must... relax. Overhead, small streams of illuminated water interspersedly pour into the shallow relaxation pools which wind throughout the space, as tranquil cave noises and dripping water echo throughout.

DWELL TIME: 10 minutes

SQFT: 3,000 sqft.

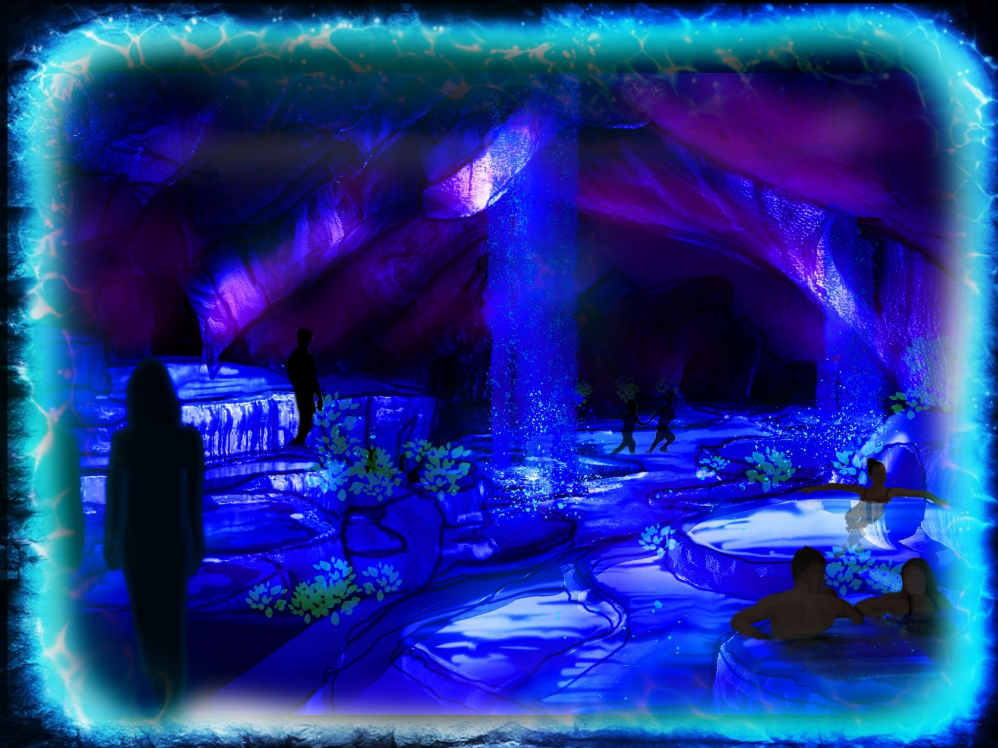
CAPACITY: 60+

TECH/ COMPONENTS: Cave wall pieces, unique water spout system housed in ceiling, lighting effects/illusions, mapped projection, mist, scenic dressing.



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Various manufactured pools of water with a few “waterfalls” scattered throughout the space will offer relaxing seating areas for guest to potentially “submerge” themselves, place their feet in the water, and unwind from the stress of the outside world.

The Depths of Wonder

Cave 4: Hvergelmir

Guests enter a cataclysmic cave of floodwaters and dangerous currents. After all, Hvergelmir is seemingly the headwaters of not only this entire cave system but, perhaps, the world. In a spectacular display of media and projection, the wall of torrential water comes alive with the guardian spirit of this mystical source... negotiate wisely.

DWELL TIME: 10 minutes

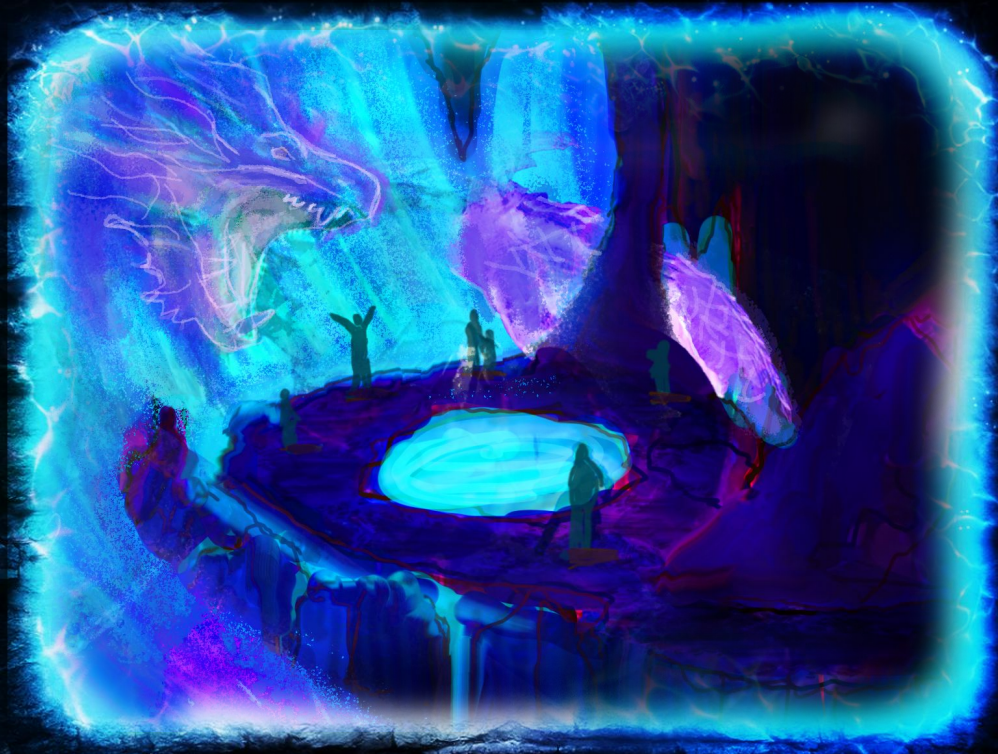
SQFT: 2,800 sqft.

CAPACITY: 60+

TECH/ COMPONENTS: Cave wall pieces, large scale LED or mist/ water scrim projection, theatrical lighting, interactive, real-time media/ digital puppetry.

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The spirit of the cave is not simply a display of passive-media, but actually reacts and, perhaps, even speaks to guests who are willing to negotiate safe passage and the ability to carry out water with their lanterns. The spirit itself will be a real-time digital puppet controlled by an operator.

The Depths of Wonder

Cave 5: Hydralink ("Reflections")

Water can show us who we are; it connects us. With a careful eye, guests may notice images of people from other parts of the world starting to emerge in the reflections. But these aren't just memories, they are real people, and perhaps you'll all need to collaborate in an activity of charades, or mimicry, to unlock the deeper magic held within these waters.

DWELL TIME: 10 minutes

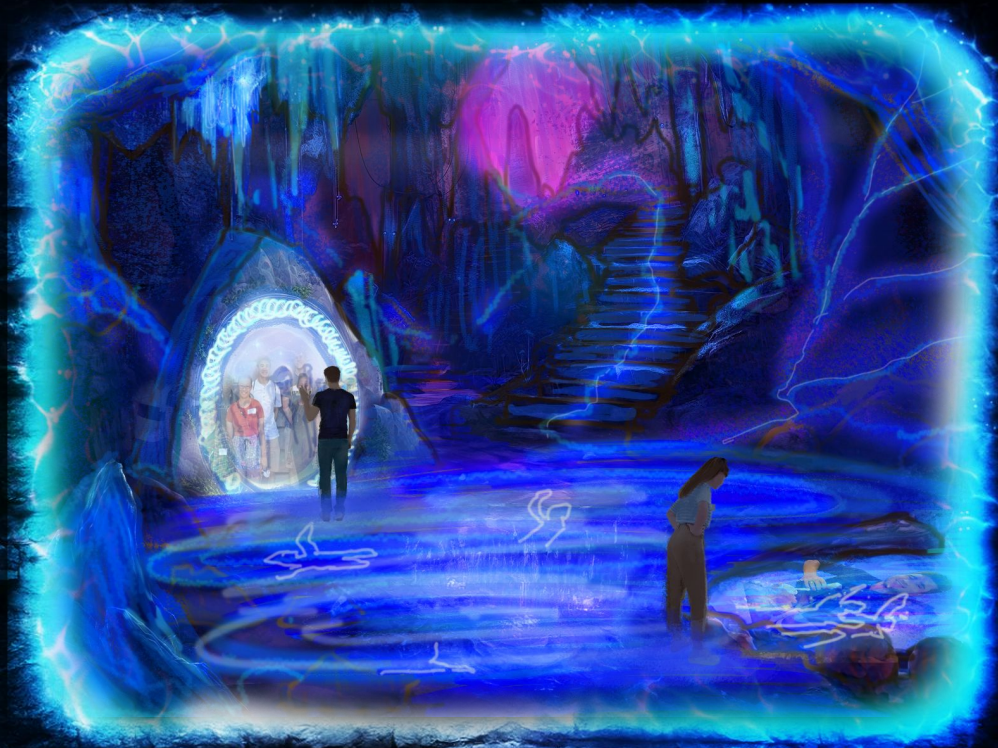
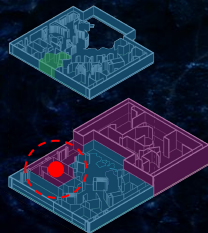
SQFT: 2,500 sqft.

CAPACITY: 60+

TECH/ COMPONENTS: Cave wall pieces, spot lighting affects/illusions, mapped projection, LED displays, and interactive kinetic sensors.

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Connecting other "Story Markets" and Immersive Experiences from around the world, guests can interact with live video feeds of other people, working together in comradic unison to unlock the cave's magic.

Storylines + Resolutions

Visitors Walk Away With...

Visitors can experience a multitude of intertwining storylines supported by the actors, spontaneous moments, and scenic minutiae found throughout both the “Grotto Outpost” and the “Depths of Wonder”.

Storylines will include assisting a local love story, aiding the quests for either the more noble, or more nefarious, exploitation of the caves’ waters and features, and – for the more sentimental crowd – helping a mother in the Outpost remember her long lost son.

Visitors will be rewarded with the emotional resonance of some of the townspeople’s storylines and the “hidden” knowledge ascertained by helping characters and factions.

And for those who choose to more passively participate, the “Depths of Wonder” will offer a never before seen immersive digital art experience that employs a unique and stark combination of captivating water and light effects.

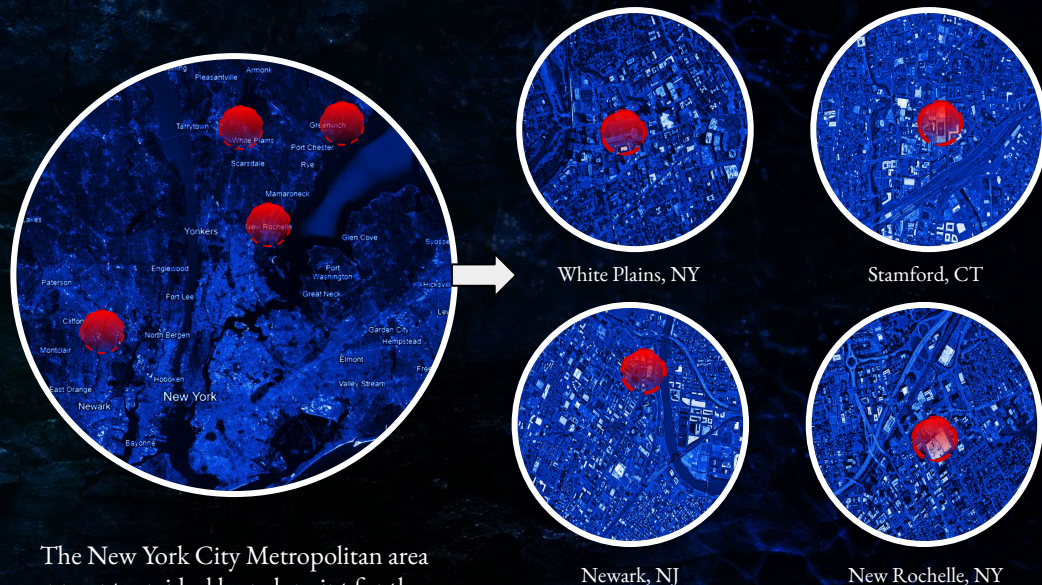
EXECUTION STRATEGY

Execution Strategy

Real Estate

Suburban/Small Urban markets outside of major metropolitan areas present an ideal location for the “Story Market” concept. With convenient rail access to large tourist markets and downtown areas with outdated and vacant retail space, locations like White Plains and Stamford would both benefit from revitalization and offer amenable lease terms for the build out and operation of the space.

Put simply, big box retailer mall space from the 70’s and 80’s is largely vacant or underutilized in these cities, offering affordable sublease terms, while being close enough for the LBE to still draw large, city scale crowds.



The New York City Metropolitan area presents an ideal launch point for the concept. With 66 million tourists a year and extensive commuter rail networks, it offers several target sub-markets for the concept.

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Execution Strategy

Scaling Strategy

A Network of “Story Markets” with Differing,
Bespoke Themes & Container Narratives.

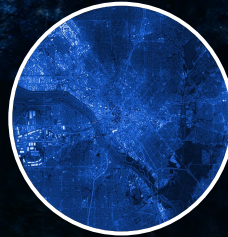
Execution Strategy

How it Scales

Using the previously identified framework on metropolitan areas throughout the United States and North America, several other targets emerge.

Qualifications for other potential locations are as follows:

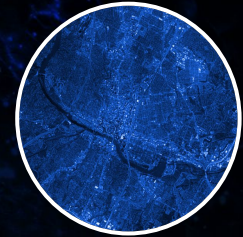
- Transportation beltways that allow for movement of large populations, whether by rail or car.
- Underpinned by core urban locations with high annual tourist volume.
- Outer suburbs/small cities with declining occupancy rates of mall and strip mall tenants.
- Potential vacant retail sites featuring 50,000 Sqft.+ (double-height) facilities.



Dallas, TX



Seattle, WA



Austin, TX



Los Angeles, CA



Vancouver, BC



Chicago, IL

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Execution Strategy

Costs

To establish *The Secret Grotto* and create a truly immersive experience for visitors, several ongoing costs will be incurred:

1. General Operational Staff to provide maintenance, prepare food and beverage services, and run the facility.
2. Small cast of actors/guides to move visitors through the space and build upon the immersive atmosphere and rich lore of the experience.
3. Rental payments for the big box retail lease in which *The Secret Grotto* is built.
4. Upkeep, maintenance, and refresh costs.



1. Operational Staffing

Ten restaurant members will be required to staff the kitchen and bar. Anticipated at an hourly rate of \$25, the annual labour expense can be underwritten at \$912K



2. Actors and Guides

The cast of ten actors required to staff the space can be underwritten at a near equal yearly cost as the F&B service – \$912K



3. Big Box Leasing

Targeting underutilized, suburban spaces, lease terms for *The Secret Grotto* will be ~\$20-25 per square foot, a more affordable annual rate than those found in New York City proper.

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Execution Strategy

Primary Sources of Revenue



Execution Strategy

“Story Market” Creative Vendor Program

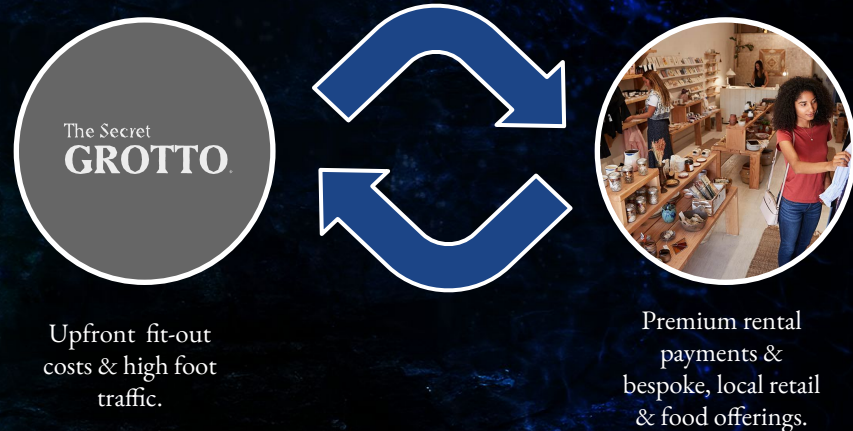
The Secret Grotto provides a high tenant fit-out budget to qualified partners, in exchange for a premium rent per square foot price vs rents found throughout other competitor markets and retail facilities/ malls.

Much like a typical mall, by segmenting a large space and providing steady foot traffic, the Secret Grotto will give boutiques and local business operators the opportunity to open storefront locations and contribute to the creation of a vibrant, immersive community and micro-economy.

This program not only entails preferable financial terms for both the owner and external vendors, but also a unique creative partnership where external vendors can curate their offerings, store design, and “story” to fit within the greater context of the Grotto Outpost.

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By bringing in a large group of customers looking for unique experiential offerings, the story market enhances the value of its lease for its smaller, boutique storefront merchants – commanding higher rents per square foot than the space was initially worth.

Execution Strategy

Major Financial Assumptions

- \$30-36MM in Initial CapEx for Buildout
- ~\$600K in Monthly OpEx for Full Staffing
- \$35-40 Ticket Price for Adults (Depths of Wonder)
- Projected Year 5 Operating Revenue of \$21.49MM
- Projected Year 5 Net Cash Flow of \$14.75MM
- 27.8% Targeted 5 Year Rate of Return

Execution Strategy

The Full Spread

Buildout Assumptions	
Total Sq Ft	50,000
Cost PSF	\$ 600
Total Cost of Buildout	\$ 30,000,000

Initial Annual Lease Deposit	
Total Sq Ft	50,000
Cost of Lease PSF	\$ 25
Total Cost of Lease During Build	\$ 1,250,000

Operating Assumptions	
Space Capacity	300
Days Open per Week	7
Churn per Day	4
Total Customers per Day	1,200
Total Customers per Week	8,400
Total Customers per Year	436,800

Cave Ticketing Assumptions	
Breakdown	
Adult	45%
Child	30%
Senior	25%

Pricing	
Adult	\$ 40
Child	\$ 30
Senior	\$ 28

Total Annual Sales	
Total Annual Ticket Sales	436,800
Total Annual Adult Ticket Sales	196,560
Total Annual Child Ticket Sales	131,040
Total Annual Senior Ticket Sales	109,200

Total Annual Revenue	
Total Annual Adult Ticket Revenue	\$ 7,862,400
Total Annual Child Ticket Revenue	\$ 3,931,200
Total Annual Senior Ticket Revenue	\$ 3,057,600
Total Annual Ticket Revenue	\$ 14,851,200

F&B Assumptions	
Revenue Assumptions	
Average Meal Cost	\$ 50
Restaurant Capacity	40
Churn per Day	7
Days Open Per Week	7

Total Customers per Day	280
Total Customers per Week	1,960
Total Customers per Year	101,920
Total Annual F&B Revenue	\$ 5,096,000

Opex Assumptions	
Avg. Food Cost (as % of Sale Value)	60%
Restaurant Staff	10
Restaurant Operating Hours	10
Average Hourly Pay	\$ 25.00

Food Cost Per Day	\$ 8,400
Labor Cost Per Day	\$ 2,500.00
Total Daily F&B Cost	\$ 10,900
Total Weekly F&B Cost	\$ 76,300
Total Annual F&B Cost	\$ 3,967,600

Total F&B Net Operating Income	\$ 1,128,400
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Sublease Assumptions	
Revenue Assumptions	
Number of Stalls	10
Price PSF of Sublease	\$ 70.00
Average Stall Size (Sq Ft)	200
Total Annual Stall Income	\$ 140,000.00

TI Assumptions	
Average TI Cost PSF	\$ 300
Total TI Cost	\$ 600,000
Number of Stalls Leased per Year	10

Event Space Rental and Actor Assumptions	
Revenue Assumptions	
Cost for Private Rental	12,000
Number of Rentals per Month	8
Total Monthly Rental Income	96,000
Total Annual Private Rental Income	1,152,000

Actor Assumptions	
Cast of Actors Size	12
Hourly Rate	\$ 25
Total Weekly Cost	\$ 21,000
Total Yearly Actor Cost	1,092,000

Giftshop Assumptions	
Revenue Assumptions	
Average Giftshop Spend	\$ 30
Customer's Who Purchase	30%
Total Yearly Gift Shop Revenue	3,931,200

Gift Expense Assumptions	
Avg. Merch Cost (as % of Sale Value)	60%
Gift Shop Staff	2
Operating Hours	10
Average Hourly Pay	\$ 15

Merch Cost Per Year	\$ 2,358,720
Labor Cost Per Week	\$ 2,100
Labor Cost Per Year	\$ 109,200
Total Gift Shop Expense	2,467,920

Total Gift Shop Net Operating Income	1,463,280
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The Secret

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Story Market & Immersive Experience

Execution Strategy

P&L

Yearly Operating Proforma (No Sale of Asset Scenario)											
Line Item	Growth Rate	Year 1 (Buildout)	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Operating Revenue											
	3%	\$ -	\$ 10,608,000	\$ 10,926,240	\$ 11,254,027	\$ 11,591,648	\$ 11,939,397	\$ 12,297,579	\$ 12,666,507	\$ 13,046,502	\$ 13,437,897
	3%	\$ -	\$ 5,096,000	\$ 5,248,880	\$ 5,406,346	\$ 5,568,537	\$ 5,735,593	\$ 5,907,661	\$ 6,084,891	\$ 6,267,437	\$ 6,455,460
	3%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	3%	\$ -	\$ 1,152,000	\$ 1,186,560	\$ 1,222,157	\$ 1,258,822	\$ 1,296,586	\$ 1,335,484	\$ 1,375,548	\$ 1,416,815	\$ 1,459,319
Operating Expenses	3%	\$ -	\$ 2,808,000	\$ 2,892,240	\$ 2,979,007	\$ 3,068,377	\$ 3,160,429	\$ 3,255,242	\$ 3,352,899	\$ 3,453,486	\$ 3,557,090
Total Annual Revenue		\$ -	\$ 19,664,000	\$ 20,253,920	\$ 20,861,538	\$ 21,487,384	\$ 22,132,005	\$ 22,795,963	\$ 23,479,844	\$ 24,184,240	\$ 24,909,767
Operating Expenses	5%	\$ -	\$ (3,967,600)	\$ (4,165,980)	\$ (4,374,279)	\$ (4,592,993)	\$ (4,822,643)	\$ (5,063,775)	\$ (5,316,963)	\$ (5,582,812)	\$ (5,861,952)
	0%	\$ (600,000)	\$ -	\$ 96,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	3%	\$ -	\$ 1,092,000	\$ 1,124,760	\$ 1,158,503	\$ 1,193,258	\$ 1,229,056	\$ 1,265,927	\$ 1,303,905	\$ 1,343,022	\$ 1,383,313
	3%	\$ (1,250,000)	\$ (1,287,500)	\$ (1,326,125)	\$ (1,365,909)	\$ (1,406,886)	\$ (1,449,093)	\$ (1,492,565)	\$ (1,537,342)	\$ (1,583,463)	\$ (1,630,966)
	3%	\$ -	\$ (1,762,800)	\$ (1,815,684)	\$ (1,870,155)	\$ (1,926,259)	\$ (1,984,047)	\$ (2,043,568)	\$ (2,104,875)	\$ (2,168,022)	\$ (2,233,062)
Total Annual OpEx		\$ (1,850,000)	\$ (5,925,900)	\$ (6,087,029)	\$ (6,451,839)	\$ (6,732,880)	\$ (7,026,727)	\$ (7,333,981)	\$ (7,655,276)	\$ (7,991,274)	\$ (8,342,668)
Net Operating Income		\$ (1,850,000)	\$ 13,738,100	\$ 14,166,891	\$ 14,409,698	\$ 14,754,503	\$ 15,105,279	\$ 15,461,984	\$ 15,824,568	\$ 16,192,966	\$ 16,567,099
Initial Cost											
Capital Expenses		\$ (30,000,000)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Cash Flow		\$ (31,850,000)	\$ 13,738,100	\$ 14,166,891	\$ 14,409,698	\$ 14,754,503	\$ 15,105,279	\$ 15,461,984	\$ 15,824,568	\$ 16,192,966	\$ 16,567,099

Breakeven on Costs within Four Years of Initial Investment

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TEAM & PROCESS

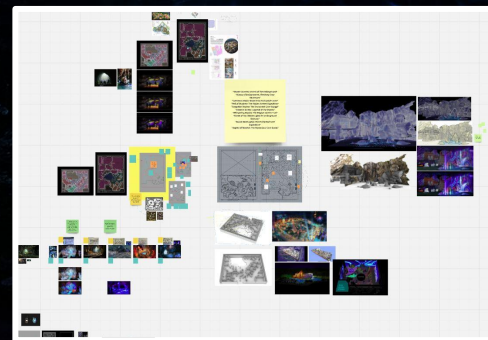
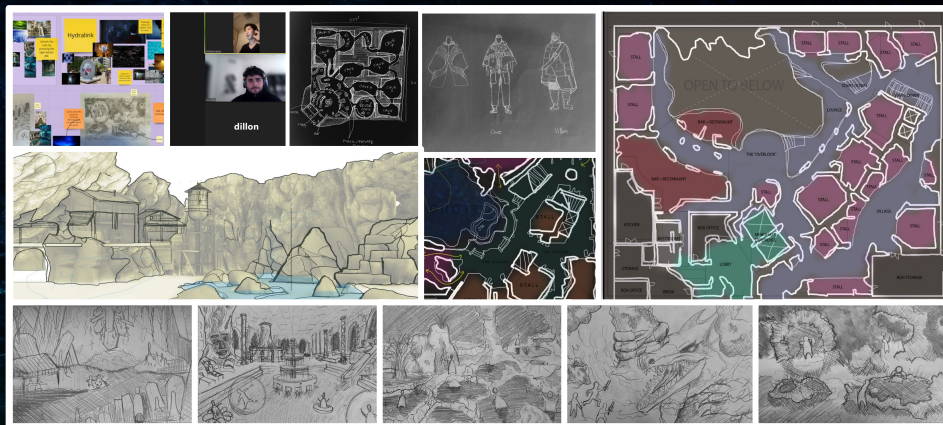
Execution Strategy

Our Process

Our team met weekly over Zoom (one of us being in LA, one in Orlando, and the other in New York) for the entire competition process.

The first month was spent in a broad brainstorm in Miro, based on the competition guidelines; the next month was spent on concept refinement, fleshing out initial sketches and ideas.

The final month focused on deliverable production and regular check-ins and creative hand-offs and exchanges, and refining the narrative that is *The Secret Grotto*.



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Story Market & Immersive Experience

Execution Strategy

The Team



John Craig

John is a dynamic designer and coordinator at XiteLabs Creative Sciences, bringing a diverse skill set cultivated through his architecture studies at WashU and time working within the creative studio at Impact Museums, producers of world-wide sensation: the “Immersive Van Gogh Experience”.

[LinkedIn](#)



Ryotaro Okada

Ryo is a passionate story-teller and designer with an interest in inclusive and entertaining spaces. A recent graduate of Master of Architecture program at UCLA, he is currently working at Walt Disney Imagineering in Florida as Graphic Fabrication Intern.

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Dillon Pinholster

Dillon is a designer with a deep interest in development. An alumni of Columbia University’s Graduate School of Real Estate, he works in Acquisitions at Hudson Housing Capital in New York, where he is responsible for new equity investments in multifamily developments.

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THANK YOU!