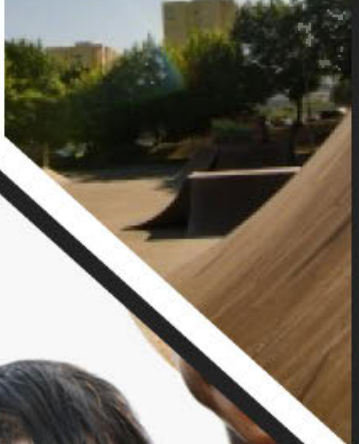


# EVEREST

AT KINGS MOUNTAIN



*Our Development Profile*



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# Introduction to Everest



Everest at Kings Mountain often referred to throughout this Development Profile as simply "Everest," will be an Action Sports, Retail and Entertainment Destination located in Cleveland County, North Carolina. Developer Rick Walliser is in discussions with Kings Mountain's local government official's to lease-purchase 75 acres of land with a fresh water lake that we are proposing to be Phase One of our project.

The purpose of this Development Profile is to outline our intentions for working with Cleveland County and the State of North Carolina to develop, build and operate a public-private or private park. The initial focus in Phase One of our project will be to solicit the necessary support required to create a land use plan and development schedule for construction. Phase Two will begin the build out of the 75 acres and Phase Three will be the operations along with the initial soft opening. There are potential opportunities to lease, purchase or lease-purchase additional land directly across the street which encompasses over 400 acres. We are currently under-contract with the property owner while exploring additional phases to be developed. The acquisition of this land would not only empower the economic impact of the area but the destination as well.

We have created this presentation as a generalized outline of our intentions with built-in flexibility so that we can evolve our project in an efficient and mutually beneficial manner.

Additionally this Development Profile has been custom written and designed by our Team to solicit available private seed capital, local city, county, state and federal level concessions, economic development grants, incentives, loans and/or discretionary funds that may be available to assist Everest at Kings Mountain in becoming a reality. We are excited about your reply communications and invite you to view our Business Development website at [www.EverestKingsMountain.wordpress.com](http://www.EverestKingsMountain.wordpress.com) for regularly updated information.

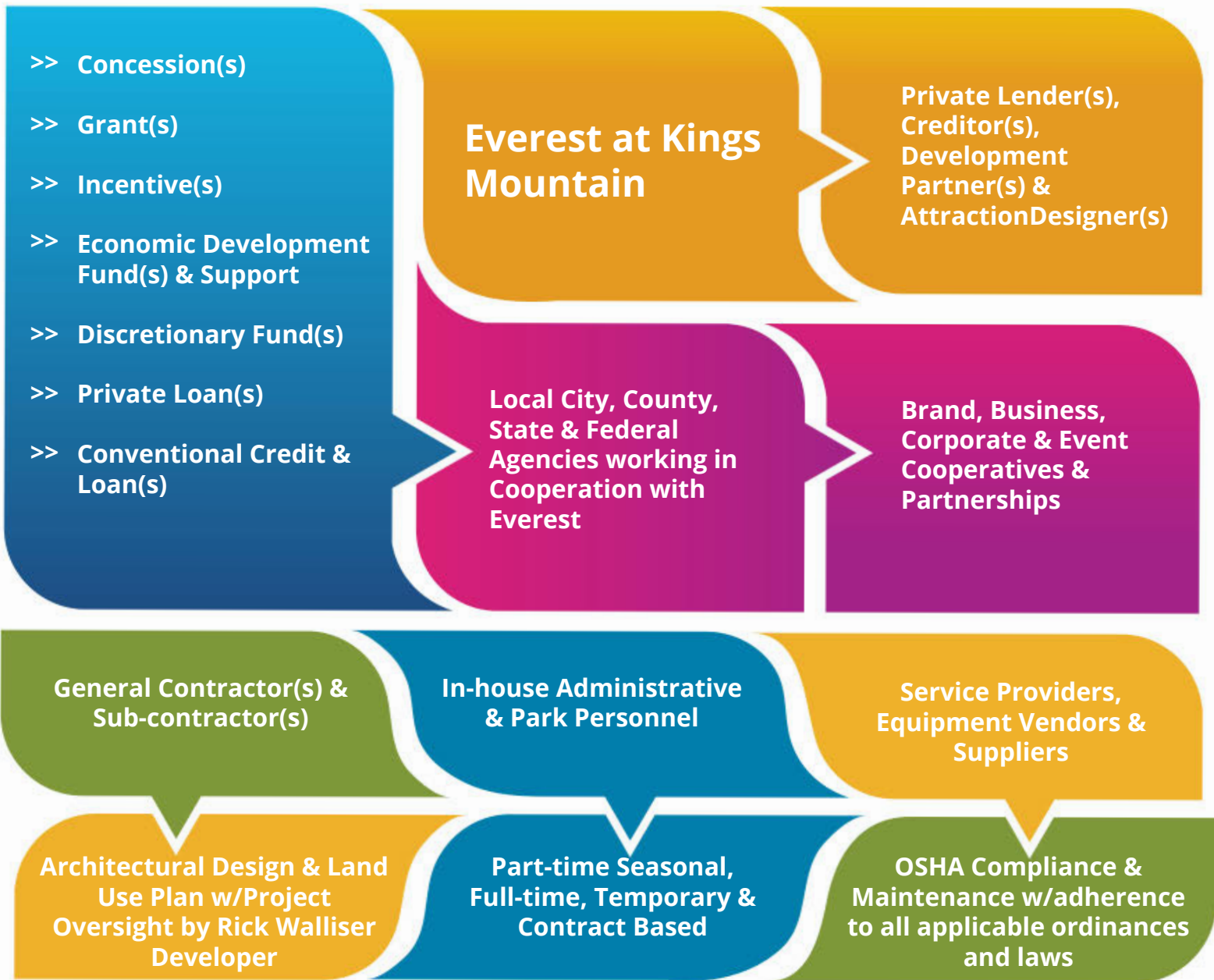
**Rick Walliser, Developer**

Everest at Kings Mountain

**P:** 704-254-3137

**E:** [Rick@EverestatKingsMountain.com](mailto:Rick@EverestatKingsMountain.com)

# Our Organizational Model



The organizational model above visually represents the primary elements of our internal and external focus with each category encompassing sub-categories not visually depicted. The purpose in featuring this organizational model is to showcase our overall understanding of each “element” of our project that must fit together like a puzzle piece by piece. The Everest at Kings Mountain Team has the necessary experience, business acumen and savvy to manage this project in evolutionary steps.



## PLANNING

### Phase One: Planning

- >> Land Use Plan & Construction Schedule...
- >> Design & Planning of Attractions...



### Phase Two: Development

- >> Construction & Build-out first 75 acres...
- >> Cooperative & Partnership Planning...



### Phase Three: Open for Business

- >> Promotional Soft Opening...
- >> Operations & Event Scheduling...

Each of the three phases of our planned development as outlined in the model above encompasses a diversity of additional activities not identified herein. Additional specific information may be provided upon request however detailed elaboration has been purposely left out to protect our IP (intellectual property). The first three phases of our planned development requires cooperatives and partnerships within the public, private and governmental sectors. Please refer to Phase One Brief for additional information.





**Everest will retain a professional firm to prepare a Land Use Plan based on the layout of the land.**

**Everest will develop a viable Construction Schedule and seek permits to begin construction.**

**Everest will work closely with multiple Attraction Vendors to Design and Plan construction.**

**Everest will seek and obtain support, capital, cooperatives and partnerships into Phase Two.**

This Development Profile you are reading now was custom written and designed to jump-start Phase One. This initial phase of our development requires Everest to accomplish a number of things at the same time before we can continue our forward progression. The model above visually represents our 4 primary initiatives in Phase One that were implemented before the creation of this document. Our intentions are to rally the support we need in Phase One so that we can easily transition through phases two and three efficiently.

**Your Full  
Support**

**Your  
Resources**

**Your  
Audience**

**Everest will accomplish three primary goals in Phase One of our development and “You” may be an instrumental part of our ability to do so.**

- 1.** Everest needs “Your Full Support” in the areas where you have control and/or where your support will have a real-time impact on our forward progression. From a “Letter of Intent” to a “Vote” in favor of whatever you can do for Everest will help us build the foundation we need now.
- 2.** Everest needs “Your Resources” to be allocated to us, for us and/or to be strongly referred to us in order to keep our costs low. This is essential because through Everest’s profitability and success everyone benefits.
- 3.** Everest needs access to “Your Audience” because the people whose ear you hold are best approached through you in support of what Everest is doing. From local news and media outlets to professionals, services providers and those who would show Everest patronage your audience is key to our mutual success.

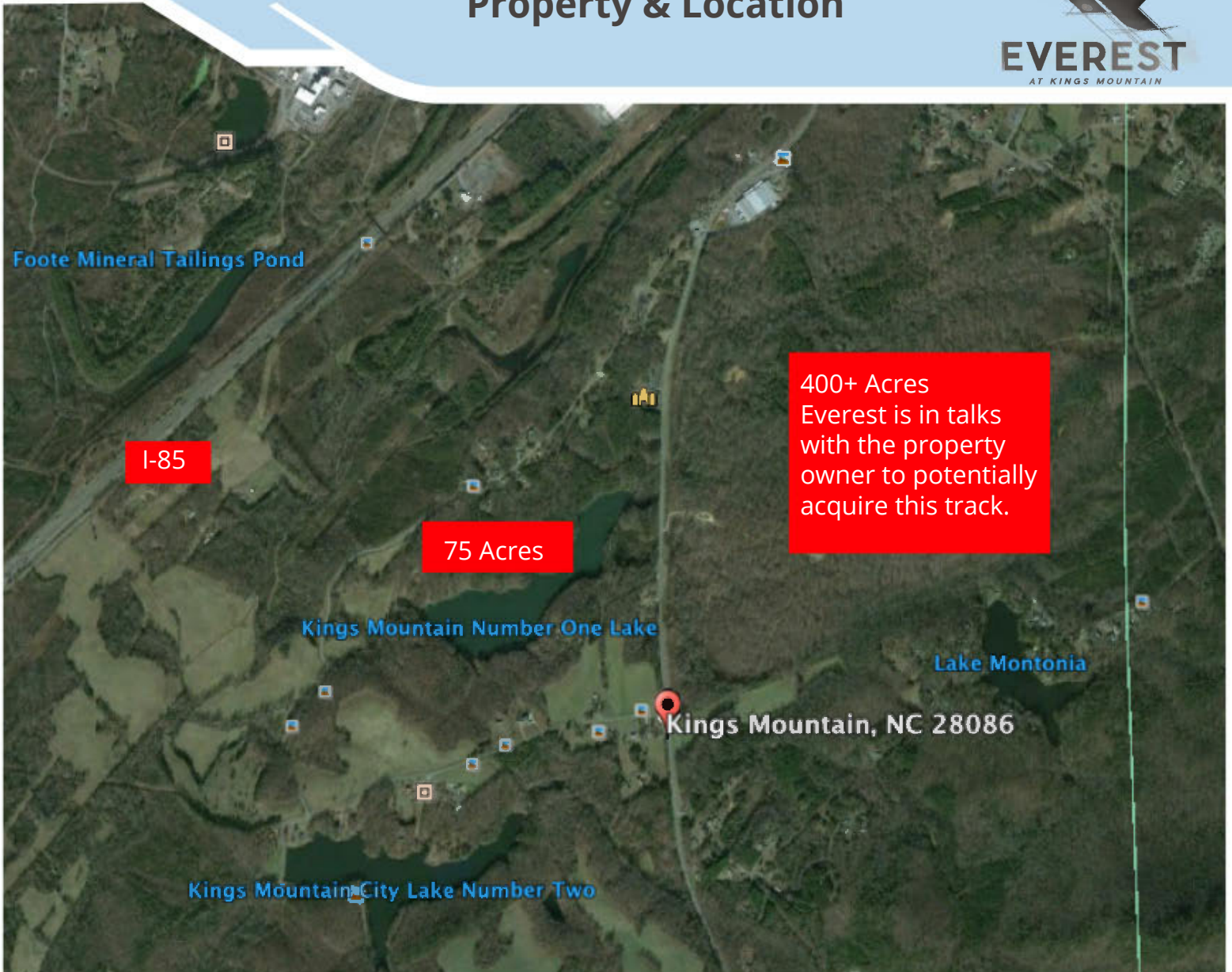
## Property & Location



The image above is a Google Maps rendering of the 75 acre tract of land owned by Kings Mountain North Carolina with a fresh water lake. The outline of the property in red is a generalization and does not actually reflect the exact borders of the property. Everest will work with a Land Planning Firm to create a visual map for attraction location, infrastructure and parking.



## Property & Location



The image above is another Google Map rendering that shows the 400+ acre tract of land that Everest is seeking to possibly acquire. Rick Walliser, developer for Everest at Kings Mountain is currently under-contract with the property owner. If Everest decides to acquire the 400+ acres we will seek to immediately develop it upon completion of or possibly during the completion of the initial 75 acre tract of land. We would like to reiterate that while we have an interest in the 400+ acres of land our primary focus in Phases One, Two and Three will be the development and open operation of the 75 acres.



# Land Use Generalization



The initial 75 acres of park development will feature as many attractions as our Land Planner determines we can accommodate. The visual above is a generalized representation of some proposed aspects of the water park and land based attractions we seek to include in our development. Everest has chosen to follow a “flex use” plan for the development as one of our primary goals is to develop the infrastructure in the park to the degree we can accommodate event related venues associated with competitive sports whether it’s at a grass roots, local, regional, national or world class level. Our park will feature ample concessions for food and beverages a first aid center and strategically located restroom facilities. Everest retains the right to change the land use plan at any time.

# Land Use Generalization



Planned Use...



Water Attractions...



Facilities...



Flex Use...



**Planned Use:** The 75 acre park will have features and attractions that are pre-planned and permanent.

**Water Attractions:** The water attractions will be seasonal and during the open season of operation special events will be featured using the fresh water lake.

**Flex Use:** To increase the number of annual visitors a significant portion of the 75 acres will be deemed flex-use so that it will be easier to host events such as camps, concerts, theater productions, outdoor movies, sporting events and other functions.

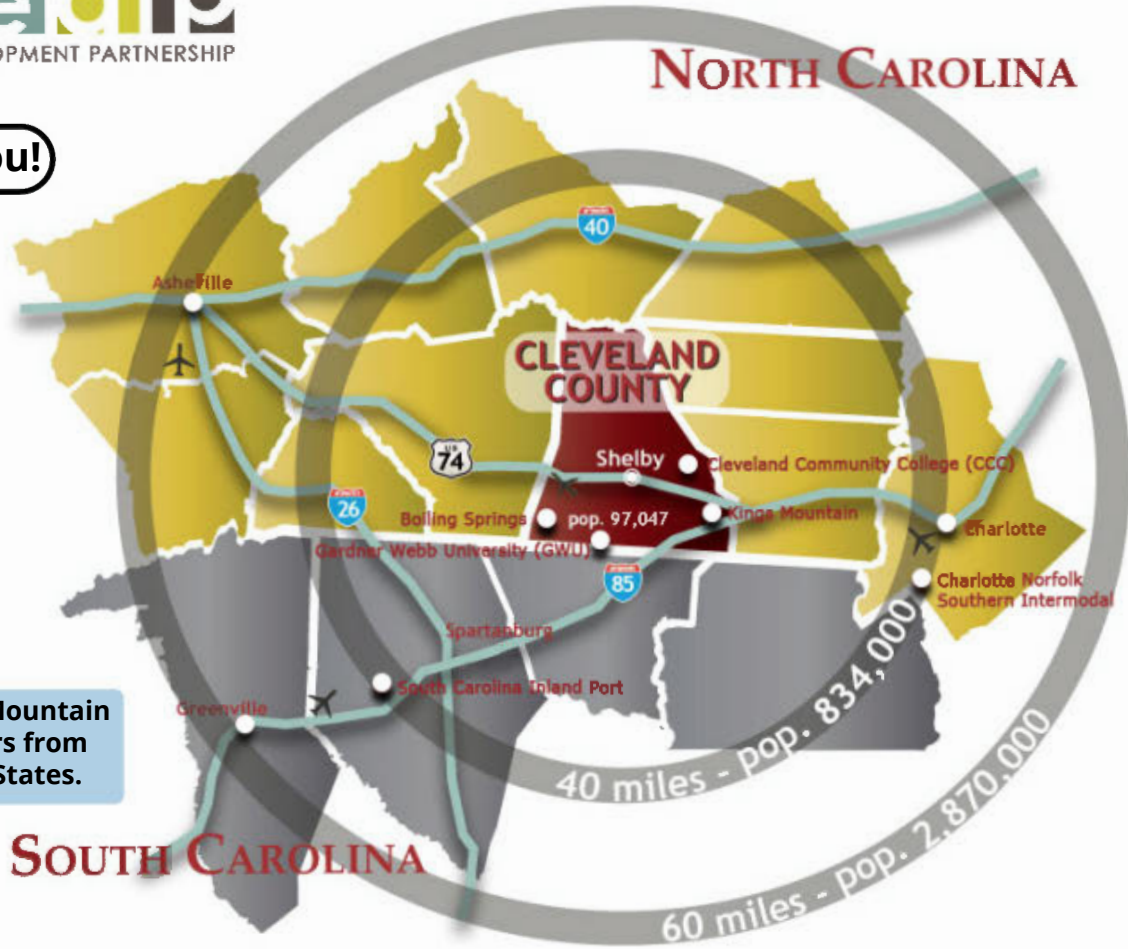
**Facilities:** The infrastructure of our park facilities will include strategically located parking, restrooms and concessions. The parking will be designed for ease of flow and will include over-flow plans for larger events. A first aid center will be staffed during regular business hours and events for added safety.



# Our Research



Thank You!



Everest at Kings Mountain will attract Visitors from NC, SC and other States.

Everest at Kings Mountain would like to congratulate the “Cleveland County Economic Development Partnership” for the exceptional research and data provided on their website [www.CCEDP.com](http://www.CCEDP.com) businesses like ours have free access to. The knowledgeable Staff at CCEDP will play an instrumental partnership role in our ability to ensure Everest at Kings Mountain becomes a reality. The visual above showcases a small percentage of the geographical footprint Everest will draw visitors from locally. As Everest is a place for all ages to learn, grow, enjoy recreationally, spectate and/or compete at a grass roots, local, regional, national, or professional level it has the potential to become a world class destination.

As the popularity of Everest at Kings Mountain grows we expect to attract Visitors from Charlotte NC, Greensboro NC, Raleigh NC and Virginia to the northeast and Greenville SC and Atlanta GA from the south off of Interstate I-85 alone. Others will find it easy to navigate to us as other major roadways and Interstates meet up with I-85 in close proximity to Everest.

**BREAKING NEWS** Charlotte's Spinning Metamorphosis Fountain Is Amazing The World (Video)

## CHARLOTTE STORIES

HOME RECENT NEWS VIDEOS UPCOMING EVENTS REAL ESTATE CONTACT US

### New \$600 Million Hard Rock Hotel and Casino Coming To The Charlotte Region

A major new Hard Rock Hotel and Casino is now in the works for the Charlotte region?

The Catawba Indian Nation is now working with Hard Rock International of Orlando, Fla., to plan an unprecedented new \$600 million casino in Kings Mountain, according to the Charlotte Business Journal.



The Catawba's Chief, Bill Harris, and many other leaders have long considered the Hard Rock International the "gold standard" for casinos, so they are willing to throw their whole support behind the plans.

The company now owns and operates casino complexes on Native American land in Florida (Tampa and Hollywood) through a partnership with the Seminole tribe.

The next step will be final approval from the U.S. Department of the Interior that will determine whether the tribe will be able to open the proposed casino off Interstate 85.

The Catawba Indian Reservation, in partnership with South Carolina and several investors, are also now planning to build a \$350 million film and production studio just to the south of Charlotte.

Please share;

2.7k 10 0  
 Like Tweet Submit +1

Our research indicates that the greater Kings Mountain North Carolina area and Cleveland County itself is fast becoming a "hot spot" for entertainment and recreational development. The area is in close proximity to one of the Southeast's fastest growing cities which is Charlotte.

Now is the perfect time to add Everest at Kings Mountain to the planned development of this region and our research has concluded that we will be well received.

Kings Mountain and Cleveland County are working tirelessly to bring new development to their area and the attraction of a new Hotel and Casino substantiates that Everest has chosen a great location to operate. Everest is excited about becoming an "attraction factor" for the greater Kings Mountain NC area.

Statistic	Cleveland County (NC)
2012 Annual Wages - Administrative and Waste Services	\$24,842
2012 Annual Wages - Educational Services	\$34,561
2012 Annual Wages - Health Care and Social Assistance	\$37,286
2012 Annual Wages - Arts, Entertainment and Recreation	\$17,119
2012 Annual Wages - Accommodation and Food Services	\$12,954
2012 Annual Wages - Other Services Ex. Public Admin	\$20,183
2012 Annual Wages - Public Administration	\$35,531
2012 Annual Wages - Unclassified	.

# Demographics



<b>Median Age</b>	<b>Population</b>	<b>Population Within 40 miles</b>	<b>Median Household Income</b>
<b>40.5</b>	<b>97,047</b>	<b>834,000</b>	<b>\$38,181</b>
<b>Unemployment Rate</b>	<b>Labor Force size (BLS)</b>	<b>Educational Attainment (% Population High School Graduate or Higher)</b>	<b>GDP (Metro)</b>
<b>5.8%</b>	<b>50,322</b>	<b>80.8%</b>	<b>\$139 billion</b>
<b>Per Capita Personal Income</b>	<b>Relocation &amp; Expansion Projects Assisted (36 months)</b>	<b>Announced Jobs (36 months)</b>	<b>Announced Capital Investment (36 months)</b>
<b>\$32,852</b>	<b>23</b>	<b>1,543</b>	<b>\$1,551,939,500</b>

## Demographic Research completed using content at these links;

- >> <http://ccedp.com/demographics/>
- >> <http://ccedp.com/wp-content/uploads/Cleveland-County-Profile.pdf>
- >> <http://ccedp.com/wp-content/uploads/Cleveland-County-Information.pdf>
- >> <http://ccedp.com/wp-content/uploads/Emp-Wages-by-Industry.pdf>

You may research additional demographic information at [www.CCEDP.com](http://www.CCEDP.com) and Everest is grateful to the CCEDP for their assistance and support.



# Demographics



## Population & Growth

## Population

## Annual Growth

2018 Proj Total Population	99,344 0.1%	0.1%
2013 Proj Total Population	98,953	
2010 Census Total Population	98,078 0.2%	0.2%
2000 Census Total Population	96,287	
July 2012 Certified Population Estimate (NC only)	97,800	

## Urban/Rural Representation

## Urban/Rural Percent

2010 Census Total Population: Urban	43,360	44.2%
2010 Census Total Population: Rura	54,718	55.8%

## Estimated Population by Age

## Urban/Rural Percent

2018 Proj Median Age	42	
2013 Proj Median Age	41	
2000 Census Median Age	37	
2013 Proj Total Pop 0-19	24,871	
2013 Proj Total Pop 20-29	12,039	25.1%
2013 Proj Total Pop 30-39	11,066	12.2%
2013 Proj Total Pop 40-49	13,802	11.2%
2013 Proj Total Pop 50-59	14,508	13.9%
2013 Proj Total Pop 60+	22,667	14.7%
		22.9%

# Commercial/ Retail/ Industrial

## Local Businesses

## Local Retail Business

Sept2014 Available Industrial Buildings	18	2013 Total Retail Sales (With Food/Drink) (\$mil)	\$837.8
2013Q4 Establishments: Total Private Industry	1,897	2013 Total Retail Businesses (With Food/Drink)	760
2013Q4 Establishments: Manufacturing	122	2013 Avg Sales/Business Total (with Food/Drink)	\$1,102
2011 Est Self Employed	2,337	Sept2014 Available Commercial Buildings	428
			2

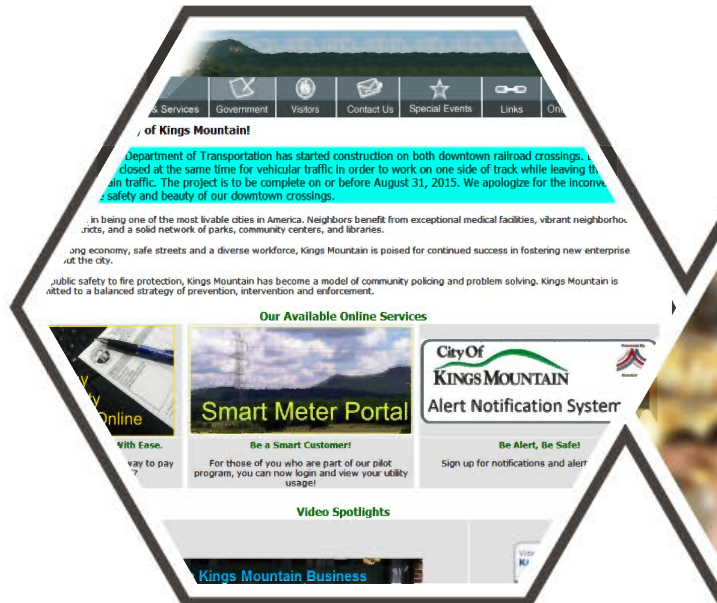
# Local Government Factors



<http://www.clevelandcounty.com/ccmain>



<http://ccdcp.com>



<http://www.cityofkm.com>



<https://clevelandchamber.org>

Everest at Kings Mountain will work in close cooperation and whenever possible in partnership with local city, county and state government agencies and authorities. Our 4 primary points of contact are visually depicted above and we are thankful for the assistance and support we receive.

# Sub-contractor Profiles



Everest is currently in the process of selecting key service providers, starting with a reputable General Contractor that is accompanied by a portfolio of completed projects close to what Everest at Kings Mountain seeks to become. There are three initial steps that start the process for developing our property as shown in the model below. Our developer Rick Walliser will provide project management oversight in cooperation with the General Contractor (GC) we select for our project.



## General Contractor

Everest will select a seasoned GC to work with us on our project from start to completion. We are currently in the GC selections process now.



## Building Permits

Everest under the guidance of our GC will seek and obtain all necessary "Permits" for land and site improvements in stages.



## Grading & Land Prep

Once the permits have been obtained the first step is grading and land prep prior to constructions as the infrastructure must be established before building.



# Sub-contractor Profiles



Everest’s pre-construction, construction, soft opening and operations whether its related to entertainment, competitive sports, local area venues, recreation or its community friendly park will create “JOBS” as well as engage a diversity of sub-contractors, suppliers, service providers and vendors in financial commerce. This brings revenue to the City of Kings Mountain, County of Cleveland and has an overall positive impact on North and South Carolina.



# Financial Assumptions



Everest at Kings Mountain presents these initial financial assumptions using a financial displacement model with supporting logic as a strategy to “control our costs” and to ensure our collective success along with our cooperatives, partners and lenders.

Expenditure Description	% Representation	Responsible Party(ies)
Planning	5%	Everest – Sweat Equity
Grading & Land Prep	10%	Everest/City/County
Infrastructure	15%	Everest/City/County
Utilities	10%	City/County/States
Land Procurement	2% (initially)	Everest – Sweat Equity
Attractions Lease/Purchase	20%	Lender(s)/Creditor(s)
Personnel Training	5%	City/County/State
Operations & Payroll	23%	Everest/Lender(s)
Outsourcing & Other	10%	Everest/Lender(s)

## Chart Explanation

**Everest – Sweat Equity:** Out of pocket expenditures by the Principal Owners of Everest at Kings Mountain.

**Everest/City/County:** Shared cost obligations whereas Everest receives concessions, incentives, grants, discretionary economic development allocations and/or other funds, matched or not by the State and Federal Agencies through creative structures or RFP procurement.

**City/County/State:** Costs covered as a concession, incentive, grant and/or discretionary allocation directly or through RFP procurement.

**Lender(s)/Creditor(s):** Everest will fund these initiatives through capital acquired from one or more lenders and/or creditors.

**Everest/Lender(s):** Unsecured capital and/or credit allocated by Everest as provided by one or more lenders.



## City, County & State Taxes

Multilevel Tax Revenues Increased...  
Payroll Taxes & Consumables...

## Job Creation & Income

Positive Individual Financial Increase...  
Increased Commerce by Personnel...



**Job Creation**  
Just Ahead



## Economic Impact

Revenue through Events & Tourism...  
Increased Commerce with Providers...

Simply put, what is good for Everest at Kings Mountain is great for the local economy and the model above represents a brief on the positive financial impact our park will have on Kings Mountain, Cleveland County and the Carolinas. Additionally Everest at Kings Mountain will become a “pillar” attracting new businesses, new development and new opportunities that are a direct result of our operations. The benefits are abundant and do not have to be over stated however we are confident that our “positive impact” will be not only significant but most importantly sustainable in any economy.



As outlined in the chart on page 17 titled Financial Assumptions Everest will seek conventional/creative capital to cover an estimated 53% of the overall costs for our development of the initial 75 acres of land. Everest intends to provide an estimated 7% of the overall costs through sweat equity and the remaining 40% will be resourced through a combination of financial strategies that include however may not be limited to the following;

- City, County and/or State Concessions
- City, County and/or State Incentives
- City, County, State and/or Federal Grants
- Discretionary Economic Development Funds that may be available on a City, County, State and/or Federal level
- Cooperatives and/or Partnerships with Businesses, Corporations and/or their subsidiary brands

Our developer Rick Walliser is a seasoned project manager who will work aggressively to reduce Everest's overall costs as well as create cooperative and partnership agreements that are mutually beneficial.

## Why the use of %'s

Everest acknowledges that during the initial first three phases of development it is impossible to substantiate a finite set of financial figures. By using %'s we can control the participation by outside Parties and the overall costs. These %'s are estimates only and may not reflect the actual results. Additionally the %'s forecasts will naturally evolve into a "range of financial pro-forma's" once a number of milestones are reached that provide us with the necessary financial figures to make accurate projections upon.

Everest invites open dialog with any public, private or governmental sector agency, business or group who is willing to provide assistance through our exploratory efforts. Supplemental information, to possibly include financial projects, may be included as secondary information accompanying our Media Kit.

## Conclusion & IP Disclosure



Everest will use this Development Profile to solicit the necessary assistance, capital and support to make “Everest at Kings Mountain” a reality.

When upon reading this document and visiting our Business Development website [www.EverestKingsMountain.wordpress.com](http://www.EverestKingsMountain.wordpress.com) you have comments, ideas and/or questions we welcome your communications. Our Business Development website will be updated regularly with information for public consumption.

This Development Profile represents the “first step” of many steps to follow and the content herein was designed to share our intentions and plans while maintaining the integrity of our IP (intellectual property). Our unique business model has been designed with a built-in flexibility to encompass the natural evolutionary aspects and changes that are a part of the process.

Everest has excluded premature information from this initial presentation due in part to the number of variables that are likely to change that specific type of information. In this we have avoided “setting into stone” plans, intentions, capabilities and other factors that are yet to be finalized. Our project will evolve and as a result so too will our collateral materials and the content available on our Business Development website.

Everest will selectively share additional information upon request from individuals, agencies and groups within the public, private and governmental sectors who want to explore a mutually beneficial relationship with us through a cooperative and/or partnership or who will use the information for the approval process.

Thank you for your time and interest!

