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THE FUNTOWN MOUNTAIN PLAN

WHAT THE FUN IS THIS?



FUN FACTS

- Kentucky Carnival-Themed Amusement Park
- Located in Cave City, Kentucky
- Near Mammoth Cave National Park
- Located at former historic Guntown Mountain
- Affordable Family Destination



FUN FEATURES

- Haunted Hotel
- Puttin N Kentucky Putt-Putt
- Imagination Land Museum
- Mountain Top Amphitheater
- Souvenir Shack
- Kentucky Wondershow Theater
- Hillbilly Tea Shack
- Skylift Ride
- Zippity Doo-Dah Zipline
- Lucky Lady Saloon
- Lolley Land
- Treetop Village



WHERE THE FUN IS THIS? (AVE CITY, KENTUCKY



THE ROADSIDE ATTRACTION CAPITAL OF AMERICA



HOW THE **FUN** ARE YOU GOING TO DO THIS?

- Weber Group —
Project Management / Development
- Mightily — Branding
- Execuity — Marketing
- Talented and Experienced Team
- Kentucky Tourism Support
- Social Media
- Kickstarter Campaigns
- Political Support
- Bank Financing
- Fundraising



WHEN DOES THE FUN START?

2015 (PHASE I)

March 31

Closing

April 1

Groundbreaking

June 15

Grand Awesoming

- Pop-up Souvenir Shack
- Pop-up Hillbilly Tea Shack
- Haunted Hotel



WHEN DOES THE FUN START?

2015 (PHASE II)

June 30

Zippity Doo-Dah Zipline Opens

August 1

Lucky Lady Saloon Opens

September 1

Imagination Land Museum Opens

October 1

Extended Haunted Attractions Open

October 31

Kentucky's Largest Halloween Party



WHO THE FUN CARES?

- **Jody Richards**
Speaker Pro Tem
- **Johnny Bell**
Majority Whip
- **Mike Buchanon**
Warren County
Judge-Executive
- **Michael Hale**
Barren County
Judge-Executive
- **Dwayne Hatcher**
Cave City Mayor



THE PEOPLE OF KENTUCKY



WHY THE FUN?



LOLLEY LAND



THE DREAM TEAM

Will Russell: Ringmaster

Lebowski Fest, WHY Louisville, Master of Social Media

Emily Carter: Secretary of Fun

Lebowski Fest, Funtown Mountain, Assistant to Mr. Russell

Penny Peavler, Joe Argabrite, Tom Weber, Don Weber

Weber Group

Mark Evans: Talent Booker

Holy Carp Productions, Production Simple, Zanzabar

Art Embrey: Creative Director

Embrey Creative (Holiday World, WHAS-11)

Dayna Neumann: Marketing Strategist

Execuity

Gil Holland: Advisor

Green Building, Philanthropist

Philip Ruskin: Publicist

Ruskin International

Casey Wagner: Bagman



THE DREAM TEAM

Pip Pullen: Brand Manager
Mightily

Bill Green: Designer
Bill Green Studios, Lebowski Fest Poster Artist

Griffin Van Meter: Fundraising Coordinator
Kentucky For Kentucky, Bullhorn Creative

Chris Coffman: Attorney
Frost, Brown, Todd

Raymond Hishmeh: Real Estate Agent
Coldwell Banker Legacy

James Seward: Business Banking
PNC

Rachel Owsley: Attorney
Stites & Harbison

Quinn Hart: Accountant
Strothman Company



I'M A FUN GUY

Will Russell

- Lebowski Fest Founder
 - 25,000+ Social Media Following
 - 4 Years — 90+ events across the US and overseas
 - Press in every major media outlet including *New York Times*, *Rolling Stone*, BBC, *Nightline*, etc.
- WHY Louisville Proprietor
 - Ten years in retail
 - Two locations
 - Souvenirs, Art Shows, Roadside Attraction
 - 250,000+ Social Media Following
- Author of *I'm a Lebowski*, *You're a Lebowski*
 - *LA Times* Bestseller
 - Seventh Printing
 - Translated into six languages



- Kentucky Colonel
- Public Figure
- Respected Community Member
- Philanthropist

THE FUTURE OF FUN IS IN YOUR HANDS.
THANK YOU FOR YOUR CONSIDERATION!



LET'S HAVE SOME
FUN!

