



## What is Cryptid Ridge?

Cryptid Ridge is location-based entertainment that features a series of unique experiences within its singular location. This LBE is themed to look like a National Park with supernatural elements and wildlife. Cryptid Ridge is laid out with a Welcome Center as its entry point, a campgrounds area to relax and wait in between activities, and four exciting experiences each themed to a different cryptid. Visitors may go enjoy the experiences as they please, similar to how an arcade functions. From the base camp to the experiences, a fully fabricated fictional forest awaits visitors to come and explore all Cryptid Ridge has to offer.

## Depth and Richness of Storytelling

Cryptid Ridge is an interactive Discovery Center, letting visitors explore a fictional National Park, home to a supernatural forest where the cryptids of myths and legends reside. Discovered for its one-of-a-kind wildlife and beauty, many travelers came to the land, often abusing it or taking from it for personal gain, causing these cryptids to go into hiding. Thankfully, the Park Restoration Services stepped in to officially protect the land in 1978, and have been running a program focused on education and conservation since, using all proceeds to restore Cryptid Ridge. They have created a series of fun activities throughout the area, each focused on correcting the maltreatment of the past and instead enjoying nature in a respectful and exciting way.

## Emotional Resonance

Cryptid Ridge not only entertains visitors, but educates them about environmentalism, having messages and lessons that are relevant to our world even though they are taught in the context of the make-believe. It allows all visitors to have a chance to not only see a place with supernatural beauty, but to have the opportunity to directly engage in ways to improve and heal the nature around them. These themes remind those who participate of the beauty of our world and the importance to treat it with reverence, otherwise our real life wonders will one day also become the stuff of myths and legends.

## Ecological & Sustainability Compatibility

Cryptid Ridge not only teaches the lessons of conservation and preservation but also practices them in its operation. All preventative guidelines are followed to minimize waste of non-renewable energy, stock recycling and compost bins, to use electric motors in the experiences, and to implement motion sensed lights that shut off when not in use. Water conservation is also achieved, despite having an activity taking place on a “lake.” Instead of an actual water feature, technology is used to create the look and feel of a lake with real time projectors that respond to the guests, creating wakes that follow as they move across an empty floor. Cryptid Ridge also takes direct ecological action, by promoting local wildlife preserves and nature parks, providing a percentage of our proceeds to support these amazing causes.

## Executability

Designed with logistics and feasibility in mind, our layout not only features space for our experiences, but also includes proper space for operations, Ranger break rooms, themed restrooms, a food area, ADA compliant access and experiences, and most importantly, scalability. Cryptid Ridge is designed to be functional in a multitude of locations, from large footprints like the one shown in our groundplan, to smaller locations. The number of activities can be adjusted, without compromising the overall theme and narrative. Additionally, the experiences follow a range of complexity in technical design, assuring flexibility to choose which experiences get featured based on budget size and needs of the operator.

## Creative Use of Materials

Our approach to designing the activities was to balance the technologies that create innovative effects and practical design that physically immerses the guest. Both modern and classic methods are highlighted at our campfire stage, using projection mapping to enhance spectacle with shadowgraphy to bring a grounded and traditional feel. Mothman's Crystal Cavern features a rock wall experience that is enhanced by a light-up display responding to the climber's touch. Other experiences, like the Cabin Trials series, use an escape room style set-up and do not need many advanced effects at all. Conversely, our Bigfoot experience leans into the use of effects to drive narrative with turntables and switch gates to create an ever-changing maze, allowing pathways to adapt as Visitors explore.

## Design-Innovation

Cryptid Ridge has the future in mind with the hopes to update offerings, open additional locations, and create traveling experiences. An experience like the werewolf's social deduction escape room would receive seasonal overlays with other cryptids, allowing for new stories to be told in the same allocated space with easy turn-over. Cryptid Ridge is also strategically designed so that in its future it can use an innovative system where the wildlife can "migrate" to additional locations. Each new location would have featured attractions that remain year round, with others that can rotate with experiences at the existing locations. Additionally, this modular system of experiences will prevent Cryptid Ridge from being a single visit location and instead one that attracts repeat visitors without having to start from scratch to design and rebuild every time an activity is updated. Finally, we hope to build a larger audience base by taking Cryptid Ridge on tour. To achieve this, we would develop an experience designed to be self-contained and travelling, sending it to new areas, conventions, or direct clients.

## Offerings

### Welcome Center and Campgrounds

Your day at the ridge will start with our Welcome Center. This is a small structure designed to look like a real US National Park Visitor Center, but more cluttered, filled with oddities and rare items. Here guests will check in and purchase their day ticket, or purchase something from our gift shop. While they check in, there are little displays and a vintage tube television with a welcome video that introduces what Visitors can expect during their time at Cryptid Ridge. Through the back door of the Welcome Center, Visitors will enter the main campground, which serves as the "waiting room" between activities. You can choose to be active or passive in this space by either relaxing and enjoying the forest atmosphere, enjoying a bite to eat at our food trucks, playing some classic camp games or accepting challenges from Rangers to earn badges.

### Tales of Ridge and Campfire Stage

Just off of the campgrounds, you can enter our campfire stage, designed to be an Amphitheater along the ridge face. There, our Rangers engage you in a Cryptid Ridge tradition, telling the stories of the creatures who call this place home. As the stories are told, the smoke and embers will rise up from the fire and turn into projections all along the ridge. The projections will provide a supernatural visual to the stories they tell, with the beautiful wall art coming to life and surrounding our guests in the stories. With scheduled time slots throughout the day with a different story told every time, this area creates a unique narrative experience and further immerses guests into the world of Cryptid Ridge. This area can also double as a performance stage, with the hopes that we can put on other shows in the space and continue to diversify the offerings and bring guests back to the campfire.

## Mothman's Crystal Cavern

Explore the abandoned mine shafts full of glowing crystals that Mothman calls home. Here, the glow-in-the-dark environment is full of interactive crystals that contain sensors that will respond to your touch and illuminate with LEDs. As you explore further, you will reach the highlight of this area: a crystal rock climbing wall. To enhance the experience, you will climb up the wall by only using the path of glowing crystals, with different paths programmed to change difficulty and provide replayability. This area is designed to be perfect for guests of all ages and if you're lucky enough, you might catch a glimpse of Mothman as he appears in hidden screens all along the cavern, watching as you generate more light.

## Cabin Trials: Feral Fever

Our Cabin Trials are designed to be mini-escape rooms/social deduction games, with the intention that they can be rethemed to a variety of different monsters that are not featured elsewhere at Cryptid Ridge. With every iteration, there would be different rooms to change the difficulty of the game and provide replayability. We would begin with Feral Fever, where there has been an outbreak of lycanthropy in the cabins. Once you enter, you will discover that someone in your party has become infected and will turn into a werewolf by nightfall. But don't panic! You can race against the clock to complete various puzzles and unlock the ingredients needed to create a cure. However, you will not know who is infected. So, you must balance your time wisely between creating the cure and doing other tasks to deduce who is infected. Make the cure and give it to the infected person to win, otherwise one of you might become a permanent resident of the ridge.

## Lake Cryptid Clean-Up

Over at Lake Cryptid, our rangers are leading an initiative to remove the trash left behind by careless visitors that is polluting the lake. You can help them out by taking a modified skiff with a trash collection device and sweep the lake picking up garbage as you go. But as a way to preserve water and avoid building a whole lake feature, we are using a real-time interactive projector to project the lake onto the floor, and have designed bumper cars to look like the skiffs that our guests will use to "sail" across it, bumping their competition out of the way. In this competition game, there will be a set amount of time to collect the trash from the lake to earn points. But be warned, you might see the shadow of our lake monster, Cryssie, underneath the water's surface. She has been irritated by all of the litter, so avoid driving over her or bumping into the other skiffs, otherwise she will spin your boat out of control and you'll lose everything you've collected.

## Big Photo Frenzy

After a recent discovery regarding the woods that surround Cryptid Ridge, now more than ever, guests have been able to document our most famed cryptid, Bigfoot. Our rangers discovered that the key to his elusivity: He resides in ever-changing forests. Using the specialty cameras we provide, you can traverse the old hunting trails and navigate your way through the maze-like woods in the hopes of capturing photos of Bigfoot. You notice that certain paths are blocked off, but by looking through your camera's viewfinder, you can see the hidden clues left behind to help you activate different pillars. Once activated, new paths will be revealed through sliding doors on rotating turntables. Bigfoot will appear on hidden projection mesh, and you can take photos of him to earn points before time runs out and you head back to camp.

