



LAKE COUNTY SCAREGROUNDS

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Business Overview

- Bringing a haunt back to LCFG-A full Halloween Haunt from Sept 29 to Oct 31. Previous haunt at LCFG ended when they built a new fairgrounds 8 years ago. Attendance was over 15,000 per Donat Insurance
- Location Lake County Fairgrounds, Grayslake, IL
- 20,000sf Show Barn with parking for 2500+ autos
- Based on “Triplicon” by Lisa Stothard



Haunt Offer Details

- Purchased 15 room, 300 panel metal framed haunt with sound, costumes, fog, and partial lighting to make a 6000sf haunt with the ability to extend front porch into a large stage. Insulated 50' storage trailer included
- Plan for a 3500sf queue, 4000sf Silly String Asylum, and 3000sf maze all under Show Barn cover
- Attached area for a food and retail.
- Negotiated a lease from Sept 11 to Oct 31
- Approvals from Grayslake fire department (they viewed the haunt in March 2017 at the Show Barn along with the building commissioner)
- Approval to serve food via a Lake County licensed operator (LCFG will receive 15% of food revenue)
- Fully branded by Sinister Visions with website built and ready to receive seasonal content



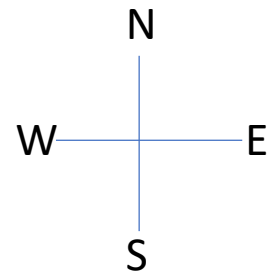
What Sets Us Apart

- Silly String Asylum (SSA) is a new venue we tested in 2016 at Didier Farms Pumpkinfest. We had over 3000 customers in 9 days in an 700sf building. We did not scare at this event since Didiers asked us not to.

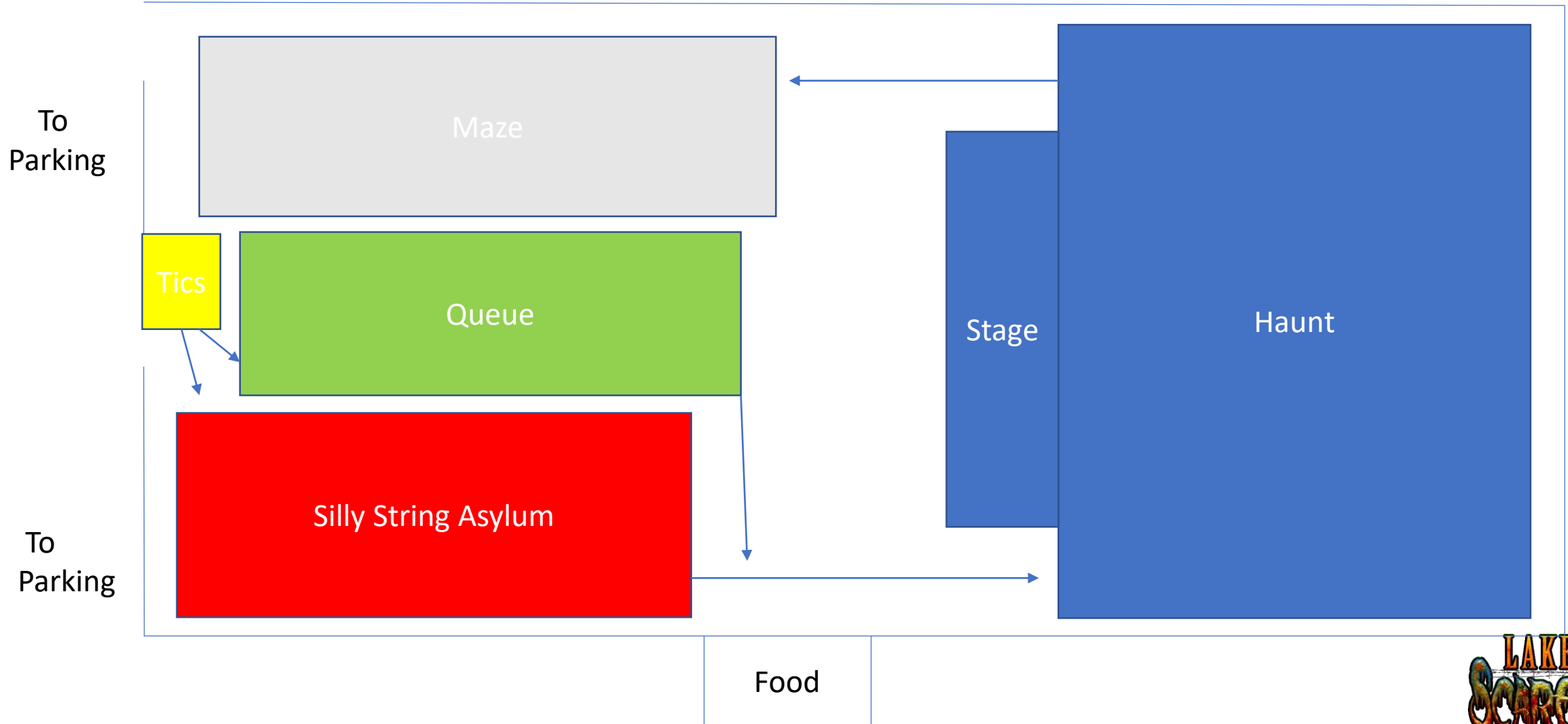


- Our food will be theme oriented i.e. Mummy Dogs, Glow drinks, glow cotton candy...
- The fairgrounds is marketing us with Comicon the second weekend of October (full moon Friday 13th)
- We will offer an early (4PM-8PM) family oriented ticket for Silly String, maze, music, and food targeting \$15 for SSA, maze, Mummy Dog and a drink

Layout



Show Barn



Timeline

- Gorilla marketing July 4th parades
- Set up Silly String Asylum tent at the 6 day Lake County Fair. This allows us to gorilla market, search for actors, and make money from 78,000 plus fair attendees
- Sept 11 begin haunt set up
- Sept 29 Friends and Family Night
- Sept 30 Press and Charity Night
- Schedule October 6,7,13,14, 19,20,21,26,27,28
- We have permission for any other October dates



Revenues

- Haunt only \$25.00
- Silly String and Haunt \$35.00
- Silly String/Haunt/Maze \$40.00
- Fast Pass \$50.00

- Additional Silly String \$ 5.00
- VIP Parking \$10.00



Onetime Expenses to Build Haunt

| | | |
|-----------------------------|-----------------|-----------------------|
| Haunt and Lease | \$43,107 | Paid Nov 2017-Present |
| Additional Onetime Expenses | <u>\$46,203</u> | See build items |
| Total to Date | \$89,310 | |



Lake County Demographics

- Population 705,186 (2014) (644,356 in 2000)
- Estimated median household income in 2015: \$82,113 (\$66,973 in 1999)
- Estimated median house or condo value in 2015: \$258,100 (\$191,600 in 2000)
- Race Breakdown

| | |
|----------|-----|
| White | 65% |
| Hispanic | 20% |
| Black | 7% |
| Asian | 6% |
| Other | 2% |



Lake County Fairgrounds

- 110 acres facility located in Grayslake and bordering Libertyville and Mundelein
- Event Hall, 4 barns, outdoor square, outdoor extreme sports venue, parking for over 12,000 vehicles
- Adjacent to the Milwaukee and North Central Metra stops
- Annually hosts the Lake County Fair (78,000 attendance) and dozens of smaller events including **Comicon** (Oct 2017), mud runs, home and entertainment events
- The venue is large enough to expand into a 6 week daytime Pumpkin Fest in the future-carnival, rides, pumpkins, daytime maze, hayride
- We have permission to market at the 6 day Lake County Fair in July with a Silly String Asylum and/or Zombie workshop



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