

Festivaland Music Ranch®

EVERY SHOW..A FESTIVAL

East Tennessee natural Amphitheater, Festival Park and camping venue, adjacent to Interstate 75. Camping, parking and outdoor show area for 25,000+ patrons!



ENTERTAINMENT VENTURE PROPOSAL

ALL RIGHTS RESERVED, 2004 by HAL R. ABRAMSON, PRODUCER
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This proposal is a private placement solicitation and is not available to the general public, but to only a limited number of sophisticated investors. Printing out and/or reviewing this proposal constitutes a non compete agreement with regard to the identical concept within a 300 mile radius of this Loudon County site. This non-compete agreement prohibits reader or reader's agents from making an independent offer on or purchasing this land without the WRITTEN PERMISSION OF Hal R. Abramson.

OVERVIEW♪

This financial investment proposal is designed for the purpose of establishing a Music Festival Park in East Tennessee. Just 25 minutes south of Knoxville, the site to be purchased is located at exit 68 adjacent to I-75, just 1 hour north of Chattanooga and is 2 ½ hours east of Nashville. **Festivaland Music Ranch®** is presently a 200 acre horse ranch plus other tracts for sale, near the town of Philadelphia, Tennessee.

The concept was conceived and researched by marketing consultant/ producer Hal Abramson, who is now searching for investor(s) to share in the opportunity. He will serve as the LLC's Authorized Manager and will live on-site producing and promoting the music park and all of its shows. He will staff and direct the project, develop the site, manage each show's budget and report to investors. Investor(s) will have a majority share of profits, land equity and project ownership. Profits will be distributed annually. Investor's interest would be perpetual as long as their investment is involved.

LAND SITE COST: 5 owners divided parcels = 267.79 acres

Total price: \$2,392,000.

OPERATIONS START-UP COST UNSECURED LOAN: + \$1,549,000. construction, operations & event deposits.

TOTAL PROJECT INVESTMENT: = \$3,941,000.

ADDITIONAL INVESTMENT AVAILABLE: An additional 16.5% of net interest is available for \$1 million.

OPTIONAL 174 acres on the north boundary: \$1,914,000

SITE PURCHASE INCLUDES: Zoned commercial, rodeo arena, 3 houses, 1 apt. 3 silos, 2 barns, stalls, other ranch structures. A Property Brief is available.

LAND FEATURES AND FACILITIES: Large open fields and rolling hills, 25-acre natural amphitheater. Water source; ground well supports entire site and pond in vicinity of amphitheater.

SITE CAPACITY: Approx. 9,500+ vehicles and/or camping for 25,000+ people.

Adjacent additional camping/ parking is available for use.

NAME OF VENTURE: FESTIVALAND, LLC Trading as Festivaland Music Ranch

ADDRESS: Dry Branch Road off Pond Creek Road, Exit 68 off I-75, Philadelphia, TN, Loudon County.

PROJECT REALTOR: Dick Bales, Coldwell Banker Commercial Wallace & Wallace, Knoxville (865)690-1111

CONCEPT♪

Festivaland Music Ranch® WILL BE TRANSFORMED INTO THE ONLY EAST TENNESSEE MUSIC PARK, featuring 5 major multi-day music festivals in various music formats the first year. Music Festivals vary from concerts in that they feature many artists for one low price. The atmosphere is friendly, communal and attractive to specific demographic groups of people. Ticket buyers will travel from further away due to the unique historical experience and drawing power of many star performers. This strategic location will become the premier outdoor concert and multi-day live entertainment facility in the region.