

Imagine

RESORTS & HOTELS



POWERED BY

Hasbro

JRA

Mr. Monopoly. GI Joe. My Little Pony. Optimus Prime. They've been part of our world for decades. Now we can be part of theirs.

The Imagine Resort transports families to an extraordinary universe that is at once warmly familiar, yet marvelously new and fantastical. It is energized and enlivened by beloved Hasbro characters and imagery, but also a rich tapestry of unexpected juxtapositions, immersive activities, and playful possibilities.

The Resort's unusual combination of the familiar and the unexpected creates an environment with sights, sounds, and sensory experiences appropriate for every age and every family member. There are Play-Doh-themed water slides and Candy Land activities to entrance the youngest, Magic: The Gathering adventures for older teens and adults, and Lincoln Log cabanas to engage all ages. Perhaps more important, it is not a rigidly divided landscape with different areas devoted to different themes for different ages. Rather, it is a merrily eclectic mix of experiences and franchises, where Nerf rubs shoulders with Trivial Pursuit, G.I. Joe invites you to an obstacle course around one corner while Hungry Hungry Hippos awaits around the next. And while the popular Hasbro characters and settings are the foundation of the experience, this setting also offers a chance for them to grow, change, and interact in novel ways. Guests will recognize familiar and beloved friends. But they also will discover, in the course of the day, new aspects, and personalities, and nuances and unexpected features that, by the end of the visit, will have expanded old favorites to create a new world.

The result is a perpetual journey of discovery and surprise, where the merry mix means that there is always something for every age and taste. And that creates an experience people can enjoy together, making memories together, as a family.

A Day & Night at the Resort and Hotel

It's a warm August morning when the family car makes a left and turns into the Imagine Resort. Warm enough that they have the air conditioning blasting—and can't wait to feel that combination of sun and splashing water that is the essence of summer vacation.

Anticipation builds as they drive past a Sculpture Garden filled with iconic characters, images, and objects: the familiar Monopoly dog and car game pieces alongside a Transformer in heroic pose, a giant, colorful Sorry piece, and the Operation patient chilling in his polka dot boxers. After parking the car they stroll among the sculptures for a closer look before making a beeline toward Uncle Pennybags (Mr. Monopoly) and Mr. Potato Head, who hold a Welcome Sign cobbled together from what seems to be a tenuously balanced arch of Scrabble pieces.

The sign marks the resort entrance. The underlying structure is simple and functional, a blank slate for a lively array of Hasbro-related imagery — perhaps a Twister sidewalk, decorative borders of Yahtzee dice, and windows shaped like Scrabble blocks or My Little Pony.

I kept thinking, "That's a really random shape for a window." Then I realized it was Furby shaped. Hilarious!

Angie, age 14

Against the neutral backdrop, evocative elements pop out. Part of the hotel structure, for instance, is a pair of Jenga towers—one clean and perfectly symmetrical, as if the pieces were fresh from the box, the other missing bits, with precarious cantilevers threatening to topple, as if some childlike giants were in mid game. Nearby, with cheery incongruity, are buildings that replicate Monopoly hotels: large rectangular red structures marked with appropriate addresses on Park Place or Baltic Avenue. And those who want more exclusive private accommodations can book the green Monopoly houses that overlook the outdoor concert venue. Or, if they prefer a more rustic look, they might opt for the delightful Lincoln Log cabanas available for individual rentals.

The family thrills and laughs at all these details as they enter the Lobby, where they find an equally eclectic visual mix. The reception area is decorated with favorite characters and objects, such as a Clue candlestick on the desk (from the library with Mr. Mustard), and maybe a formal, framed portrait of a Hungry Hungry Hippo. The space is a mix of practical and playful, a place for the family to check in and orient themselves, but also to giggle and get in the spirit.

Along with their room key, mom and dad get RFID bracelets for each member of the family. These are linked to their account, letting them charge snacks and purchases easily...and without having to take wallets into a water park. The bracelets also have built-in tracking so that even if the kids wander out of sight they're never out of contact. While the parents are filling out the paperwork, one of the kids dashes over to play with oversized Jenga or Connect Four pieces, while the other two settle in at game tables and busy themselves with coloring books, Play-Doh, and Risk.



Once the check-in is complete, they head for their room to drop off their luggage. Some rooms are strongly themed, targeted to specific occasions and tastes. A My Little Pony suite, for example, is tailored for slumber parties, with a large projection TV and comfy cushions perfect for stretching out on the floor. With cars that transform into beds, and hidden surprises in every corner, a Transformers hotel room ensures that the play never stops.

The G.I. Joe room, meanwhile, may have a cargo net for climbing into a helicopter bunk bed. In short, the theming is not a “skin deep” décor, but rather a fully fleshed out environment where every detail reinforces the narrative.

Only about a third of the rooms are so completely themed, however, and our visiting family has chosen one of the more straightforward guest rooms, which is filled with Hasbro imagery and characters, but against a more traditional backdrop. They settle in, have a quick wash-up, and then head out to explore the resort.





Imagine Avenue

Everyone is eager to start with a stroll down the resort's main thoroughfare, an indoor promenade that forms a boisterous boulevard of themed shops and nooks and places to poke around. At the heart of the avenue is the Family Game Night stage, drawing a crowd for join-in games where family, friends, and strangers play together, take selfies, and get into the swing of the Resort. At certain times, particularly at night, it becomes a more structured performance space, a circular stage that comes alive with dance, music, or comedy.



Situated strategically along the thoroughfare are Easy Bake Oven food carts, which offer quick and tasty bites of hot dogs, beverages, snacks, and sweets for a quick pick-me-up while folks investigate the varied storefronts, restaurants, and gathering places.



★★★★ Risk

Risk: The Café of Strategic Dining

A giant Risk board forms the centerpiece for a dining court, a bold visual feature that unifies and knits together a diverse, multicultural, multinational assortment of restaurants and food-related shops. These can satisfy a broad range of tastes and pocketbooks, from a Mexican bistro and French pastry shop to a Brazilian steak house, Italian gelato stand, and more — all located near the appropriate geographic spots on the giant Risk board!

CANDY LAND

Candy Land Sweet Shop

The kids immediately recognize the winding path of brightly colored tiles from the Candy Land game board, and rightly guess that this would be a sweet place to stop. Behind the Candy Land castle façade, a lollipop forest, oversized gumball machine, and life-size game pieces waving hello immediately prove them right.

The Hasbroteria

Mom and dad aren't quite sure which Hasbro-inspired spot entices them most. Then they notice the Hasbroteria. While some venues are tightly themed to evoke a specific storyline, brand, or characters, this place is a more neutral setting that is home to a marvelous smashup of themes and styles. Here, the full range of Hasbro characters put in an appearance. The family is drawn to this buffet, probably the largest restaurant in the resort, precisely because they don't have to choose among favorites. Everything is represented here, with costumed characters of Mr. Potato Head, Furreal Friends, Mr. Monopoly, Transformers, and a marvelously incongruous assortment of others all on hand to greet guests, pose for pictures, and bring the space to life.



Angie loves spicy. Sierra's a pizza fiend. And Elijah? He won't eat anything that's not on a bun. Thankfully, the Hasbroteria had exactly what everyone wanted.

Hank, age 43

Hasbro Kid's Club

After a snack, they continue their stroll along the indoor Imagine Avenue until the youngest makes a dash for the Hasbro Kid's Club. This brightly colored nightclub is reserved exclusively for younger visitors -- Mom and Dad not allowed! Parents can check their children into the Club, before heading off to explore the resort on their own. Kids definitely won't miss them here, with activities that range from Chutes & Ladders climbing (and sliding) equipment to Play-Doh activity tables, oversized games, and a life size (or kid size) Mr. Potato Head construction area. There's also a lively Simon dance floor where participants might be challenged to remember the sequence of lights flashing from the Simon-themed disco ball.



Q & Ales: Trivial Pursuit Brewery & Bar

The kids are eager to hang out on their own for a while at the Candy Land Sweet Shop, so mom and dad grab a few minutes of grownup time at the Trivial Pursuit Brewery. The space is designed around the pie-wedge center of a Trivial Pursuit board, with a circular bar in the middle. The adults are particularly intrigued by the distinctive beer assortment unique to the brewery (Optimus Prime Pilsner, perhaps, or maybe Scrabble Stout, Lincoln Lager or Hoppy Hoppy Hippo?). Like a classic British pub, this is a place that encourages social interaction and friendly competition, in this case, a game of Trivial Pursuit. Guests use touch screens at each seat either to play against “the house” or against their fellow patrons. Perhaps the champions will win a free beer, or possibly a coupon to use at one of the other retail or restaurant options on site?



Ha! You should have seen the look on Hank's face when it was me who got the football question right.

Sierra, age 42



Littlest Pet Shop Adoption Center

Everyone's feeling good after their snack stop—ice cream for the kids, beer and bar food for the parents—so the family regroups at the Littlest Pet Shop Adoption Center. The chance to “build your own” toy from the Littlest Pet Shop menagerie gets the whole family involved. Felina Meow or Dabble Von Quack? Gruff Pugstone or Sunny Shearling? And how to detail their new family member? Making those choices to create the perfect pet is definitely a group activity.



General Store

The Littlest Pet Shop isn't the only retail opportunity on the boulevard. The inviting Lincoln Log façade of the General Store draws the family across the boulevard. Once inside, they realize to their delight that there's a lot more to it than Lincoln Logs. That's just the streetscape theme. Inside, like an old fashioned general store, it's chock-a-block with all manner of merchandise, toys, games, souvenirs, and clothing from across the Hasbro universe. In short, there's something for every one of them to take home as a memento.





H2GO!

Having explored the grounds, snacked, played, and danced with life-size characters, the family is more than ready for a cooling splash in the H2GO! Water Park. It is summer, after all, and what's summer without a thorough dousing on a hot day? The water park embraces an assortment of settings and experiences, so there's an option to whet the appetite (and wet the bathing suit) of everyone.





Hasbro Pool Party

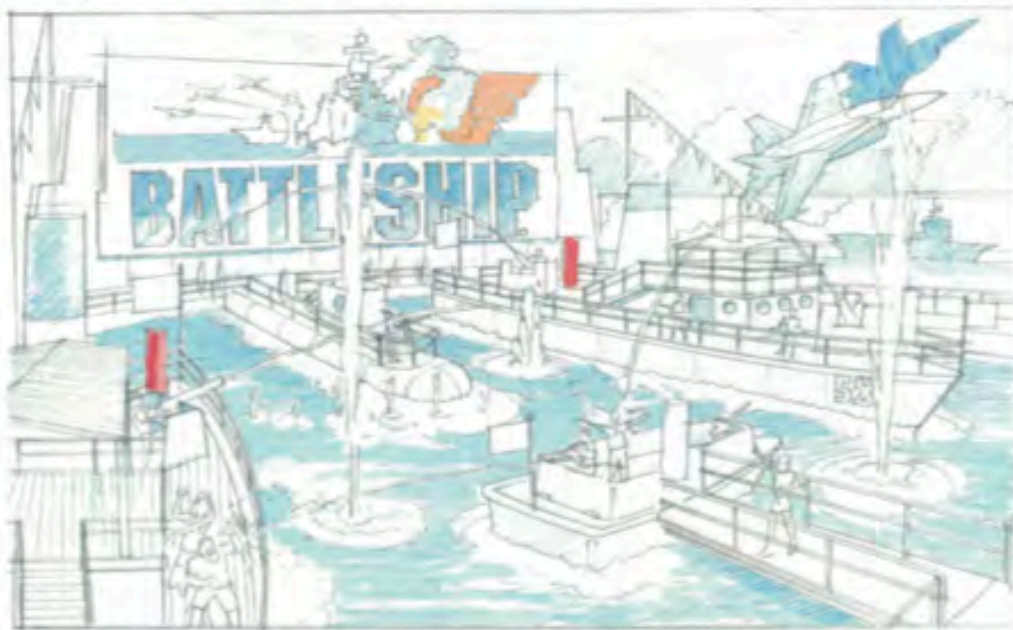
Many summer vacationers traditionally head to the ocean. Here, the ocean comes to you. The enormous wave pool is the perfect place for the whole family to swim and scramble and get soaked. An enormous LED screen behind the pool transports bathers to an imaginary universe, giving the impression that they are interacting with Hasbro characters. When Optimus Prime punches the ground on screen, it triggers an enormous wave. If Mr. Potato Head cannonballs into the water, or a Hungry Hungry Hippo does a belly flop, everyone is soaked in the resulting tidal wave.



BATTLESHIP

Battleship Blast

A battleship, submarine, and aircraft carrier dominate a large pool, evoking the look and feel of the classic game and setting the stage for an aquatic version of paintball. In this variation on the Battleship game, however, players douse each other with water cannons. Using controls on the aircraft carrier deck they can crank pulleys and push plungers to fill and hoist buckets of water “bombs,” and detonate fusillade floods over the pool—and over each other. When these water bombs hit the submarine, it might dip below the surface amid an explosion of air jets, sending out sprays of water and waves. The activity is more fast-paced than the primary wave pool, but designed for safety and fun appropriate for visitors little and large.



**I really got Angie, didn't I? She was all, like,
"I'm just gonna get out of the way and hide behind the sub."
And I was like, "You can't escape my water bombs!"**

Ben, age 7



Play-Doh Playground

With everybody thoroughly soaked and exhausted from the Battleship pool, mom and dad decided that the quieter Play-Doh themed kids area will give young Ben a calmer respite, and give them a chance to chill as well. Here, younger visitors shout and giggle on small water slides, or busy themselves filling and dumping small buckets of water over their neighbors...and themselves. In the center of the pool stands the Play-Doh octopus, wearing its iconic sailor's hat and holding water buckets in its arms. An ever-changing pattern of lights, meanwhile, brings the pool to life as the water seemingly shifts among the familiar Play-Doh colors.





Water Works & Board Game Bonanza

The kids are all huge game players, so naturally they're drawn to an area filled with game-based attractions. There are Mousetrap and Chutes & Ladders water slides, which young Ben would be happy to play on all day. Mom and dad grab inner tubes from a giant Connect Four board and head for the Game of Life-themed river rapids, where the familiar Life game board spinner is reimagined as a whirlpool that quite literally takes them for a spin. Threaded throughout the area are Elefun fountains trumpeting water into the air, lily pads that resemble floating Scrabble pieces, and an array other unexpected elements instantly familiar from the world of Hasbro games, as if a jovial giant had burst into the family playroom and tossed their game collection higgledy-piggledy.



Super Soaker Springs

As the full heat of the summer afternoon hits, the family feels the need for an extra dousing. And what better way to get super wet than with Super Soakers? This area invites visitors to drench each other using an assortment of huge water cannons that look like Super Soakers on steroids. The heart of this splash zone is a swim-up bar, at the center of which is a towering birthday cake-shaped fountain that bristles with water cannons that spray a fusillade of fun.





The River of Life

An indoor-outdoor water track, themed with elements from Monopoly, Candy Land, Trouble, and other board games, meanders throughout the Resort. The weaving waterway helps to unify and connect the various areas, including both indoor sections that are open year 'round and extra outdoor portions that draw guests outside during warm weather. The summertime sections feature more laid back pools and spas, with less intense theming and a greater emphasis on providing adult visitors a place to relax and recharge. Outdoor slides and attractions, which feed into the pools, similarly bring a sense of movement and activity but with less emphasis on theming and a greater focus on creating a refreshing summer getaway.



The kids went back to the room to dry off and rest. We told the girls that Ben needed a little down time. Which was true. But frankly, Hank and I wanted a break in the spa. Just us!

Sierra, age 42



Hasbro Universe

It's official. The kids demanded it (not that mom and dad needed much persuading). They're definitely coming back again.

Since it probably will be winter next time, they're thrilled to know that there are so many indoor options. Of course, even on a sunny summer day, the indoor Hasbro Universe family entertainment center offers a great change of pace from the water park. It features games, adventures, and activities designed for the youngest visitors, for the oldest, and plenty that are fun for all. In addition, there are arcade games situated throughout the area, located and themed to complement the various play environments and settings.

CANDY LAND

Candy Land Carousel

Behind the Candy Land Store on Imagine Avenue is the Candy Land Carousel, a merry “goody-go-round” that captures the spirit of the board game, a whimsical take on an old fashioned entertainment. The Carousel is an enjoyable, low-key stop for the family, with the music from the ride outside wafting indoors to provide a background melody for shoppers browsing the Candy Land Store.





G.I. Joe Adventure Course

The excitement and challenge of the popular G.I. Joe Command Center toy comes to life as the centerpiece of a rigorous, rugged, and riveting activity zone. Towering high over the surrounding areas, this is home base for an exciting network of ropes courses, zip lines, obstacle courses, climbing walls, safe repelling, and other physical adventures. Located mostly above floor level, they give participants a commanding bird's-eye-view of the entertainment center, while also providing a visual focal point for those below, and bringing an exhilarating aura of activity and movement that energizes the entire area.

**The rope course was awesome! Dad wasn't sure I could handle it.
But he was the one who got stuck!**

Ben, age 7



My Little Pony Aerial Adventure

The G.I. Joe Adventure Course is not the only overhead element. Visitors are continually looking up to catch a glimpse of the brightly colored hot air balloons and air chariots raining down giggles and laughter from above. This themed ski lift-type ride threads through the entire area, weaving among blimp-like balloons, rainbows, and other features as it ferries families between Equestria (the sky tram's "base station") and the magical Cloudsdale. The scenic journey lets the ride remain true to its My Little Pony theming, while at the same time offering a varied vista of diverse Hasbro characters and imagery below.



Nerf Midway

The iconic carnival midway gets a foam rubber makeover, with traditional shooting, tossing, and scoring games reimagined through a Nerf lens. There are options for every member of the family, and every skill level, from target shooting with Nerf guns to tossing Nerf Turbo footballs through tires and firing Nerf rings over milk bottles. As in a traditional carnival midway, players test their skill to win prizes (Nerf prizes, of course). And lending an extra layer of excitement and silliness, a Nerf bumper car track winds through the area. Drivers not only race and ram each other, but they also must dodge Nerf balls fired (from a safe distance) that send the cars into a spin if the balls hit a target on the side.



Hasbro Karts

An eclectic range of Hasbro characters and brands takes to the road. A G.I. Joe jeep jostles with Risk racer, a My Little Pony cart careens ahead of a Transformer truck. And, in another twist, although the ground floor track meanders through the various worlds and settings of the family entertainment center, it is designed like a road race through space! It's as if all the characters from the Hasbro Universe are engaged in a crazy race to the finish line!

Ben and dad were so sure they had this one.

But who came in first? Girl power! Yes!

Angie, age 14

TRANSFORMERS

Transformers Target Theater

Here, the family is transported to Cybertron, where they and other visitors must collaborate to repel attacking Decepticons. It's a "first person shooter" style video game come to life. Armed with laser light guns and shooting at an oversize video screen, the roughly 20 defenders in the theater are charged with saving the planet. And having fun.

Autobots Arcade

Fully energized by the Transformers Target Theater, the family is eager to continue in that vein at the Autobots Arcade. This exhilarating collection of over-the-top simulators and driving games, anchored in the Cybertron universe but brimming with surprises, lets them continue the Transformers narrative in lots of different ways. They can compete individually or as a family, and win tickets that they can trade for appropriate prizes.



Hungry Hungry Hippos Bowling

The youngest guests are thrilled to find the classic Hungry Hungry Hippos, a place created especially with them in mind. Here, however, the beloved characters have taken up residence in a bowling alley! And in a reversal from the familiar game, where the hippos are in fixed position and the balls move, here the hippos are the balls. Players bowl the round hippo heads toward the pins. And of course, since eating is the name of the game with these critters, there's a Hungry Hungry Hippo Café nearby.





Magic: The Gathering Laser Tag

If villains like Volrath or Yawgmoth start your heart racing, you're ready to join the battle in Magic: The Gathering Laser Tag. The fantasy world takes physical form as you step into the medieval-looking castle to live the adventure. The game's lasers are designed as wands and swords, the Spear of Heliod or Trepanation Blade. The battlefield is filled with reproductions of familiar game hazards and scenery—some static, some animated—with life-size trolls and orcs and warlocks lurking around every corner of the castle.



Dungeons & Dragons Role-Play Adventure

Do you have a favorite D&D character? Now you can be that D&D character. Coordinated and led by a docent facilitator, visitors volunteer to play different parts in this role-play adventure. Players work together as a group to infiltrate the dungeon, combining their individual tools and character attributes, testing and honing their problem-solving skills, to overcome the obstacles blocking their way. This role-play adventure unfolds inside the same fantasy medieval castle as the Magic the Gathering Laser Tag.

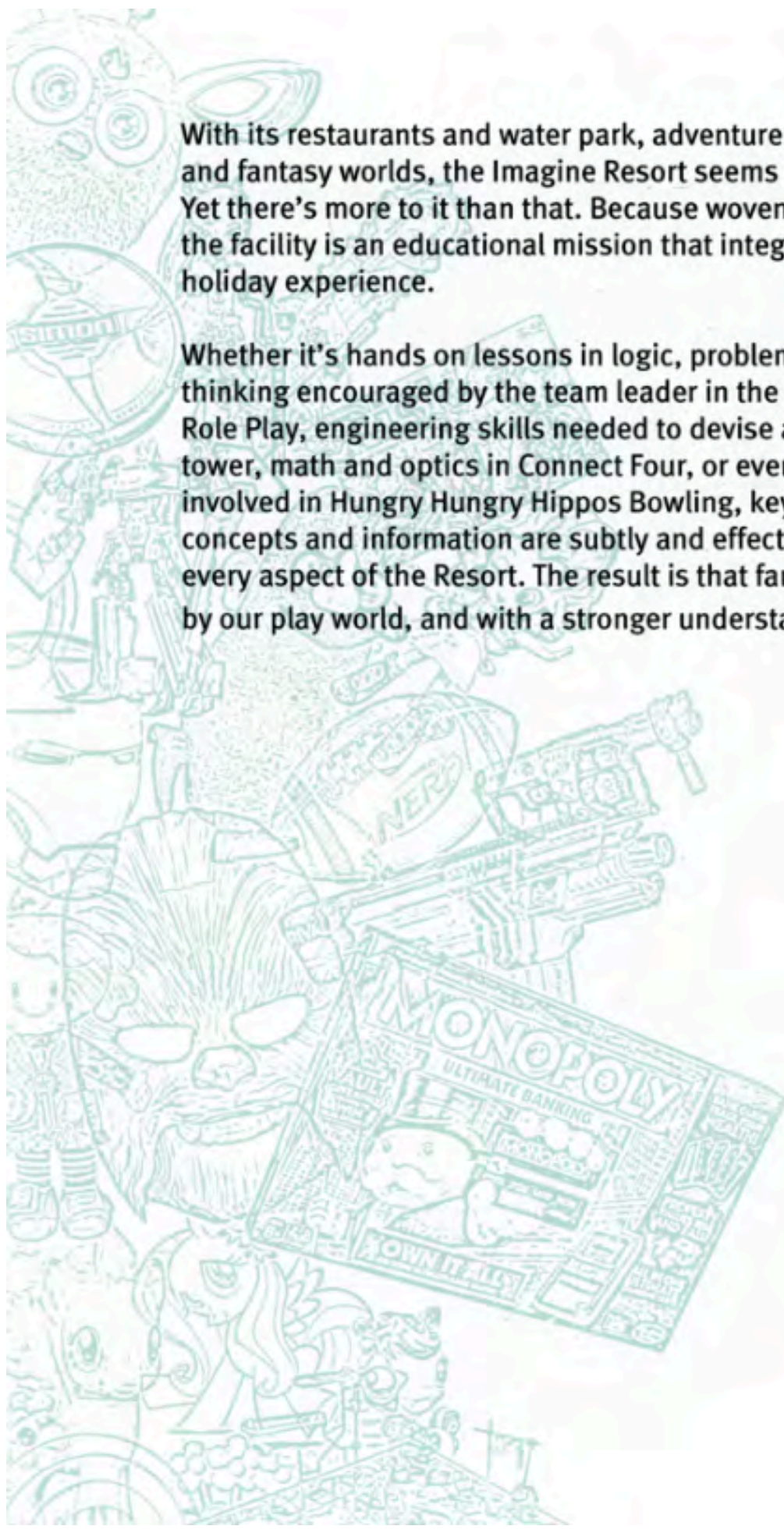
Ok, so I was a huge D&D nerd in college. Played with friends. Played online. Even went to a convention. But it's been years since I've played. I gotta say, getting into character and really feeling like you're in the scene—wow!

Hank, age 43

Park Attractions

After an intense day of playing, climbing, splashing, jumping, and gaming, everyone is ready to just sit back and be a spectator for a while. Fortunately, there's a place for that as well. The Concert Stadium, a full-size outdoor stage, provides a venue for music festivals, special events, visiting performers, and theatrical extravaganzas of all sorts. Towering LED boards behind the stage can transform the setting to match the event, or activate the space between shows. Not that the Resort needs a formal stage to put on a performance. Nighttime light shows, projection mapped onto the hotel or Jenga towers or other structures, create an unexpected pop-up pageant—one last delight as the family heads back to their room after a fun filled day.





With its restaurants and water park, adventure courses, dance clubs, and fantasy worlds, the Imagine Resort seems to offer undiluted play. Yet there's more to it than that. Because woven into every aspect of the facility is an educational mission that integrates learning into the holiday experience.

Whether it's hands on lessons in logic, problem solving, and critical thinking encouraged by the team leader in the Dungeons and Dragons Role Play, engineering skills needed to devise a gravity-defying Jenga tower, math and optics in Connect Four, or even the basic physics involved in Hungry Hungry Hippos Bowling, key STEM educational concepts and information are subtly and effectively incorporated into every aspect of the Resort. The result is that families emerge energized by our play world, and with a stronger understanding of the real world.



Imagine
RESORTS & HOTELS



Development Team

Imagine Resorts & Hotels, LLC

Imagine Resorts & Hotels, LLC (IRH) was founded by three people with deep experience in the hospitality, entertainment, and commercial real estate industries. Those founders also co-founded The Great Lakes Companies, Inc. (GLC) in 1995 as a diversified real estate company with a focus on hotel and indoor waterpark resort development and management, land development, and assisted-living and affordable senior housing. Less than 10 years later, the company had grown into a real estate conglomerate with over 4,000 employees and a combined asset value exceeding one billion dollars. In December, 2004 GLC successfully spun off the resort portfolio in an \$800 million enterprise value IPO, as Great Wolf Resorts (NASDAQ: WOLF). Great Wolf was, and remains, the largest owner, operator and developer of indoor waterpark resorts in North America, and currently has 14 resorts.

Hasbro, Inc.

Hasbro, Inc. is a global company committed to creating the World's Best Play Experiences, by leveraging its beloved brands, including Transformers, Monopoly, My Little Pony, Nerf, PlayDoh, Littlest Pet Shop Magic: The Gathering, and numerous game brands. From toys and games to television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. Hasbro is very interested in licensing and utilizing its many brands in the development of location based entertainment (LBE experiences). In this regard, Hasbro is in the process of negotiating a brand license with Imagine Resorts and Hotels, LLC, who would develop an Indoor Water Park experience which would include a Hotel, Restaurant and small family entertainment center (FEC). The size and the components of the FEC have not yet been determined.

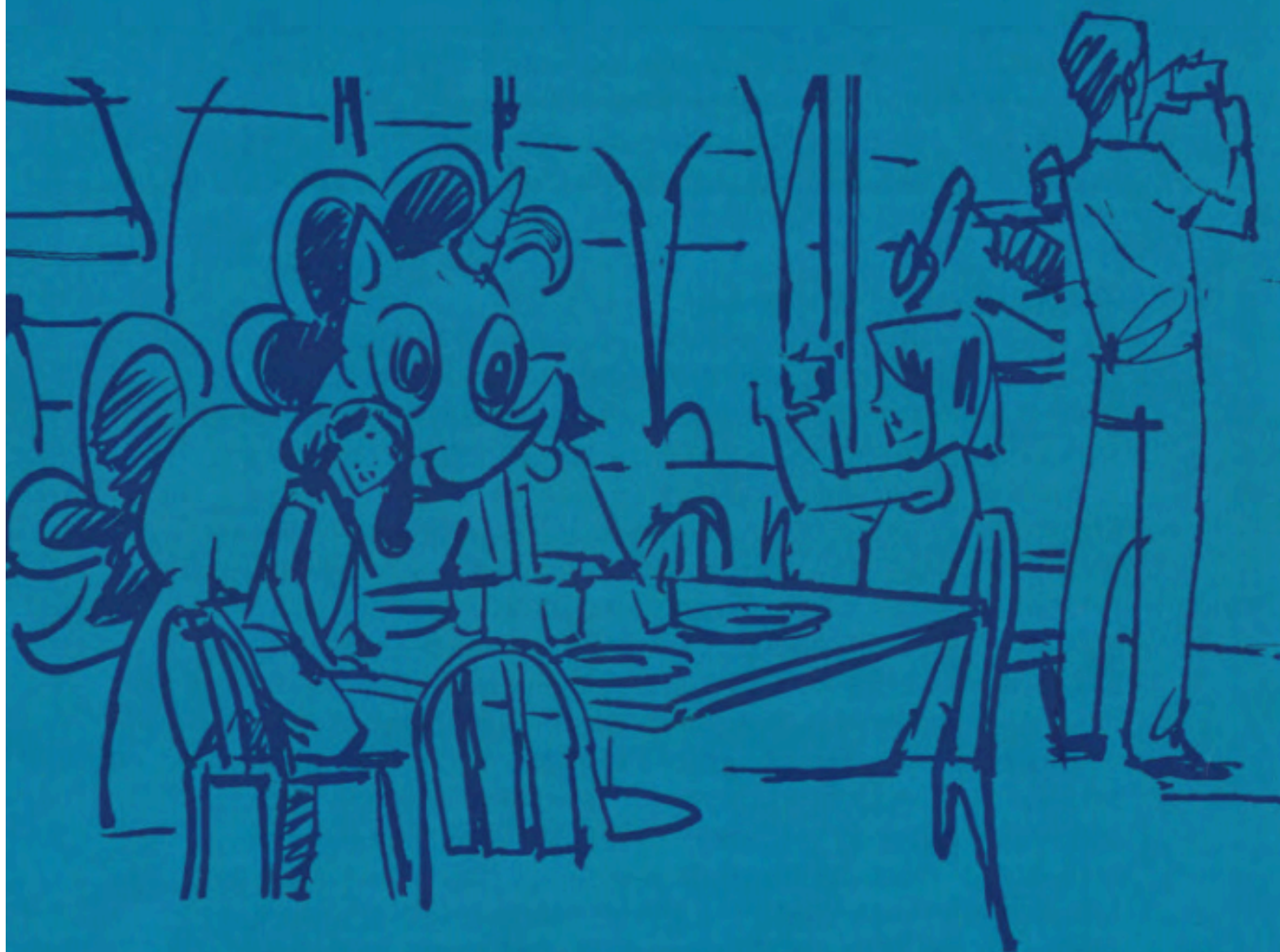


Management Resources

Management Resources (MR) is a management consulting firm specializing in leisure-time attractions and events, including museums, aquariums, theme parks, destination resorts, corporate brand centers, world expositions and Olympiads. With over 30 years experience, MR provides business and operations planning, operational input into design and marketing planning and advisory services to a diverse group of clients throughout the world. MR has helped a wide array of commercial attractions create the kind of indelible experiences that keep visitors coming back again and again, while providing the financial, operational and marketing wherewithal to drive profitability and manage growth. Management Resources applies their commercial attraction consulting experience to help our cultural attraction clients plan more effectively, run more efficiently and deliver higher value to their guests.

JRA (Jack Rouse Associates)

JRA is a group of writers, planners, designers and producers based in Cincinnati, Ohio. The studio was founded in 1987. However, several of the firm's principals have been working together since 1972 when they joined forces at what was then Taft Broadcasting Company's Theme Park group and is now King's Island, owned by Cedar Fair Entertainment Group. JRA is a new kind of multi-disciplinary firm that has been structured to provide a full range of design, communications and production services to theme parks, attractions, museums and cultural clients around the globe. Traditional lines of demarcation among these worlds are fading, creating the need for groups that can maneuver smoothly among them. Whether it's planning and designing a complete theme park, designing a new museum, or creating a branded attraction, JRA has a proven record of creating environments and experiences that truly connect with people. JRA has provided complete planning and design for a variety of projects that bring well-known intellectual property to life, with clients including Universal Studios Florida, Six Flags, Paramount Pictures, Ferrari World Abu Dhabi, Crayola Experience, World of Coca-Cola, Ripley's Believe It or Not!® London Museum and LEGOLAND® California.



JRA