



OHIO OUTDOOR HEAVEN

AN ORGANIC DESTINATION RESORT PROJECT

Outdoor Heaven Inc.'s Logo and Slogan for Ohio Outdoor Heaven



utdoor HeavenTM

WE RĒCREATE HOW WE RECREATETM

Executive Summary

In many ways, there is a parallel of why Walt Disney created Disneyland in 1955 and why there is a vision to create Ohio Outdoor Heaven (OOH) during this decade. The parallel is based on the vision of a place where “adults and their children could go and have fun together”. The difference is, the majority of the fun will be by human powered activities at the future OOH compared to the mechanical entertainments at Disney.

Today, there is a growing movement in wellness among the Millennials and Baby Boomer generations. In order to meet the needs of this movement and revolutionize the way individuals and families could spend quality time together, we have designed a future destination resort on 103 acres of land which will combine over 25 recreational activities with entertainment, retail and education, known as Ohio Outdoor Heaven.

“Fun” is a primary incentive but “Health” is the underlying denominator; both fun and health will drive the success of OOH and create a legacy. The platforms of activities on the 103 acres, will help improve and maintain the wellness of the individuals and families in mind, body and spirit.

The cost of building OOH in its entirety is estimated at US\$410 million. This would include a covered amphitheater with 10,000 seats, designed by architects from the School of Architecture at Taliesin, over 25 outdoor/indoor recreational activities, retail space for suppliers of recreational and health products, signature restaurants, convention and exhibition center, a branded hotel (we are in talks with Hard Rock Hotels), office and apartment spaces, and luxurious mini lodges.

Business Model

The concepts and business model of OOH provides the following:

- 1) Helps provide a “fun” & “new” way for Americans to embark on preventive medicine in combating obesity, stress of all types and many different health issues related to the mind, body and spirit.
- 2) Easily monetize all the platforms in one place; for example, the recreational activities compliment the retail sales and entertainment venues, all which easily synchronizes together.
- 3) Creates new and innovative economic growth, e.g. jobs, new businesses, etc.
- 4) Replaces the “Mall” as the new model for individual and family activities for recreation, shopping, entertainment, education and more.
- 5) Individuals and families becomes the participants and create their own experiences and memories.

Marketing Summary

Vision - To become the first, all natural, human-powered park with activities that provide more alternatives to Disney theme parks, Malls and traditional Amusement Parks across the country. OOH will offer recreational activities all located in one space on 103 acres of land.

The Consumer Message - We want to create a unique "experience" like no other for our customers that will range from the ages of small children to older Americans in their 60s+. This family friendly experience will be designed to bring customers back multiple times throughout the year, in addition to beginning a pipeline of referrals that will strengthen in the greater Ohio metros, and then quickly spread to other areas of the United States. Finally, OOH will become a tourism destination for travelers coming from overseas.

Activities: Becoming the location for health and fun engaging experiences, OOH will offer the following: Ninja Warrior Course, Zip line tours, Fishing, Kayak & Canoeing, Bicycling trails, Archery and Shooting Range, Climbing Wall, Kid Zone (Outdoor Play Facility), Yoga and Martial Arts classes, Parkour and more. OOH will have multitude of platforms for all types of experiences.

Regional Focus

To begin, OOH will provide the population in the major Ohio metropolitan areas with a cost effective economical alternative to higher priced vacations (and be marketed as such), in areas such as:

- Cleveland (Northeast)
- Toledo (Northwest)
- Cincinnati (Southwest)
- Columbus (Central), and

Five neighboring states: West Virginia, Pennsylvania, Kentucky, Indiana, Michigan

*Marketing Budget will begin in these regions within a 3 hour drive time and expand from there.

Marketing Summary

Media Platforms & Buys -The executive team plans for up to 15% of revenue to be allotted to the essential marketing expense fund. The budget will be used in the following ways to attract new and repeat business to the park:

TV: Placements beginning on the wired Ohio Network to gain exposure and take advantage of the visual platform here.

Radio: Drive times and News Segments to reach customers in the major Ohio Metros.

Billboards: Static and Digital Billboard buys to attract commuters on I-77 and surrounding interstate and highways.

Digital: SEO and PPC Campaigns to attract online searches for those hungry for new outdoor experiences in Ohio and surrounding regions.

Social Media & Blogs: Viral videos, Testimonials, Reviews, Promotions and content driven campaigns targeting the Millennial and Gen X Age groups predominantly.

Celebrity Endorsements & PR: OOH will give back to the community in ways that fill the mind, body and spirit in a healthful manner. We also plan to sign major spokespersons to be the voice of our marketing initiatives.

International Marketing

OOH marketing efforts will target visitors in North America as well from Asia & Europe. Ohio ranks No. 3 in attracting Chinese students and business people. OOH aspires to also provide a multi-cultural experience at its future destination resort place.

Other Target Audiences

In addition to the family friendly tourist destination discussed, OOH will also be a target for corporate team building sectors, special events and associations and groups that will use the facility as a healthy mind/body field trip for their members. Special campaigns and sales teams will work out these deals primarily.

Potential Competitors and Enhancers

The Outdoor Recreation Economy is a **\$ 887 Billion** Consumer Spending Industry , annually, in the United States.* Within the five states in proximity to OOH, including Ohio, are Indiana, Kentucky, Michigan, West Virginia and Pennsylvania. The total combined consumer spending of these five states is equivalent to **\$ 117.5 Billion** annually.

OOH potential competitors in the retail recreation industry are :

Cabela's

Dick's Sporting Goods

Bass Pro Shops

REI

* Source: <https://outdoorindustry.org/advocacy/>

Potential Competitors and Enhancer

Potential Competitors in the entertainment industry are:

Cedar Point, Sandusky, Ohio (210 miles from OOH)

Kings Island, Mason, Ohio (199 miles from OOH)

Potential Enhancers for OOH are:

Rock and Roll Hall of Fame, Cleveland, Ohio (160 miles from OOH)

Pro Football Hall of Fame, Canton, Ohio (102 miles from OOH)

The Ohio State University at Columbus, Ohio (121 miles from OOH)

Ohio University at Athens, Ohio (46 miles from OOH)

West Virginia University, Morgantown, West Virginia (124 miles from OOH)

West Virginia University Parkersburg, WV (22 miles from OOH)

Marietta College, Marietta, Ohio (8 miles from OOH)

Blended Highway Traffic and Estimated Visitors

There are three highways that are adjacent to OOH. They are I-77, SR821 and SR60. The daily blended average of the combined three highways is **75,000 vehicles** or **27,375,000 vehicles** annually, that passes by OOH site. (Source: Ohio Department of Transport).

In the first year of operation, OOH projects that up to 4 million people will visit OOH. This will include repeat visitors.

Within three hours drive from OOH, there are seven major cities and 7 major universities nearby. The populace are comfortable with outdoor and indoor recreation and the demand remains strong throughout the year.

Populace includes but not limited to: farmers, armed force personnel, students, professionals in all types of industries, families, athletes, handicapped, tourists and more.

11 miles South of OOH there is a Regional Airport (PKB) that handles commercial and private flights to major cities.

The business model of OOH exemplifies “The Experience Economy” principles



A Quote from Paul Critchlow, a well known banker in the USA

Forbes

CONTINUE TO SITE >

**QUOTE OF
THE DAY**

“If you can put Boomers and Millennials together in the same place and with the right setting and conditions, it’s amazing how they spark each other.”

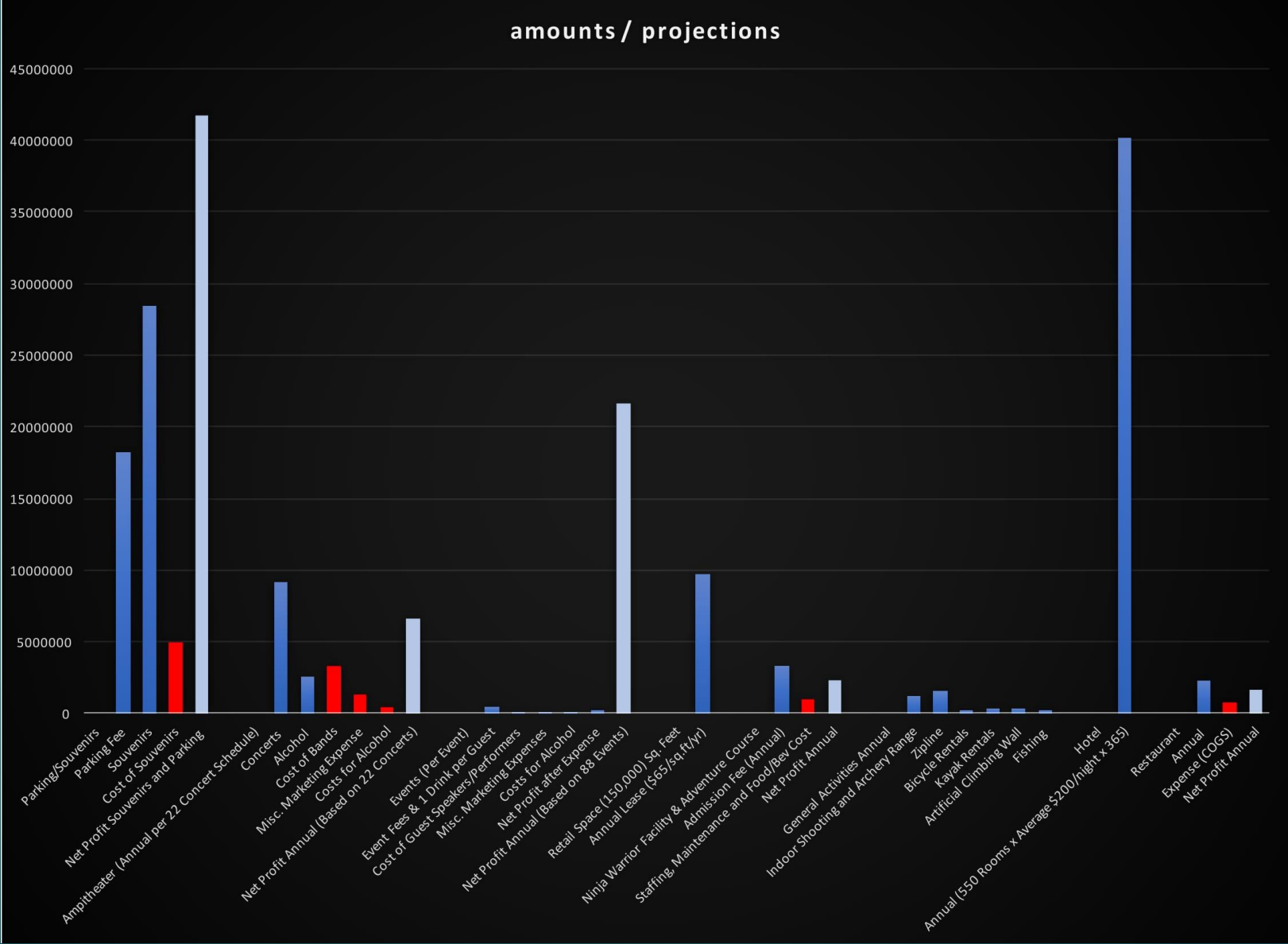
- Paul Critchlow

OOH Platform of Infinite activities and venues

- ▶ 1) Amphitheater: Platform for concerts & performances. Also for all multi-purposes gatherings
- ▶ 2) Hiking
- ▶ 3) Biking
- ▶ 4) Bird Watching
- ▶ 5) Zip line
- ▶ 6) Fishing
- ▶ 7) Kayaking
- ▶ 8) Artificial Mountain Climb
- ▶ 9) Indoor shooting and archery
- ▶ 10) Camping
- ▶ 11) Video Interactive Games for Gamers
- ▶ 12) Yoga and Spa
- ▶ 13) Shopping
- ▶ 14) Organic Signature Restaurants
- ▶ 15) Organic Food Store
- ▶ 16) Convention and Exhibition Center for trade shows, etc.
- ▶ 17) Extreme Sports and a Daredevil Hall of Fame
- ▶ 18) Helicopter Tours
- ▶ 19) Drone Racing
- ▶ 20) Ninja Warrior and Adventure Courses
- ▶ 21) Organic Farming
- ▶ 22) Art Gallery and Educational Center
- ▶ 23) More to come

Estimated Revenues and Costs in the first fiscal year of business at OOH

Estimated minimum of number of visitors is four million for the first year



Estimated Revenue and Profit Margin in the first fiscal year and after

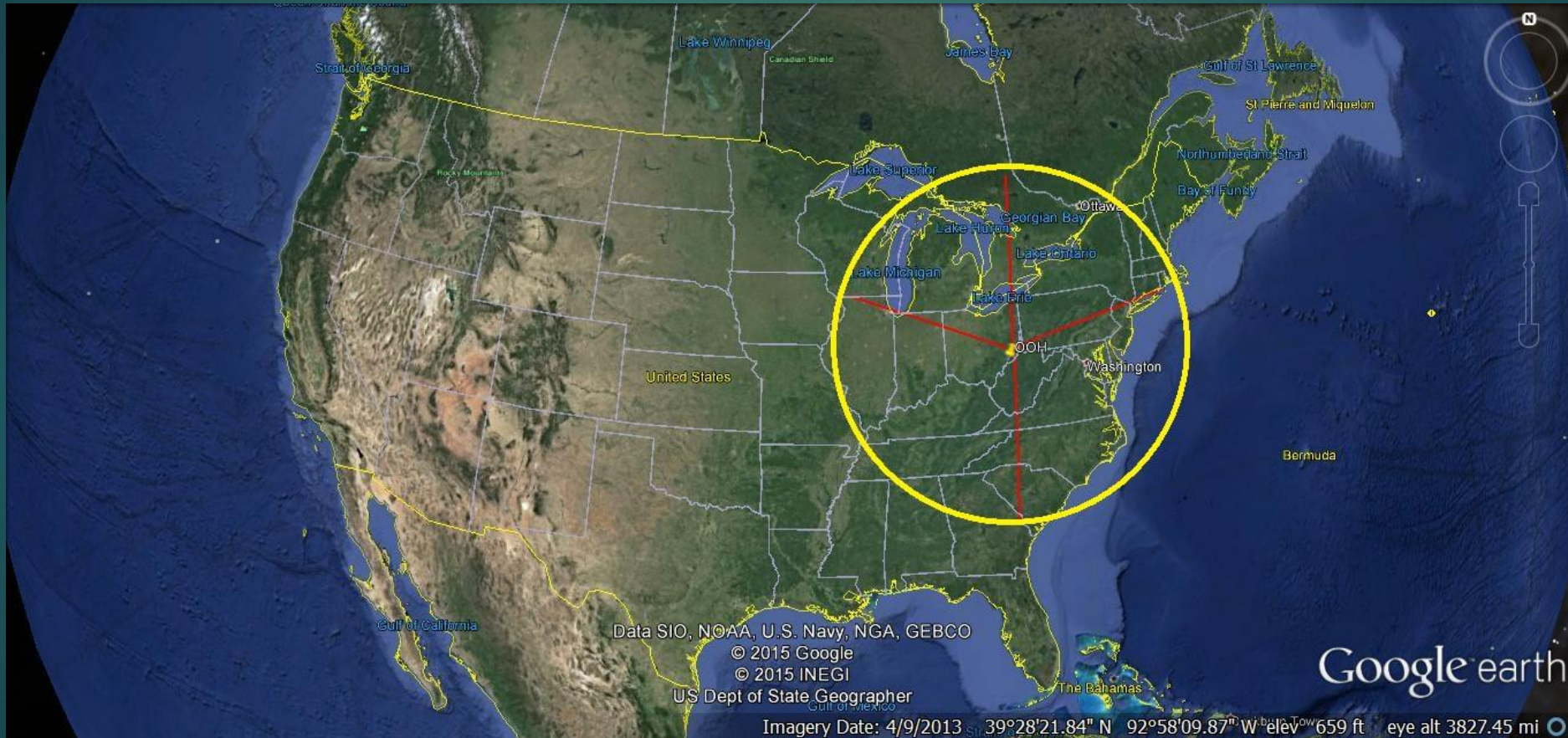
With the investment of an estimated \$410 million, both the tangible and intangible assets of OOH are estimated to grow in value to \$600 million, after the first year of operation.

The estimated revenue for the first fiscal year is \$120 million with a net profit margin of 20%.

The following will help maintain and steadily increase OOH revenues and net profit margins:

1. Aggressive Marketing (National and International)
2. Well planned and organized events & contents
3. Always improving the visitors' experience and memories
4. New contents and events, planned 2-3 years in advance
5. User friendly as there will be multilingual speakers and information services
6. Partnerships with prestigious organizations such as Chautauqua Institution, Cleveland Clinic, universities, Fortune 1000 companies and American Ninja Warrior

The future site of where Ohio Outdoor Heaven (OOH) will be located is within 500 miles radius reach of 60 % USA's population



A view from above Earth at night of North America showing the concentration of lights from the metropolises in the USA



Aerial View of the area surrounding Ohio Outdoor Heaven(OOH)



Facing Northeast along I-77 towards Cleveland, Ohio. OOH is on the left of I-77, off of Exit 6 along I-77.

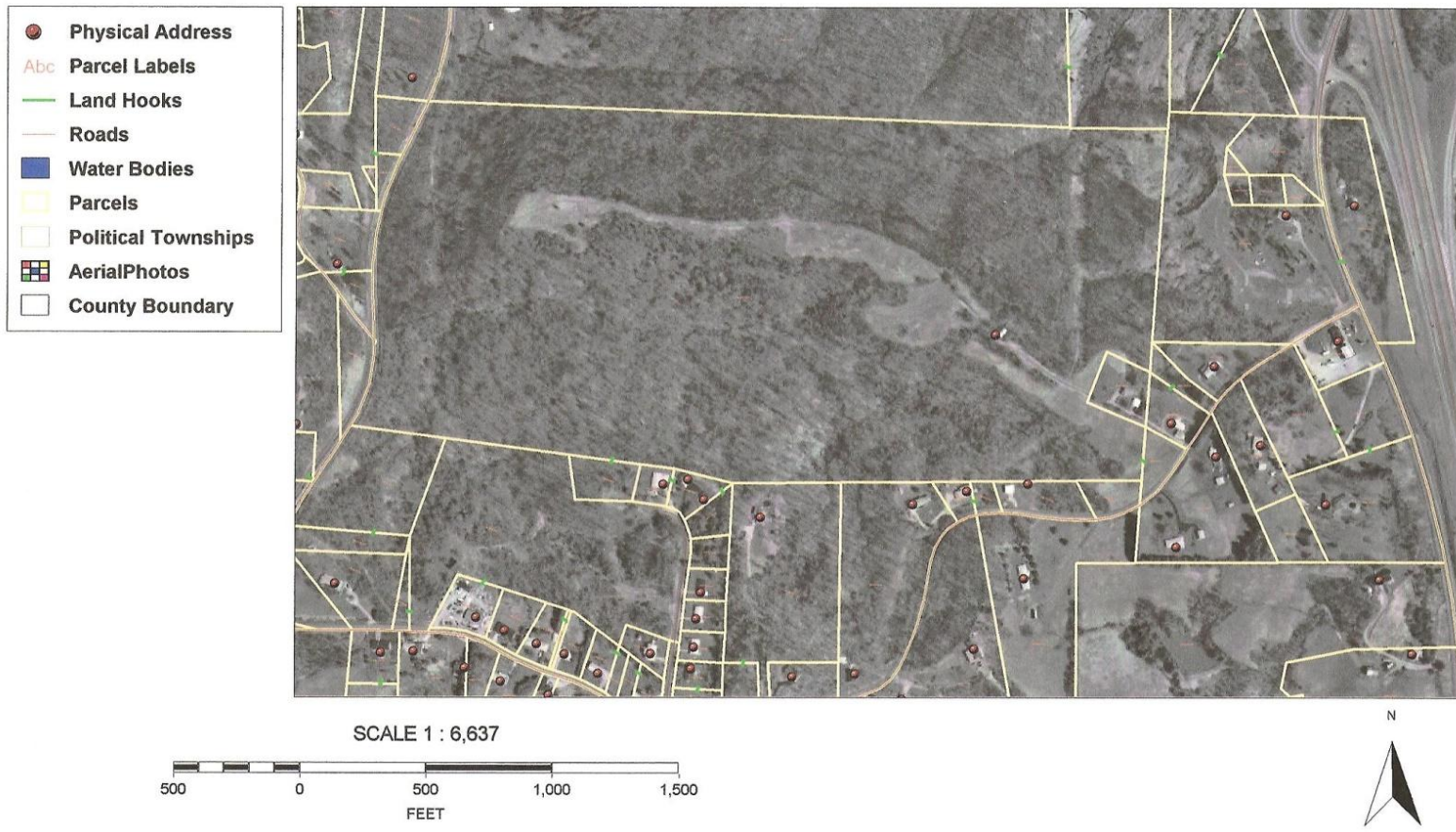


Above view of the 103 acres location for the future OOH



The Plat Map of 773 Arends Ridge Road, Marietta, Ohio 45750 103 acres site for the future Ohio Outdoor Heaven(OOH)

Washington County Ohio Information System



Conceptual Design of OOH by lead architect Matthew Trzebiatowski

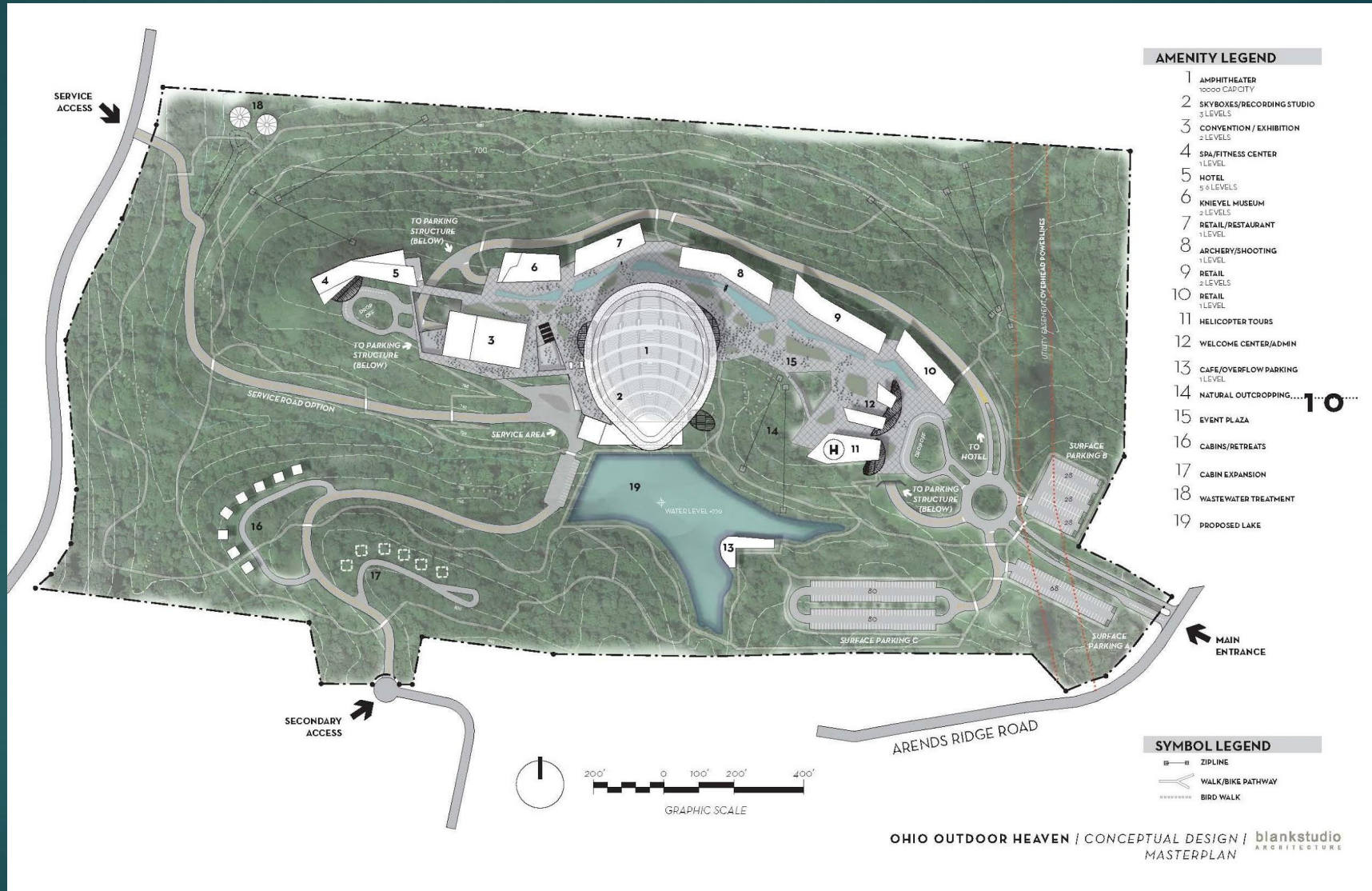
Matthew is a Professor at the School of Architecture at Taliesin



OHIO OUTDOOR HEAVEN | CONCEPTUAL DESIGN | 01.29.14



Conceptual Layout Of Ohio Outdoor Heaven(OOH)



The indoor Wing Pavilion Amphitheater, seating 10,000 people



03

CONCEPTUAL RENDERING

WEST PLAZA
& WEST AMPHITHEATER ENTRY

CONVENTION/EXHIBITION CENTER
IN LOWER RIGHT

Facing the Wing Pavilion Amphitheater from the West



04

CONCEPTUAL RENDERING
WEST PLAZA

A view of the Wing Pavilion Amphitheater from the 4.5 acres lake



05

CONCEPTUAL RENDERING

AMPHITHEATER STAGE
FROM PROPOSED LAKE

Facing the Wing Pavilion Amphitheater from the South



06

CONCEPTUAL RENDERING

EAST PLAZA
& AMPHITHEATER ENTRY

First and main entrance to Ohio Outdoor Heaven Site

Entrance from Arends Ridge Road 2008



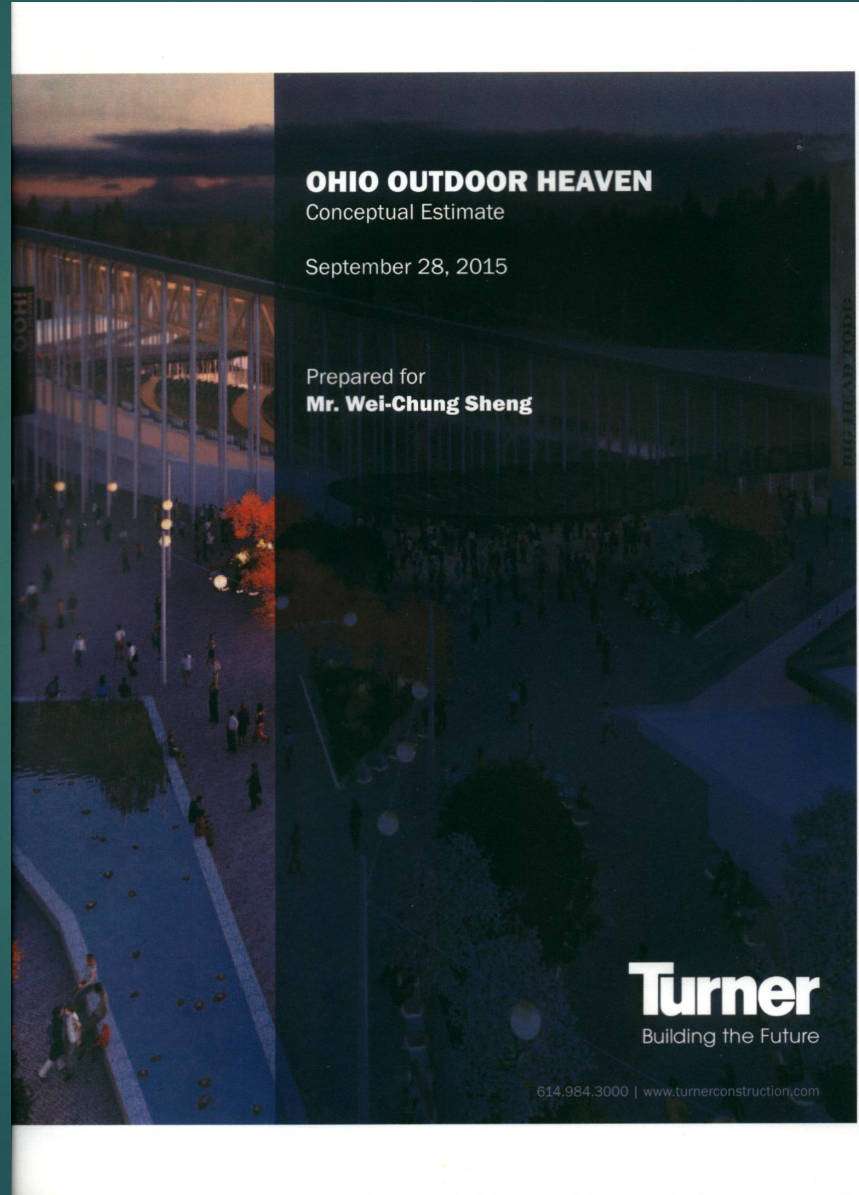
A road way and underground utilities, such as gas, electric and water, have been installed at 773 Arends Ridge Rd., Marietta, OH



Planned layout for sewer connection from OOH location to Marietta City Waste Water Treatment Plant



Estimated analytical construction cost of OOH by Turner Construction Company



Ohio Outdoor Heaven Conceptual by Turner

OHIO OUTDOOR HEAVEN CONCEPTUAL ESTIMATE

10/16/2017

DESCRIPTION	SQUARE FOOTAGE	CONSTRUCTION COSTS	TENANT IMPROVEMENT ALLOWANCE	SUBTOTAL	\$ / SF	SOFT COSTS & FF&E	GRAND TOTAL	\$ / SF
AMPITHEATER	224,210	\$98,638,000	N/A	\$98,638,000	\$439.94	\$14,796,000	\$113,434,000	\$505.93
EVENT PLAZA	102,000	\$4,013,000	N/A	\$4,013,000	\$39.34	\$602,000	\$4,615,000	\$45.25
UG PARKING GARAGE	301,000	\$43,165,000	N/A	\$43,165,000	\$143.41	\$6,475,000	\$49,640,000	\$164.92
SITWORK	N/A	\$7,377,000	N/A	\$7,377,000	N/A	\$1,107,000	\$8,484,000	N/A
HOTEL & CONFERENCE CENTER	455,500	\$138,540,000	N/A	\$138,540,000	\$304.15	\$33,281,000	\$171,821,000	\$377.21
RETAIL	150,000	\$26,250,000	\$5,250,000	\$31,500,000	\$210.00	\$4,725,000	\$36,225,000	\$241.50
RESTAURANT	8,000	\$1,600,000	\$2,000,000	\$3,600,000	\$450.00	\$540,000	\$4,140,000	\$517.50
INDOOR ARCHERY & SHOOTING RANGE	15,000	\$3,375,000	N/A	\$3,375,000	\$225.00	\$506,000	\$3,881,000	\$258.73
NINJA WARRIOR FACILITY	20,000	\$3,500,000	\$500,000	\$4,000,000	\$200.00	\$945,000	\$4,945,000	\$247.25
TOTALS	1,275,710	\$326,458,000	\$7,750,000	\$334,208,000	\$261.98	\$62,977,000	\$397,185,000	\$311.34

Cost Index Today - 1031

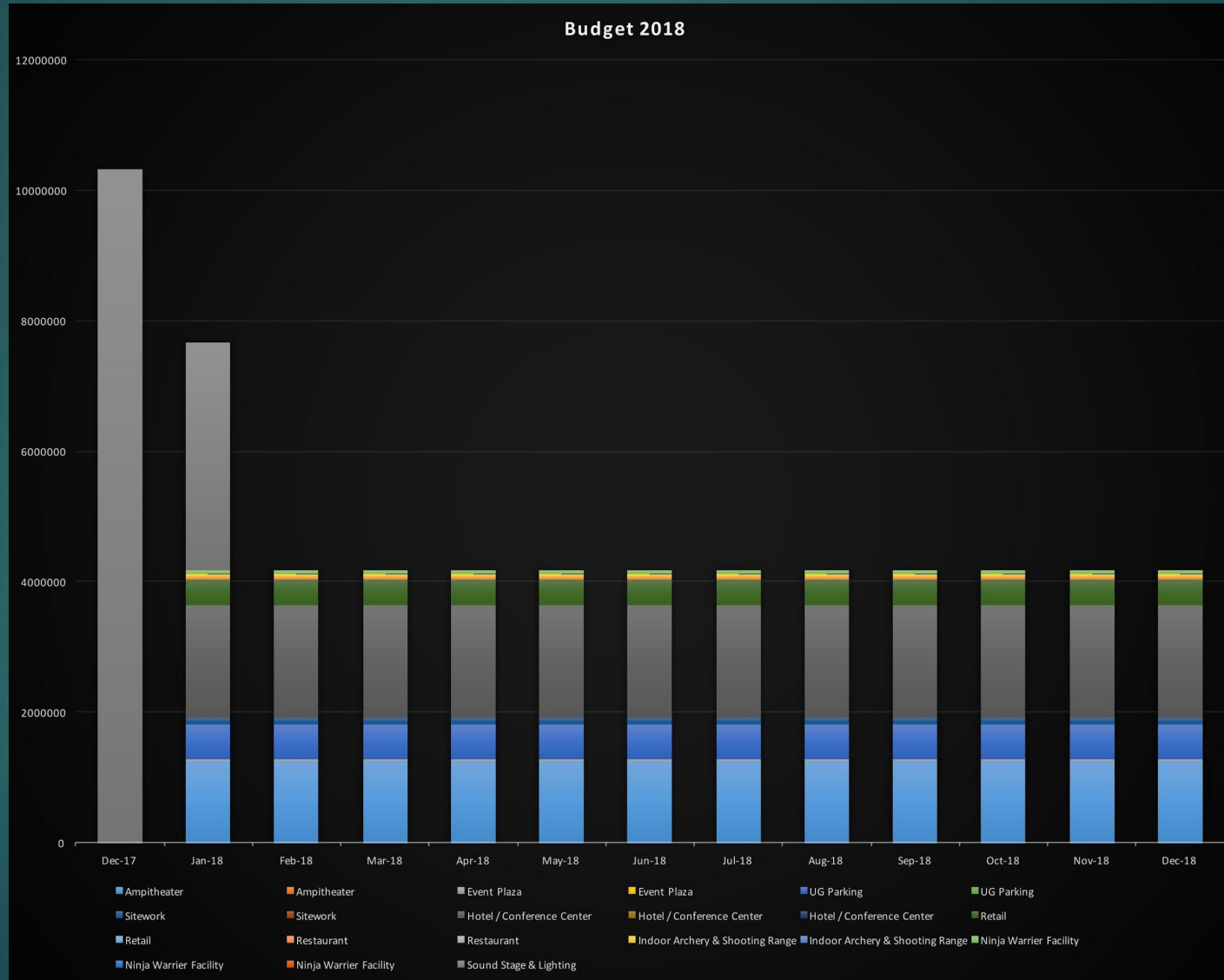
Escalation included assuming projected Cost Index at January, 2019 Start of 1134

Costs for the Amphitheater, Event Plaza, Underground Parking Garage, and Site are based on documents prepared by

Blank Studio Architecture dated, January 29, 2014. All other scope elements are cost models based of programmatic gross square footages

First Year Draw Down for construction costs on monthly basis

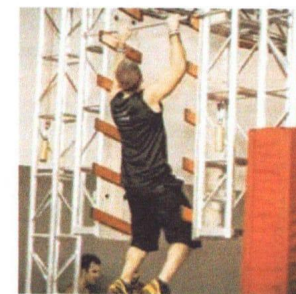
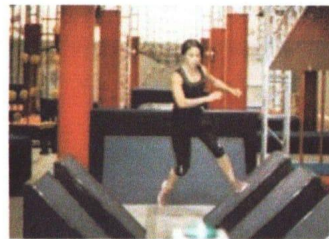
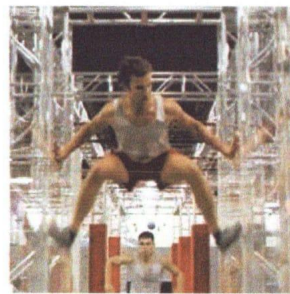
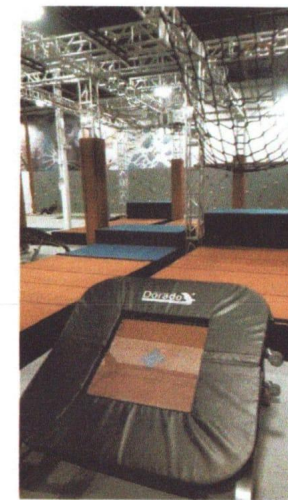
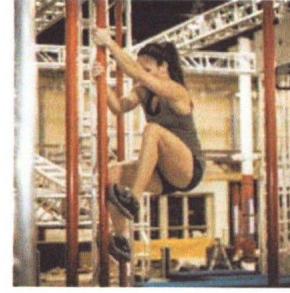
An additional \$14 million for tangible and intangible costs



An OOH Platform, Indoor Ninja Warrior and Adventure Courses



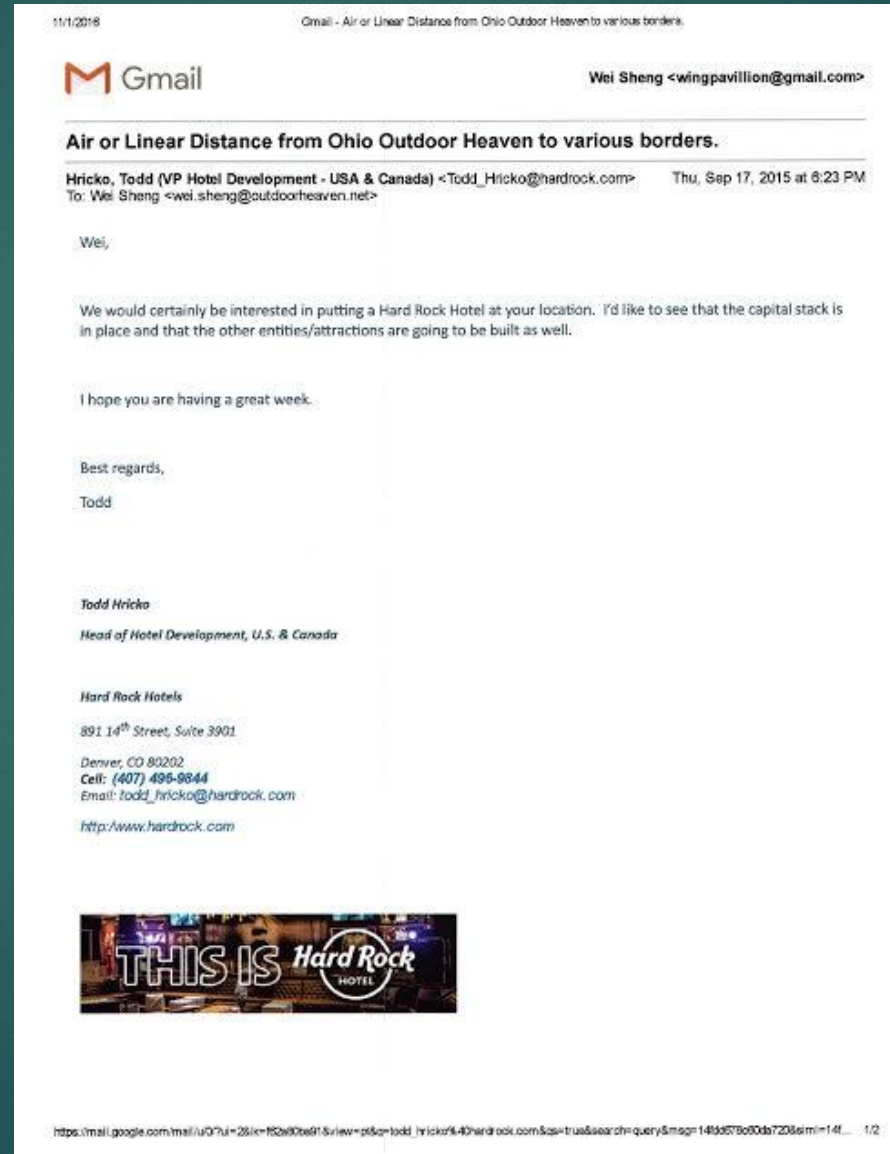
Ohio Outdoor Heaven Ninja Warrior Course



Michelle Warnky(left), an American Ninja Warrior and Spartan finalist, is a Dream Team member of OOH. Michelle is the first woman to open a **ninja warrior gym** in the USA, located in Columbus, Ohio. (Wei C. Sheng (right))



Confirmation from the Hard Rock Hotel for interest in placing a Hard Rock brand Hotel at OOH.



Dream Team Members

- ▶ **Wei-Chung Sheng:** Founder and CEO of Outdoor Heaven Inc. Outdoor Heaven Inc. is developing the Ohio Outdoor Heaven Destination Resort Project.
- ▶ **Bart Mosser:** Partner and Co-Founder of Outdoor Heaven Inc.
- ▶ **Monica Matulich:** Public Relations consultant for OOH project. Monica is managing partner at PR Hollywood, <http://www.prhollywood.com/>
- ▶ **Robert Goldstein :** Consultant for sound, stage and lighting design for the OOH Amphitheater. Robert is owner at Maryland Sound International, <http://www.marylandsound.com/>
- ▶ **Melody Gallion:** Entertainment organizer for Concert and Event Performance at the Amphitheater. Melody is owner at Gallion Productions
- ▶ **Mark Ogden and Roger Himes:** Project Managers at Turner Construction Company for the management and building of OOH infrastructures.
http://www.bizjournals.com/columbus/potmsearch/detail/submission/5623842/Mark_Ogden
<http://www.turnerconstruction.com/office-network/columbus>
- ▶ **Roger Thomas:** Executive Chef for design and management of one or more Signature Restaurants at OOH.
<http://cowdenfoundation.org/chefs/> Roger is currently Executive Chef at the Viceroy, L'Ermitage, Beverly Hills
- ▶ **Bernardo Armenta:** Chief Technology Officer who will be responsible for network and telecommunication design and installation for all OOH infrastructures. Bernardo is working at Texas American Broadband Corporation in Laredo, Texas.

Dream Team Members

- ▶ Renee-Lorena Teran: Business Development Consultant for OOH. CEO of Lorena Global Enterprises, LLC.
- ▶ Marla Mosser: Human Resources Consultant and Corporate Retreat Planner for OOH.
- ▶ Nadia Sheng: Marketing for OOH in Europe and Asia. Nadia is currently working for Trivago in Dusseldorf, Germany, in the marketing and development division.
- ▶ Matthew Trzebiatowski: Lead architect, from the Frank Lloyd Wright School of Architecture and Blank Studio Architecture, in designing the amphitheater and Infrastructures for OOH.
<http://taliesin.edu/event/pre-cds-seminar-matthew-trzebiatowski/> ,
https://en.wikipedia.org/wiki/Blank_Studio_Architecture
- ▶ Dave Gardy: Consultant and Producer for Live Video Streaming Content for OOH. Dave is Chairman and CEO of TV Worldwide, <http://www.tvworldwide.net/> . TV Worldwide will manage live video streaming of events and performances at OOH.
- ▶ Griff Allen : Sports commentator, event planner and marketing
- ▶ Corrine Bibb: Business development and marketing at Rainstorm Media Group <http://rainstormmediagroup.com/>
- ▶ Dan Reese : Government Lobbyist. Retired Chief Financial Officer at Vietnam Veterans Memorial Fund
- ▶ Michelle Warnky : Ninja Warrior Athlete and Trainer. Owner of Movement Lab in Columbus, Ohio
<http://www.mlabohio.com/>
- ▶ Moody Nolan : Architect Firm in Ohio. <http://moodynolan.com/about-us/>
- ▶ MSA Architects : Architect Firm in Ohio. <http://www.msaarch.com/>
- ▶ Andrew Sherman : Corporate Attorney at Seyfarth Shaw. <http://www.seyfarth.com/>

Company Profile and Founding Members Bio

Outdoor Heaven Inc. (“Outdoor Heaven”) was established on June 18, 2012 in Marietta, Ohio by Wei-Chung Sheng, Bart Mosser and Shel Sherman. Outdoor Heaven was created to develop the beautiful 103 acres of land, located right along Interstate 77, in Marietta, Ohio into one of the world’s most innovative and unique resort destinations. This 103 acres land has been owned by the Sheng family trust since 1958.

The resort will be known as Ohio Outdoor Heaven and we intend to bring humanity together by providing a place where individuals and families can interact and enjoy numerous indoor & outdoor non-mechanical recreational activities, entertainment and retail venues in an organic setting. Mental, physical and spiritual wellness are the main underlying themes of Ohio Outdoor Heaven. The resort will also be scaled to international standards and is anticipated to include activities, such as exchanges in the arts, culture, humanities and sciences.

Company Profile and Founding Members Bio

Wei-Chung Sheng

Mr. Sheng was born in Hong Kong and grew up in Williamstown, West Virginia. He graduated from West Virginia University in 1984 with a BA in international studies and a minor in petroleum engineering. After graduation, Mr. Sheng went to China to teach English at the prestigious Dalian Institute of Technology Business School of Management in Dalian, China, 1984-1985. In 1985, he was hired by the multinational American company, Borg Warner, to work in Hong Kong as strategic marketing planner for Borg Warner Chemicals Division (1985-1986). In 1986, Wei-Chung Sheng was recruited by Unison International, an American company, to be their project manager in Beijing, China, overseeing co-production and joint venture projects, on behalf of American companies in China, in the areas of avionics, healthcare, military tank co-production, automotive, and petroleum products.

From 1988-2004, Mr. Sheng created several companies in Hong Kong to service international clients in the following industries: textiles, telecommunication, tobacco & alcohol, avionics, gaming, precious metals and oil & gas commodities.

Mr. Sheng has now focused his attention on creating and developing an innovative and unique project in the United States, Ohio Outdoor Heaven. This destination resort is intended to be scalable in the future for worldwide franchise.

Mr. Sheng's parents, Shao Fang and Sheng Pao Sheng, were an acclaimed artist and civil engineer respectively. They both came to the United States at the invitation of the American architect, Frank Lloyd Wright, in 1947.

Shao Fang Sheng's paintings were exhibited at The Art Institute of Chicago in 1949. Sheng Pao Sheng was a Section Chief of the famed Burma Road during WWII.

The Sheng family name is well known in China as they are descendant of SHENG Xuan-Huai, China's top industrialist in the late Qing Dynasty, who helped modernize China.

Company Profile and Founding Members Bio

Bart Mosser

Mr. Mosser has served in strategic leadership roles of President, CEO, Vice President, General Manager, and Sales & Marketing Executive with Fortune 500 companies and privately held industry leaders. He has extensive domestic and international leadership experience in general management, marketing, sales, operations, and manufacturing, including 38 years of profit and loss responsibility.

Mr. Bart Mosser is a graduate of Brown University and spent the first twenty years of his career in management positions with Armstrong World Industries. Thereafter, he also held senior management positions with Carson Pirie Scott and other privately held industry leaders.

Sheldon Sherman (in memoriam)

Mr. Sherman was active as a founding member in Outdoor Heaven until his death in 2013. He had a B.S. Degree in Business Administration and Human Resources from The Ohio State University and extensive experience in management, human resources, contracts, international trading and innovative program development and implementation. As President of Stephanie Block Associates, he spent the last twenty years of his life in the Administrative Management of several major U.S. and international firms.

Contact Information

- ▶ Please see the drone video footage of our 103 acres
- ▶ Facing East above our 103 acres land
- ▶ <https://www.youtube.com/watch?v=Ck8o3Fpikjg>
- ▶ Facing West above our 103 acres land
- ▶ <https://www.youtube.com/watch?v=bly8mn99saE>

Wei-Chung Sheng

773 Arends Ridge Road

Marietta, Ohio 45750

Tel.: 740 706 2401

Email: wei.sheng@outdoorheaven.net

Websites : www.outdoorheaven.net

www.outdoorheaven.tv