

Project Development

T2R Development 111 Acres

111

T2R RETAIL

24,597 Square Footage*
Will provide adequate merchandise selling capacity for T2R.

T2R F&B

49,515 Square Footage*
Is adequate to accommodate the design day attendance.

	Total Cost	Total Acreage	Description
T2R	350 M	62	Theme Park
THE HUB	39 M	12	Retail Hub
THE AMP	50 M	10	Concert Venue
PARKING	TBD	42*	Surface Parking

A preliminary estimate of parking spaces needed at the T2R District, with a 20 percent increment representing the difference between design day and absolute peak attendance.**

25-30% Debt to Equity



Source: T2R Feasibility Study*

| T2R Impact

5,100 JOBS*



3.2 MILLION + VISITORS*



\$318M TOTAL ECONOMIC IMPACT*

\$102.7M TOTAL WAGES GENERATED*

Don't just
listen to
music.

Experience it.

Attendance 1st Year Projection 3.2 M

Directly comparable to T2R

Sea World San Diego 3.1 M

T2R Austin 3.2 M*

Busch Gardens Tampa 4.1 M



Nothing Compares To You

In our view, *Ticket2ride* will be a park of near-*Disney* quality that stands alone in its market. There are, currently, two theme parks of a similar quality level that, from an attendance standpoint, are directly comparable to T2R, and which exist in comparable markets.

“*Imagine, All The People.*”

John Lennon*



T2R

IMMERSIVE INTERACTIVE EXPERIENCE

Offers a competitive “edge” and advantage to draw from all of Texas, national and global tourist interest amid growing competition.



REFLECTIONS

- ✓ Music nostalgia for all generations
- ✓ Immersive interactive elements & rides
- ✓ Interactive Queues & Kiosks



FEELS LIKE THE FIRST TIME

- ✓ Theme Park Corporate Suites
- ✓ Brewery with Tours
- ✓ Jazz & Blues, Hip Hop, Surf, Tejano Pavilions



THE SHOW MUST GO ON

- ✓ Live Music & Theatrical performances
- ✓ Iconic Music attractions
- ✓ Fun for all ages, Family-friendly



SHOP AROUND | VACATION

- ✓ Retail HUB with Music related Museums
- ✓ Hotel-900 Guest Rooms & Suites
- ✓ Convention Space-up to 200,000 sq. ft.



T 2 R

“ I have been privileged to help create some of the world’s most amazing theme park attractions, and I can tell you that T2R is one of the finest concepts and designs that I have ever seen. ”

Peter Alexander

*-Former Director of Project Management, Walt Disney Productions
-Former Vice President, Executive Producer, Universal Studios, Florida*

For Those About To Rock

We Thank You...



Since the Austin City Council adopted the slogan in 1991, Austin has been officially recognized as the *Live Music Capital of the World*®.

So to the music fans and artists, there is no better location to build this world-class destination that promises good times for all in this eclectic city.

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