

Approved March 18, 1992  
Date

MINUTES OF THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT

The meeting was called to order by Representative Diane Gjerstad at  
Chairperson

3:40 ~~a.m.~~/p.m. on Tuesday, February 18, 1992 in room 423-S of the Capitol.

All members were present except:

Representatives Bishop, Dean and Wagnon. Excused.

Committee staff present:

Betty Manning, Secretary

Conferees appearing before the committee:

David Owen, Former KS Lt. Governor, & CEO of KS Theme Park, Inc.,  
Vice President of Stephens, Inc., Investment banking, Little  
Rock, AR  
Gary Goddard, CEO, Landmark Entertainment Group, N. Hollywood, CA

Chairperson Gjerstad called the meeting to order at 3:40 p.m.

Representative Chronister made a motion to approve committee minutes of February 3, 5, 6, 10 and 11, 1992. Seconded by Representative Weimer. Motion carried.

The Chair recognized former Kansas Lieutenant Governor David Owen, Chairman and CEO of Kansas Theme Park, Inc., Kansas City, Kansas. Mr. Owen is also vice-president of Stephens, Inc., investment banking firm, home office in Little Rock, Ark. He pointed out that Stephens, Inc. has agreed to help with financing which would be major. Mr. Owen introduced persons involved with the proposed theme park, Gus Fasone, President of Kansas Theme Park, Inc.; Robert Kory, Los Angeles based attorney, Executive Vice President and General Counsel of the company; Clarence Degrave, Chairman of Board of Public Utilities, Kansas City, KS; Terry Drake, General Manager, Kansas City, KS; Bill Dunn, Jr., general contractor of the project; Lavert Murray, Economic Development Director of Kansas City, KS; Gary Grable, Wyandotte Development, Inc. and President of Home State Bank; Gary Goddard, President, Landmark Entertainment Group and his associate, Richard Hogue.

Mr. Owen said the vision is to build a Disney quality family entertainment theme center and asked Mr. Kory to explain the process of obtaining the licensing and merchandising rights to characters and themes portrayed in the movie "The Wizard of Oz". The rights have been purchased from Turner Broadcasting Network. Mr. Kory said the project would have a great economic development impact on the state if brought to successful conclusion creating approximately 2000 jobs, plus an increase in sales and income tax. Attachment 1.

In response to questions, Mr. Owen said to date approximately \$200,000 private money has gone into this project. Also the City of Kansas City has invested \$50,000 and the Board of Public Utilities has invested \$400,000 for the feasibility study.

Gary Goddard presented some visual aids of the theme park layout. The park would encompass 1000 acres and would be built

CONTINUATION SHEET

MINUTES OF THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT

room 423-S, Statehouse, at 3:40 ~~xxx~~ p.m. on Tuesday, February 18, 1992

in stages taking approximately ten years to complete. The six lands comprised in the theme park would be Old Kansas, Munchkinland (built to child scale), Yellow Brick County, Glinda's Kingdom (partial winter scenes with Santa's workshop), Castle of the Wicked Witch and Emerald City. The first phase of the theme park would be completed in late 1995 or early 1996. Attachment 2.

Mr. Goddard showed a short video produced by his company, Landmark Entertainment Group, which specializes in designing theme attractions.

Mr. Owen, Mr. Kory and Mr. Goddard responded to questions by committee members. Questions of concern were how the financing would be handled. Mr. Owen estimates this project to cost approximately \$200 million and to be conservatively financed, probably equitable capital of 40-50% with debt side being the other part. The feasibility study is being conducted by Harrison Price Company and should be completed by early April. The land-use study is complete. Mr. Owen did say there was no request from the legislature at this time, however, Senator Vidricksen has introduced a bill concerning matching funds for tourist type attractions and if passed they would probably consider requesting funds. The first phase of the theme park would include 50 acres for theme park, 50 acres for parking, 200 acres for golf course and 10-15 acres for hotel.

The Chair thanked Mr. Owen for the presentation.

The meeting adjourned at 4:50 p.m.

I Feb 18, 1992

GUEST REGISTER

HOUSE

Committee on Economic Development

<u>NAME</u>	<u>ORGANIZATION</u>	<u>ADDRESS</u>
Mary D. Noble	KCK Chamber W. yard to Dev. Inc.	5th + Minnesota - KCKs.
TERRY DRAKE	KCK BPU	7th + Minnesota Ave
CLARENCE DEGRAND	KCK	KCK
Mary Jane Johnson	Legislature	5321 Roswell KCKs
Robert A. Murray	City of KCK - Eco Dev	701 N. 7th, KCKs.
William H. [unclear]	KCK Chamber of Commerce	7th MINN. ST. KCKs
[unclear]	[unclear]	Bank W Tower Topoka
Jim Edwards	KOCT	Topoka
Bart Finney	Neosho Basin Dev. Co.	Emporia, Ks.
Rich Hertz	LANDMARK ENTERTAINMENT	LOS ANGELES
Jeff Montague	Budget	
Bluy [unclear]	Legis.	
G. Gerson	LANDMARK	L.A., CALIF.
Maue Owen	K.C. Theme Park, Inc	KCK
Frank Coakley	KCK City Council	KCK
Robert Gory	K.C. Theme Park, Inc	KCK & LA, CALIF
Bob C. Yasul	K.C. Theme Park Inc	KCKs.





**KC Theme Park, Inc.**

**February 18, 1992**

*Eco-Devo  
Attach #1  
02-18-92*

## KC Theme Park, Inc.

KC Theme Park, Inc. is a Kansas corporation formed to develop "The Wonderful World of Oz" Theme Park in Kansas City, Kansas.

The company's principals are:

- Former Kansas Lieutenant Governor David C. Owen, chairman and chief executive officer. Owen is also vice president of Stephens Inc., a leading investment banking firm. He has also served as a state senator and is well known as a leader in business and government;
- Kansas City, Kansas business owner Gus Fasone, president of KC Theme Park, Inc., has been a successful restaurateur in Wyandotte County for thirty years. He is also a co-founder of the well known Sandstone Amphitheatre, which he began in 1984 and subsequently sold in 1989;
- William McKenzie, CPA, is vice president and chief financial officer. He is recognized nationally as one of the leading accountants in the personal appearance and attraction aspects of the entertainment business. Since 1981, he has served as president of McKenzie Accountancy Corp. From 1977 to 1981, he served as chief financial officer of Concerts West, the leading national tour promoter in the U.S. He has also served as chief financial officer of Kay Smith Enterprises, which owned a wide variety of entertainment properties including radio and television stations, a concert touring company and other interests. Mr. McKenzie began his career with Arthur Andersen;
- Los Angeles-based attorney Robert Kory is the executive vice president, chief operating officer, secretary and general counsel for the company. He has been managing partner of his own law firm since 1989. Prior to that time he was an associate with Gibson, Dunn & Crutcher, Los Angeles. He has developed a specialty in entertainment project finance and has completed private placements and public offerings for a wide variety of entertainment projects including films, amphitheatres, casinos and resorts. He is also conversant with the intellectual property rights issues necessary to develop a theme park based on "The Wizard of Oz."

The company has secured the licensing and merchandising rights to characters and themes portrayed in the movie "The Wizard of Oz" from the **Turner Broadcasting Network**.

## KC Theme Park Team Members

**Landmark Entertainment Group (Gary Goddard, President)** is a Los Angeles developer of major theme parks and theme park components operating nationally and internationally. The company has created award-winning projects and parks for such groups as Universal Studios, in Hollywood; Caesar's Palace, Las Vegas; the Enchanted Laboratory at Busch Gardens in Williamsburg, Va.; special effects for the Ghostbusters exhibit at Universal Studios in Florida; the Master Power Tour for Mattel Toys, Inc. and the San Rio Valley Theme Park in San Rio, Japan.

**Harrison Price Company, Torrance, Calif.** was founded in 1978 by Harrison A. Price, a preeminent consulting economist who personally conducted all of the site location and feasibility studies that led to the construction of Disneyland in California and Disney World in Florida. He has directed more than 2,000 recreation studies throughout the world, including more than 100 studies for the Disney organization, plus many other studies for the most respected companies in the leisure industry -- Sea World, Six Flags Corporation, MCA, Inc., Knott's Berry Farm, Marriott Corporation and Marine World/Africa USA, among others. Public sector work has encompassed assignments for the Smithsonian Institution, National Park Service, the U.S. Fish & Wildlife Service and other museums, science centers, performing arts centers and cultural facilities.

**Corporate Communications Group, Inc.**, founded by David H. Westbrook in 1974 and based in Overland Park, Kansas, is a full service marketing communications firm specializing in service based clients and those leading their industries in such areas as health care, finance, information and technology, education, transportation, law, professional services and entertainment. CCG works with local and national companies and associations in developing and implementing programs designed to enhance images, increase market share, and successfully manage public issues.

Initially, a nationally known advertising agency with offices in St. Louis, Mo., has been engaged to conduct focus group studies and regional market research for the Land of Oz theme park concept and creating a pilot video for television promotion of the project.

**Mayer Hoffman McCann**, Kansas City, Mo., is one of the area's largest, independent public accounting firms. In 1989, the firm was engaged to prepare a study on the economic impact of the Kansas City Chiefs football club and the Kansas City Royals baseball club on the state of Missouri.

**J.E. Dunn Construction Company**, one of Kansas City's largest general contractors. The firm provides general construction services, program and construction management, design/build and preconstruction services. The construction firm has entered into an agreement to provide construction services for KC Theme Park, Inc.



LANDMARK ENTERTAINMENT GROUP



THEME PARKS & ATTRACTIONS

DESIGN CAPABILITIES

Eco-Devo  
Attach #2  
02-18-92





## LANDMARK ENTERTAINMENT GROUP

### CORPORATE PROFILE

Since its incorporation in June of 1980, the Landmark Entertainment Group has developed the expertise and experience to create, design and produce entertainment spectacles in every conceivable performance medium.

Founded by Gary Goddard and Tony Christopher, Landmark was created with the intention of developing and producing live entertainment productions, television and motion pictures, licensing and marketing properties for animation, and new attractions for the theme park and leisure industry. To facilitate these goals, this California corporation was divided into four divisions:

- Theme Park and Leisure Development
- Licensing and Merchandising
- Motion Picture and Television Development
- Live Entertainment Production

In 1984, Landmark's founders instituted a program that capitalized on their early experience in theme park attraction development. This included the expansion and reorganization of Landmark's design and production divisions into a quality service oriented organization, which allowed the company to produce any number of separate projects at a given time. This expansion has seen Landmark's responsibilities for project design and master planning leap from total development budgets of \$72 million in 1985, to more than \$800 million in fiscal year 1991.

The founders hold executive positions in the current structure of the company, with creative and administrative staff holding supervisory positions in each division. Gary Goddard serves as Co-Chairman and Chief Executive Officer, while Tony Christopher is Co-Chairman and President. The members of Landmark's Executive Management team include Dean Sharits, Sr. Vice President of Production; Andrew Benson, Finance; Mark Driscoll, Worldwide Marketing; David Thornton, Producer's Group; Ted King, Music/Senior Producer; Richard Hoag, Show Development; Anthony Esparza, Creative Development and Robert Gibbs, Administration.

Landmark is unique in its broad based approach to creative development. In fact, no other company today (save for Walt Disney Productions) can claim a practical experience base in so wide an area of entertainment venues. Landmark alone has produced motion pictures, television, Broadway shows, themed attractions, special effects shows and dark rides. Landmark has also supervised the direct development and production of over 60 major attractions worldwide. This unique approach to design and production has been a key factor in the continued success of Landmark.

In short, the Landmark Entertainment Group has established itself as a major creative force in all fields of entertainment. Our record of achievement, developed during the production of more than 60 major shows and attractions, has given Landmark the ability and confidence to meet the demands of virtually any and all challenges in the world of entertainment. A partial listing of these achievements in the world of attractions development include:



## THEME PARKS AND LEISURE ATTRACTIONS

### MCA/UNIVERSAL STUDIOS

- \* The Conan Sword and Sorcery Spectacular
- \* The A-Team Live Action Show
- \* The 2010 Special Effects Show
- \* Kong on the Loose
- \* Ghostbusters - A Live Action Spooktacular

### SIX FLAGS CORPORATION

- \* The Baltimore Power Plant
- \* The Magic Lantern Theater
- \* The Sensorium Theater
- \* The Laboratory of Scientific Wonders
- \* The Circus of the Mysterious
- \* The Entry Pavilion
- \* The S.S. Admiral - St. Louis
- \* The Great Texas Longhorn Revue - Houston
- \* The Monster Plantation Celebration - Atlanta

### BUSCH ENTERTAINMENT CORPORATION

- \* The Enchanted Laboratory
- \* Shrine of the Magic Dragons (coming soon to the new Busch Gardens, Spain)

### WARNER COMMUNICATIONS

- \* Bugs Bunny's All-Star Looney Tunes Revue
- \* Sammy Sands
- \* Warner World (Concept design for destination resort)

### CAESARS PALACE - LAS VEGAS

- \* Caesars Boulevard
- \* The World of Caesar
- \* The Forum at Caesars (Concept design)

### SHOWBOAT HOTEL/ATLANTIC CITY

- \* New Orleans Square Entertainment

### SANRIO COMPANY, LTD.

- \* The Sanrio Village of Dreams
- \* Phantasien, Lalaport Retail Center
- \* Sanrio Fairyland Ginza Gallery Retail Store

### SANRIO PUROLAND

- \* Discovery Theater
- \* Time Machine of Dreams
- \* Fairyland Restaurant
- \* The Puro Village
- \* The Great Food Machine
- \* The Wisdom Tree
- \* Dream Square
- \* The Puro Adventure Boat Ride
- \* Puroland Live Entertainment
- \* The "Daily" Puroland Parade



OITA HARMONYLAND

- \* The Theater of Nature's Wonders
- \* The Fantastic Puro Boat Ride
- \* Journey Into Nature
- \* The Palace of Myth and Legend
- \* Harmony Village

PARSONS BRINKERHOFF, INC.

- \* The Great Savannah Exposition
- \* The Story of Savannah
- \* The Siege of Savannah Theater
- \* The Great Exposition Hall

STATE OF CALIFORNIA

- \* Hollywood Exposition (Concept development)

DENTSU INC. LOS ANGELES

- \* Osaka Garden Expo (Seven creative concepts)

EXPO '92

- \* Nightly Lake Spectacular (Concept design)

KIRIN BEER

- \* Fantastic Kingdom of Sendai (Concept design)

LOTTE WORLD

- \* Renaissance Review (Conceived and produced in conjunction with Battaglia Assoc. and Advanced Animations)

FAMOUS PLAYERS, LTD.

- \* Backwood Bears Jamboree
- \* Pop Goes America
- \* Moving to the Country
- \* The Niagara Follies

**LICENSING AND MERCHANDISING**

GALOOB TOYS

- \* Wishkins

MATTEL TOYS, INC.

- \* Captain Power and the Soldiers of the Future

PLAYSKOOL, INC.

- \* The Snugglumms Family

MILTON BRADLEY INTERNATIONAL

- \* Candyland

CITY OF LOS ANGELES

- \* L.A. Mascot

1984 WORLD EXPOSITION

- \* Pelican Mascot

## LIVE ENTERTAINMENT

### PACE CONCERTS/MTM ENTERPRISES

- \* Masters of the Universe Power Tour

### FAMOUS PLAYERS, LTD.

- \* Pop Goes America
- \* Movin' to the Country

### TOUR-TOISESHELL, INC.

- \* Coming Out of Their Shells Tour  
Teenage Mutant Ninja Turtles  
- 1990/1991 North American Tour  
- 1991/1992 South American Tour

### LANDMARK THEATRE GROUP

- \* Jesus Christ Superstar with Ted Neeley, Carl Anderson and Yvonne Elliman
- \* Sherlock's Last Case (played more than 150 performances on Broadway in New York, and at the Kennedy Center in Washington, D.C.)
- \* Hurlyburly with Sean Penn and Danny Aiello (the Los Angeles premiere of David Rabe's Tony award winning play)
- \* Tru, starring the 1990 Tony Award Winner Robert Morse
- \* The Big Love starring Tracey Ullman

## MOTION PICTURES AND TELEVISION

- \* Captain Power and the Soldiers of the Future (Live action with computer animation, 22 episodes)
- \* Precious Moments (Animated television special produced in association with Nancy Hardin)
- \* Runaway, the Rock Video
- \* The Sensorium, a 3-D Spectacular
- \* Journey Into the Fourth Dimension (3-D, 70mm film attraction for the Discovery Theatre at Sanrio Puroland)
- \* Journey Into Nature (3-D, 70 mm film attraction for the Time Machine of Dreams at Oita Harmonyland)
- \* Savannah - Spirit of the South

Our constant dedication to the highest level of quality in all that we create has led to the strong, ongoing relationships established with this wide spectrum of entertainment corporations. With these key achievements in every field of the entertainment business, its clear that Landmark Entertainment stands poised to maintain even larger growth over the next few years.

*Theme parks hold a special place in all our hearts. We can all remember some magic moment spent with friends or family at a theme park: the enchantment of a Christmas Day at Disneyland, the romantic charm of Tivoli Gardens at sunset, the spectacular examples of movie magic at Universal Studios Tour.*

*Since 1980, Landmark Entertainment Group has been creating and producing some of the most exciting and memorable theme parks and attractions in the world. In that time, Landmark has emerged as the most respected theme park design company in the industry, bringing every project developed under our direct supervision to a successful completion, on time and on budget.*

*We are committed to providing our clients with a level of service and support unparalleled in our industry. With offices and associates around the globe, Landmark is renewing its commitment to creating high quality theme parks and attractions for clients the world over. We invite you to review this brochure, which encapsulates our unique approach to design. If you're new to Landmark, we believe you'll find our process innovative and thorough. If you're an old friend, we hope you'll enjoy remembering many of our most recent accomplishments with us.*

*As the new decade dawns, we look forward to the challenges and opportunities ahead. And we promise to continue opening new doors in entertainment; providing you, our clients, with the highest quality service in design and production.*



GARY GODDARD  
CHAIRMAN / CEO



TONY CHRISTOPHER  
PRESIDENT



2-5

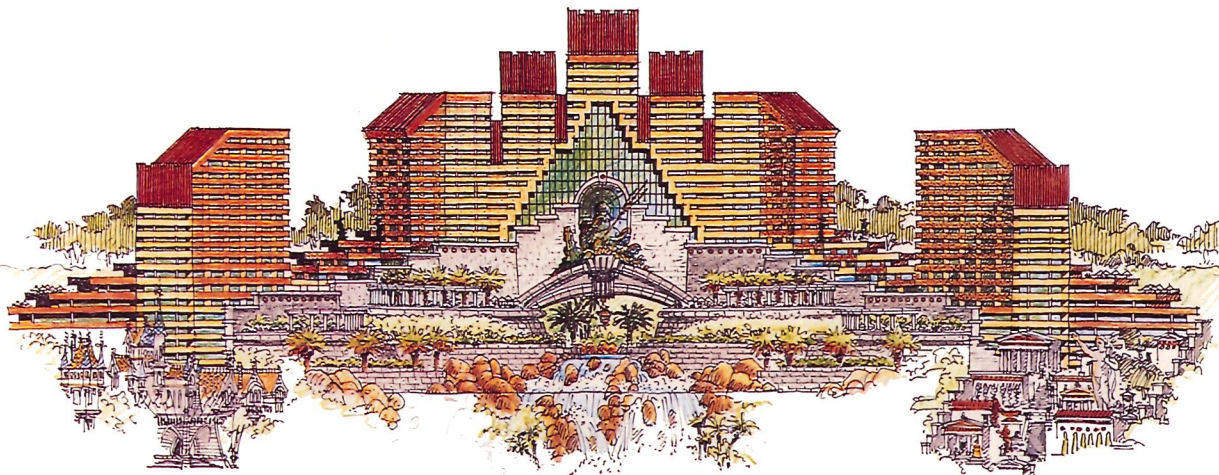


THEME PARK DARK RIDE / KING ARTHUR & THE KNIGHTS OF THE ROUND TABLE



*A concept is the first step; the creation of a vision from pure imagination.*

RESORT HOTEL AND THEME PARK ENTRANCE / TOKYO, JAPAN





PAVILION CONCEPT / TAEJON WORLD EXPO '93



Everything begins with an idea. Whether it is a single themed attraction, an entire Theme Park, or a major Destination Resort, Landmark creates unforgettable concepts for worldclass attractions. With experience gained in the design and production of over 70 major attractions worldwide, Landmark develops each new concept to meet the established entertainment and budget parameters. At the completion of the Concept phase, a central vision for the project is established and approved by the client.

Tout commence par une idée, que ce soit une attraction à thème unique, un parc d'attraction entier, ou un Centre de Loisirs important, Landmark crée des concepts inoubliables pour des attractions de classe mondiale. Grâce à une expérience acquise par la conceptualisation et la réalisation de plus de 70 attractions importantes dans le monde entier, Landmark met au point chaque concept en tenant compte de la valeur attractive et des exigences budgétaires indiquées par le client. A l'achèvement de la phase de conception, une vision globale du projet est établie et soumise à l'approbation du client.

すべては一つのアイディアから始まります。単一のテーマ・アトラクションやテーマ・パーク、そして大規模なリゾート設備など、ランドマークは人々の記憶に残る国際的なアトラクションの概念を創作します。70件以上に及ぶ世界各地におけるデザインと制作の経験に基づいて、ランドマークは新しい概念一つ一つを指定された娯楽内容と予算の枠内で開発します。概念作業段階の終了時点には、プロジェクトの中心となるイメージが設立され、クライアントの承認を受けます。

MIXED-USE WATER PARK / CHIBA, JAPAN



THEMED RETAIL STORE / HOLLYWOOD, CALIFORNIA



모든 것은 아이디어로부터 시작됩니다. 랜드마크사는 한가지 주제의 어트랙션에서부터 전체적인 테마파크, 종합 리조트에 이르기까지 세계적 수준의 뛰어난 컨셉트를 창출해 냅니다. 저희 랜드마크사는 전세계에 걸친 70개 이상의 주요 어트랙션의 디자인과 제작을 통하여 축적한 경험을 바탕으로 계획하시는 위탁시설의 설정된 예산 범위내에서 각각의 새로운 컨셉트를 개발합니다. 컨셉트 단계가 완료되면 그 프로젝트의 핵심적인 비전이 설립되며, 발주자의 승인을 받게 됩니다.



Once a general concept is established, detailed planning begins. A Landmark Master Plan is based upon the careful blending of imagination and reality. Combining the established creative concept with the practical requirements of circulation, capacity, infrastructure, phasing and budget, the Master Plan becomes a guide for the entire development team.

Une fois que le concept général est établi, la planification détaillée commence. Un Plan directeur Landmark est basé sur une fusion prudente de l'imagination et de la réalité. Combinant le concept créatif établi, aux exigences pratiques de circulation, de capacité, d'infrastructure, d'échelonnement et de budget, le Plan directeur devient un guide pour toute l'équipe de réalisation du projet.

總體的な概念が設立された時点で詳細の計画作業が始まります。ランドマークのマスタープラン(基本計画)は、想像と現実を注意深く調和することを基点としています。すでに設立されている創作的な概念を循環性収容人数、基礎工事条件、作業段階そして予算と合体させることによって、開発チーム全体のガイドとなるマスタープランが出来上がります。

THEMED RIDE PARK / EUROPE



## MASTER PLANNING

OPENING DAY / OITA HARMONYLAND



전체적인 컨셉트가 완성됨에 따라 구체적인 계획이 착수됩니다. 랜드마크의 마스터플랜은 공상과 현실의 신중한 배합에 그 기초를 두고 있습니다. 이미 설립된 독창적인 컨셉트에 현실적인 관객동원, 수용능력, 기반시설, 단계별 계획 및 예산을 감안하여 전체설계팀을 위한 지침으로서 마스터플랜이 완성됩니다.



*The Master Plan is a blueprint*





THEMED ENTRANCE / CAESARS PALACE, LAS VEGAS



*which defines all aspects of the project.*



DETAILED MODELS PROVIDE A THREE-DIMENSIONAL VISUALIZATION OF THE FINISHED PRODUCT, AVOIDING THE NEED FOR COSTLY CHANGES ON SITE



LANDMARK ART DIRECTORS SPECIFY MATERIALS AND FINISHES FOR PROJECT INTERIORS



*Design Development provides specifications for the project in complete detail.*

MODEL TEAM PUTS FINISHING TOUCHES ON ART DIRECTOR'S MODEL FOR THE FORUM SHOPPING CENTER AT CAESARS PALACE, LAS VEGAS



LANDMARK'S CHARACTER DESIGNERS CREATE HEARTWARMING 'ACTORS' FOR SHOWS AND ATTRACTIONS





DESIGNERS AND PROJECT MANAGERS WORK CLOSELY WITH PROJECT CONSULTANTS

With the Concept and Master Plan approved, Design Development begins. Divided into two phases of work (Schematic Design and Working Drawings), Landmark generates detailed documents to ensure that every component will look and work exactly as intended. The work ranges from electrical loads to plumbing specifications, from audio designs to lighting plots, from special effects to ride systems. During this phase, the Landmark design team works closely with architects, engineers and supporting consultants.

Une fois le concept et le plan directeur approuvés, la Réalisation Architecturale commence. Les travaux sont divisés en deux phases (les plans initiaux et les plans de travail) et Landmark crée des documents détaillés pour s'assurer que chaque élément fonctionnera et paraîtra exactement tel qu'il a été conçu. Les travaux couvrent tous les domaines tels que charges électriques, normes de plomberie, concepts d'installation de sonorisation et de spots lumineux, effets spéciaux et systèmes pour attractions. Au cours de cette phase, l'équipe de conception de Landmark travaille en étroite collaboration avec des architectes, ingénieurs et consultants.

概念と基本計画が承認されるとデザイン開発作業が始まります。ランドマークはこの作業を概要図面と作業図面の作成という二段階に分け、詳細を叙述した書類を作成して各々の要素が視覚的にも機能的にも確実に意向どりの物であるという事を保証します。ここでの作業範囲は、電力負荷から配管設備の明細書、音響設備設計から照明用プロットの作成、そして特殊効果からライド・システム等におよび、ランドマークのチームと建築家、技師、その他のコンサルタント達の密接な共同作業で行われます。



SHOW DRAFTING TEAM GENERATES DETAILED SCALE DRAWINGS FROM CONCEPT ART

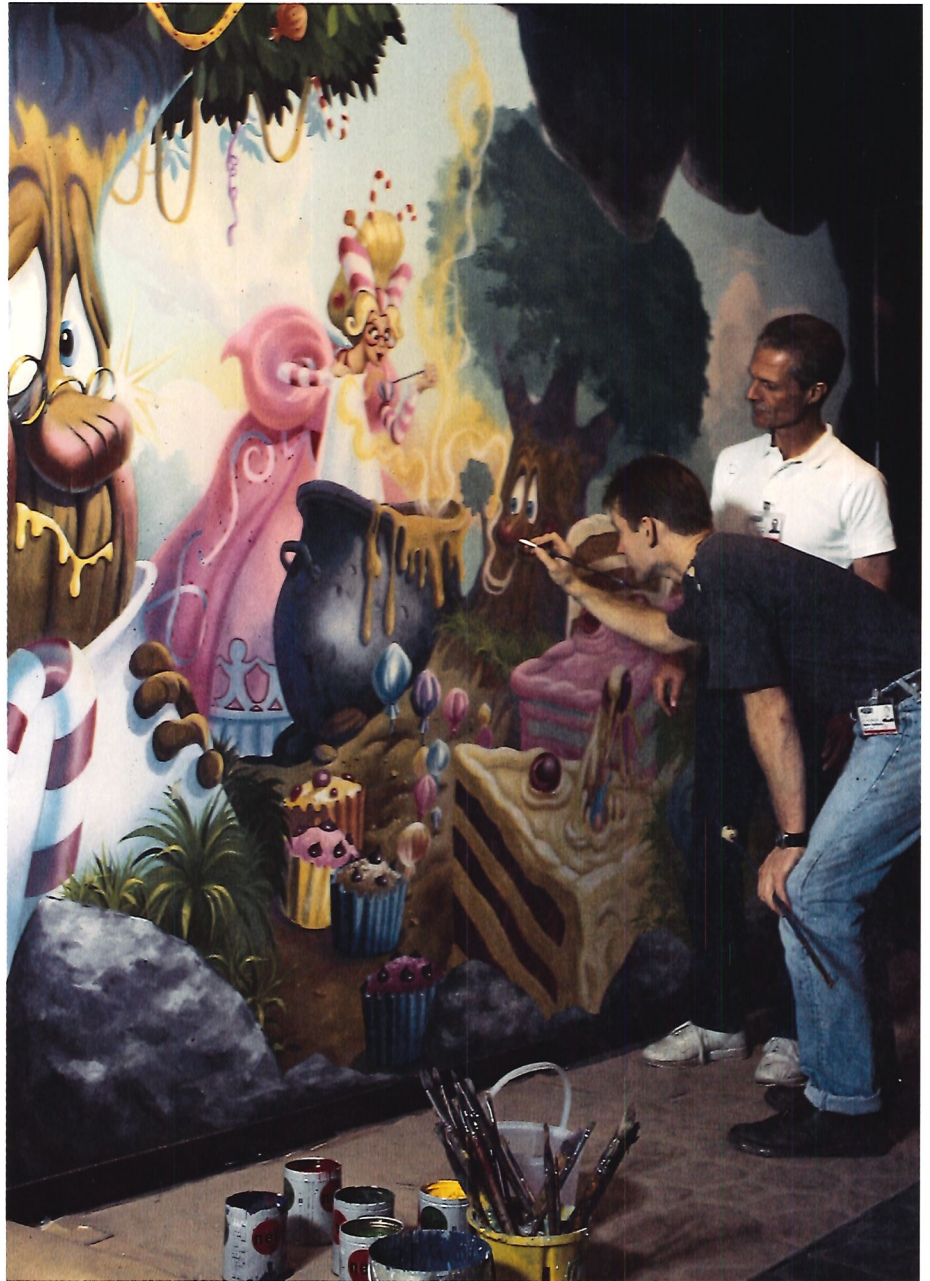
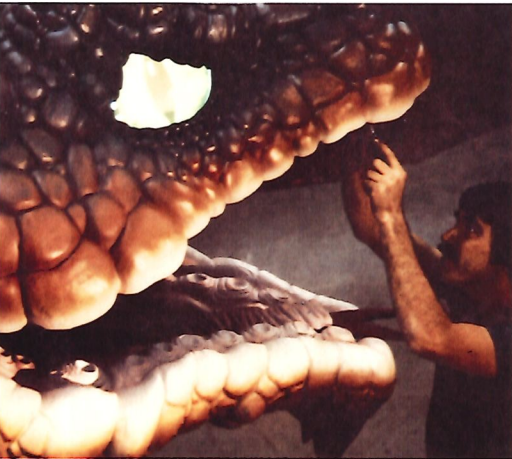
컨셉트의 마스터플랜이 승인되면 세부설계가 착수됩니다. 이 단계는 기본설계와 실시설계의 두 단계로 나누어져 있으며 랜드마크는 모든 구성요소가 당초의 의도와 정확하게 일치하여 형성화되고 작동되도록 상세한 도서를 제작합니다. 작업은 소요전력 용량에서부터 배관의 사양까지, 음향설계에서부터 조명계획까지, 특수효과에서부터ライド 시스템까지 광범위하게 걸쳐 수행됩니다. 이 단계동안 랜드마크 설계팀은 건축가, 엔지니어 등 각방면의 전문가들과 긴밀하게 작업을 진행합니다.





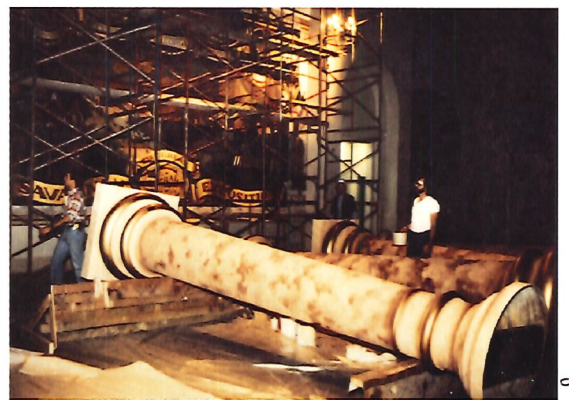
ART DIRECTORS SUPERVISE INSTALLATION CREWS, FROM MINIATURES TO MURALS

FIGURE FINISHING FOR CONAN'S FIRE-BREATHING DRAGON



*From first concept through opening day, Landmark is with you every step of the way.*

THE GREAT SAVANNAH EXPOSITION, GEORGIA



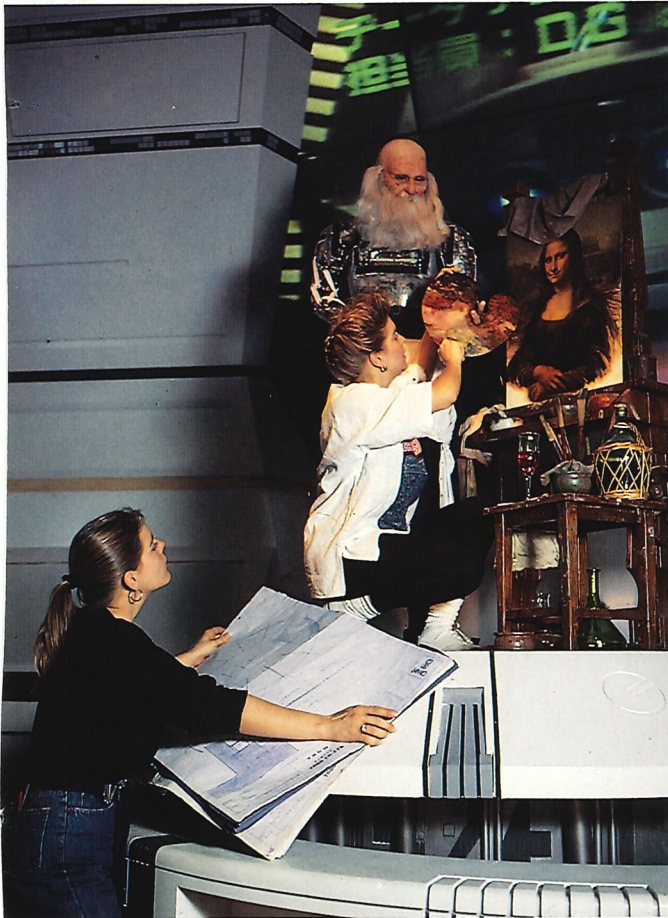


## FIELD SUPERVISION

UNDER LANDMARK'S GUIDANCE, BUILDERS REPRODUCE PERIOD ARCHITECTURAL STYLES



HISTORIC PROPS AND COSTUMES ARE DUPLICATED IN PRECISE DETAIL



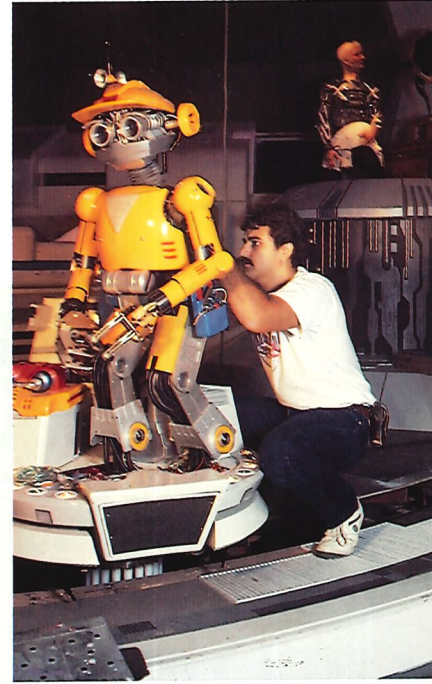
Landmark's design services continue into construction and installation. Experienced Art Directors and Project Managers are assigned to each project to ensure that the integrity of the approved design is maintained at every level of production. These field supervisors provide continuing art direction and quality control as the long process of manufacturing and construction continues.

Les services de conception de Landmark se poursuivent pendant toute la construction et l'installation. Des directeurs artistiques et directeurs de projet hautement qualifiés s'assurent que l'intégrité du projet est respectée à chaque niveau de réalisation. Ces inspecteurs de chantier assurent la direction et le contrôle de la qualité tout au long du processus de fabrication et de construction.

ランドマークのデザイン作業は、建設および据付作業へと継続します。経験豊かな美術監督とプロジェクト・マネージャーが各プロジェクトに割り当てられ、承認を受けたデザインがすべての作業段階において適格に実施される事を確認します。これらの現場監督たちは、長期に渡る製作と建築期間常に美術指導とクアリティの管理を続けます。

랜드마크의 디자인용역은 시공과 설치단계까지 지속됩니다. 오랜 경험의 예술감독, 프로젝트 매니저들이 각 프로젝트에 투입되어 승인된 디자인이 제작의 모든 단계에서 완벽하게 지속될 수 있도록 합니다. 이 현장감독들은 제작과 시공이 진행되는 장기간을 통하여 예술적인 관리와 품질관리를 지속적으로 수행합니다.

9  
FINAL PROGRAMMING BRINGS CHARACTERS TO LIFE





KONG ON THE LOOSE / UNIVERSAL STUDIOS FLORIDA



Landmark is the leading force in the design and development of sophisticated new entertainment for theme parks around the world. The company was the first to combine live performers with RoboTronics, special effects and lasers in the ADVENTURES OF CONAN for Universal Studios Hollywood... the first to create a "Theatre of the Senses" with THE SENSORIUM for Six Flags... the first to create a spectacular 3-D Motion Theater experience with the TIME MACHINE OF DREAMS for Sanrio Puroland. In the world of family attractions, Landmark is the acknowledged leader.

Landmark est le chef de file dans la conception et la réalisation de nouveaux parcs d'attraction à thèmes dans le monde entier. La société est la première à avoir combiné personnages vivants et robots (Robotronics), effets spéciaux et lasers pour les ADVENTURES OF CONAN installé à Universal Studios à Hollywood... la première à créer un spectacle en Trois dimensions extraordinaire pour le TIME MACHINE OF DREAMS au parc Sanrio Puroland. Landmark est le leader reconnu dans le monde des loisirs pour toute la famille.

랜드마크는,世界各地的 테마파크의洗練された新しい娯楽要素のデザインと開発の率先者です。当社は、ユニバーサル・スタジオ・ハリウッドの Conan の冒険ショーの開発においてライブの俳優とロボトロンクス、特殊効果、そしてレーザー光線を組み合わせることを初めて成功させ、シックス・フラッグスのセンソリアムでは初めての「感覚の劇場」を製作、そしてサンリオ・ピューロランドの「夢のタイムマシン」では初めて3-D モーション・シアターを作り出しました。랜드마크はご家族づれのためのアトラクション業界の世界的なリーダーです。

랜드마크는 세계 전역에 걸친 테마파크의 첨단적인 오락시설물의 디자인과 설계분야에서 단연 선구자 역할을 하고 있습니다. 랜드마크는 헐리우드의 유니버설 스튜디오의 "코난의 모험"에서 실제연기자와 로봇공학, 특수효과 및 레이저를 최초로 혼합하여 사용하였습니다. 또한 썬스플렉스의 "센서리움"에서 "감각극장"을 최초로 제작하였고, 산리오 퓨르랜드의 "꿈의 타임머신"에서 스펙타클한 삼차원 입체 모션극장의 경험을 최초로 제공하였습니다. 가족용 어트랙션 분야에 있어서 랜드마크는 이미 그 우월성을 인정받고 있습니다.

## FINISHED PRODUCTS / SHOWS & ATTRACTIONS

DISCOVERY THEATER / SANRIO PUROLAND



THE HARMONYLAND CAROUSEL / OITA, JAPAN



TRAIN RIDE / HARMONYLAND







*The Landmark approach to design leads to exciting and innovative entertainment attractions.*

THE GREAT PURO ADVENTURE BOAT RIDE / SANRIO PUROLAND, JAPAN



THE ADVENTURES OF CONAN / UNIVERSAL STUDIOS HOLLYWOOD





Since 1980, Landmark Entertainment Group has been providing the Leisure Industry with a world of entertainment. From Concept through Design... from Production through Installation... Landmark delivers on time /on budget performance. As the world's largest independent theme park and attractions design company, Landmark offers an unparalleled approach to turning dreams into reality. Whether you are planning a single new attraction for your existing facility, or looking for a colorful parade or live stage spectacular, whether you are planning an entirely new theme park, or a major destination resort; whatever your dream may be, Landmark can help you bring it to life.

Depuis 1980, Landmark Entertainment Group fournit à l'industrie des loisirs un monde de divertissements. Du concept à la conception, de la production à l'installation.... Landmark réalise dans le temps et le budget pré-établis. Landmark est la société de conception et de réalisation de parcs d'attractions la plus importante du monde, et offre une approche sans parallèle à la réalisation d'idées. Que votre projet soit une attraction unique ajoutée à un parc existant, un spectacle sur scène ou une parade importante, que vous envisagiez la construction de tout un parc à thème ou d'un centre de loisirs important, quel que soit votre rêve, Landmark vous aide à le réaliser.

## CONCLUSION



1980년 설립 이래, 랜드마크는 레저업계에서 수백 개의 엔터테인먼트를 탄생시켰습니다. 개념에서 디자인, 그리고 제작에서 거치기까지의 작업은, 항상 스케줄과 예산을 원칙으로 제공합니다. 세계 최대의 테마·파크/아트랙션의 디자인 회사인 랜드마크는, 독특한 방법으로 꿈을 현실화합니다. 현재 테마·파크에 새로운 아트랙션이나 화려한 퍼레이드, 또는 라이브의 스테이지·쇼 등 추가를 계획하고 있는 곳, 또는 새로운 테마·파크나 리조트 시설의 개발을 계획하고 있는 곳... 랜드마크는 어떤 꿈도 현실로 만들어 드리는 것을 도와드립니다.

1980년부터 지금까지 랜드마크 엔터테인먼트 그룹은 다양한 오락시설의 개발을 통하여 세계 레저산업계에 기여하여 왔습니다. 컨셉트에서부터 설계까지, 제작에서 설치까지 랜드마크는 항상 정해진 시간과 예산에 맞는 작업을 수행합니다. 테마파크와 아트랙션 디자인 회사로서는 단일 규모로 세계 최대인 랜드마크사는 꿈을 현실로 만드는 분야에서는 그 어느 누구도 필적할 수 없는 회사입니다. 기존의 테마파크에 단 하나의 새로운 아트랙션을 계획하시거나 또는 다채로운 퍼레이드, 웅장한 무대 공연을 원하시거나 또는 완전히 새로운 테마파크나 종합 리조트를 계획하시던 간에, 그 꿈이 어떠한 것이더라도 랜드마크는 그 꿈을 실현시키는 것을 도와드릴 수 있습니다.



# CLIENT LIST

A. EPSTEIN & SONS INTERNATIONAL, INC.  
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BUSCH ENTERTAINMENT CORPORATION  
CAESARS PALACE, LAS VEGAS  
CAESARS TAHOE  
CAESARS WORLD, INC.  
CBS THEATRICAL FILMS  
CHEIL COMMUNICATIONS (KOREA)  
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COMMONWEALTH DEVELOPMENT PARTNERS  
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CONVENTION BUREAU  
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GREATER LOS ANGELES VISITORS AND CONVENTION BUREAU  
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HOLLYWOOD 1941 ASSOCIATES  
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MANFRED DURNIOK PRODUCTIONS, GERMANY  
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MILTON BRADLEY, INC.  
MIRAGE HOTEL, LAS VEGAS  
MITSUBISHI  
MOTOWN PRODUCTIONS  
OITA PREFECTURAL GOVERNMENT (JAPAN)  
P.T. KODEL (MALAYSIA)  
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PLAYSKOOL, INC.  
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REPUBLIC PICTURES  
SAM BUTCHER, INC.  
SAMSUNG (KOREA)  
SAN DIEGO WILD ANIMAL PARK  
SANRIO Co., LTD. (JAPAN)  
SHOWBOAT HOTEL AND CASINO, ATLANTIC CITY  
SIX FLAGS CORPORATION  
SIX FLAGS MOVIELAND WAX MUSEUM  
SIX FLAGS OVER GEORGIA  
SIX FLAGS POWER PLANT  
SIX FLAGS S.S. ADMIRAL  
SIX FLAGS STARS HALL OF FAME  
SIX FLAGS, ASTROWORLD  
SPACE AGE JAPAN, INC.  
SPACE NEOTOPIA, INC.  
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SUZUKI ASSOCIATES, INC. (JAPAN)  
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DESIGNED BY LANDMARK GRAPHICS DEPARTMENT



### *What We Do*

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#### **CONCEPT DEVELOPMENT**

Landmark creates and designs for themed attractions and for entire theme parks. Also Resorts, Shopping Centers, Retail Stores, Destination Resorts and Entertainment Centers.

#### **MASTER PLANNING**

Landmark, together with a network of associate companies, creates Master Plans for large scale projects. Land use, infrastructure, circulation, density, economic planning, and interfacing with the creative concept design.

#### **DESIGN SUPERVISION**

Landmark provides a total program for supervision of the Design as it develops from Concept through Opening Day. Design Development, Technical Design, Field Supervision, Art Direction and Project Management.

#### **RIDES AND ATTRACTIONS**

Landmark creates unique shows, rides and attractions for theme parks around the world. Dark Rides, Live Shows, Animatronic Theatres, Simulators, Film Productions and Interactive Exhibits.

### *How We Do It*

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#### **CONCEPT**

The first step. Development of storyline as the overall vision of the project is established. The Master Plan is developed based upon the approved concept. Sometimes the Concept and Master Plan are developed simultaneously.

#### **SCHEMATIC DESIGN**

The concept is refined and scale drawings are developed. Technical design specifications are set. Preliminary Architecture and Engineering input is gathered. Budget and schedule is finalized.

#### **DESIGN DEVELOPMENT**

Architectural drawings are completed. Working drawings, final scripts, art directors model, color and material selections, technical designs, show engineering completed. Bid packages submitted and selected.

#### **PRODUCTION**

Construction of buildings, production and manufacturing of show elements. Procurement, installation, programming, rehearsals, test & adjust for show systems. Field supervision, art direction and project management ensure continuity of design throughout.



LOS ANGELES LONDON JAPAN KOREA SINGAPORE HONG KONG

WORLDWIDE HEADQUARTERS

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