

# The St. Pete Pier SOQ

Presented by h2hold LLC, a St. Pete company

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# Table of Contents

<b>I.</b>	<b>Proposed Design Team Organization .....</b>	<b>3</b>
<b>II.</b>	<b>Design Approach.....</b>	<b>4</b>
<b>III.</b>	<b>Relevant Project Examples .....</b>	<b>5</b>
	Casino Pier – Seaside Heights, NJ .....	5
	Amazing Chicago – Navy Pier – Chicago, IL .....	6
	Ocean Park Hong Kong – Aberdeen, Hong Kong, China.....	7
	World of Coca-Cola – Atlanta, GA .....	8
	Jim Beam American Stillhouse and Distillery – Clermont, KY .....	9
	Jack Daniel’s Distillery Visitor Center – Lynchburg, TN.....	10
	Al Jazeera Park – Sharjah, UAE .....	11
	Crayola Experience – Easton, PA .....	12
	Universal Studios Florida – Orlando, FL.....	13
	Bubba Gump Shrimp Shack – Kings Island – Cincinnati, Ohio .....	14
	Tree House Island – Six Flags White Water – Atlanta, GA .....	15
	Ponte 16 Resort – Macau, China.....	16
	GE Learning Center – Cincinnati, OH.....	17
	The Circus Museum’s Tibbals Learning Center – Sarasota, FL.....	18
	Angry Birds Universe – Traveling Exhibit .....	19
	The Golisano Children’s Museum of Naples – Naples, FL.....	20
	Water Works – Toledo, OH .....	21
	Turner Field’s Braves Plaza and Scouts Alley – Atlanta, GA .....	22
	Green Bay Packers Hall of Fame – Lambeau Field – Green Bay, WI.....	23
	University of Kentucky Basketball Museum – Lexington, KY .....	24
<b>IV.</b>	<b>Team Background and Experience .....</b>	<b>25</b>
	Jeff Lichtenberg.....	25
	Dan Schultz.....	26
	Randy Smith.....	27
	Dana Everhart .....	27
	Mark Hollywood .....	28
	Seth Cooper .....	28

To Mr. Thomas Gibson, PE Director:

The following pages outline a statement of qualifications (SOQ) as well as a general design concept for the new St. Petersburg Pier. This SOQ is submitted by h2hold LLC, a St. Petersburg company.

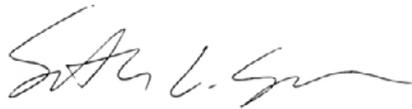
This presentation is made in conjunction with participating associates of h2hold including, but not limited to, Global Amusement Consulting and Jack Rouse Associates.

While our goal is to create a destination that provides opportunities for a variety of activities and uses as outlined in the RFQ, the driving force behind our proposal is to create an entertainment, amusement, recreational and educational destination for the city of St. Petersburg's residents and visitors.

This SOQ is valid to at least 12/5/2014 (90 days beyond submission date of 9/5/2014).

We appreciate your time and consideration.

Best,

A handwritten signature in black ink, appearing to read "Seth Cooper", written in a cursive style.

Seth Cooper

(And the rest of the h2hold team)

# Proposed Design Team Organization

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Our current team consists of 6 key members: Jeff Lichtenberg, Dan Shultz, Randy Smith, Dana Everhart, Mark Hollywood, and Seth Cooper. Jeff, Dan, Randy and Dana all join the team from Jack Rouse Associates (JRA). Mark joins the team from Global Amusement Consulting (GAC). Seth is the founding member of h2hold. Should our team advance to Stage II we will add to this team as the project progresses and may require additional expertise. Should our team be selected to execute our proposal we specifically acknowledge that we will need to sub-contract with local architecture, engineering and/or construction firms for a variety of aspects on the project. The responsibilities for the initial design phase would break down as follows: the JRA contingent serves as our Lead Designer. Mark would serve in a consulting and support role to JRA to ensure designs will lead to operational excellence and profitability for the amusement aspect of our proposal. Seth would serve an organizational role as a coordinator and liaison between members of our current team, new members of the team, residents of St. Petersburg, city leadership and any other key stakeholders for this project.

From the onset we already are a coordinated and multi-disciplinary group of organizations. Every one of our team members brings to the table more than a decade of collaborative work with a wide range of clients, industries and skill sets.

JRA design philosophy:

“Known as much for the collaborative nature of our approach as the diversity of our designs, JRA has built a reputation based on equal respect for our partners, our clients and their guests.

In our role as "audience advocates," JRA develops each project from the viewpoint of the guests, creating experiences that are as meaningful as they are entertaining.”

As you will see in the relevant project examples and our team background section we have worked throughout the United States as well as internationally. As with all of the locations where we have completed work we will comply with the State of Florida Licensing requirements.

# Design Approach

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We design around the idea of delivering experiences that connect with today's changing audiences. We are focused on delivering an experience centered on amusement, entertainment, recreation and education at the Pier. St. Pete's broad range and changing demographics as well as its unique location presents an opportunity to craft a one-of-a-kind, year-round Pier destination that would be a draw for locals and visitors alike. Our plan is to use the uplands, spa beach and the existing Inverted Pyramid building in our design. It would be our intention to refurbish the Inverted Pyramid in a manner that fulfills the qualifications for inclusion in the National Register for Historic Places. At the same time we believe a combination of the following potential attractions can be included, but are not limited to, the redesign of the Pier district:

- An indoor/outdoor area for rides and games.
- Observation opportunities such as a Ferris Wheel (solar powered) and/or Sky Ride
- Indoor and outdoor dining options to fulfill various budget categories from casual cafes to fine dining.
- Recreational opportunities for walking, biking, jogging, indoor/outdoor rock climbing, indoor playground for kids, min-golf, bocce ball, picnicking, fishing and boating
- Educational Water Conservation Park – fully functional water park, with ability to operate in an environmentally sustainable manner, while also providing an environmental educational opportunity. This could be paired up with a potential Marine theme for an interactive discovery center
- Small amphitheater/event space that provides opportunity for scenic views and public space when not in use. When in use, would host small concerts for the performing arts, and artistic exhibitions.
- Transportation options that tie the Pier, uplands and waterfront district would include water taxis, electric taxis and/or trams. Ideally traffic on the pier would be reduced to pedestrian, in an attempt to improve impact on the environment, while maximizing entertainment and recreational space. (Emergency lanes would still be viable)
- Bridge to Northshore park that would improve accessibility for foot traffic

Our combined experience in the industry gives us confidence that such this redesigned Pier would be a wild success and provide economic growth to the city of St. Petersburg by way of revenue to the city, increased visitor traffic and job growth.

# Relevant Project Examples

## Casino Pier – Seaside Heights, NJ



Casino Pier, the cherished oceanfront amusement park whose boardwalk and pier were dismantled by October 2012's Hurricane Sandy, hired JRA to provide master planning and programming services for Phase I of a two-phase re-building effort.

Originally opened in 1960, Casino Pier, located in Seaside Heights, New Jersey, housed 38 rides, as well as a rooftop miniature golf course, concession stands and boardwalk games. JRA worked closely with the Casino Pier owners on the overall master plan, which calls for the boardwalk and pier to retain those rides that were salvaged after the hurricane, including the Disk'O ride, Skyscraper ride, Pirate's Hideaway coaster, Sky Ride chair lift and several treasured kiddie rides. Casino Pier is using this opportunity to upgrade its ride mix with new family attractions and to refresh food, beverage and retail outlets. Phase I, consisting of the boardwalk and pier's lower deck, opened in May of 2013. The Phase II upper deck will open in 2014.

## Amazing Chicago – Navy Pier – Chicago, IL



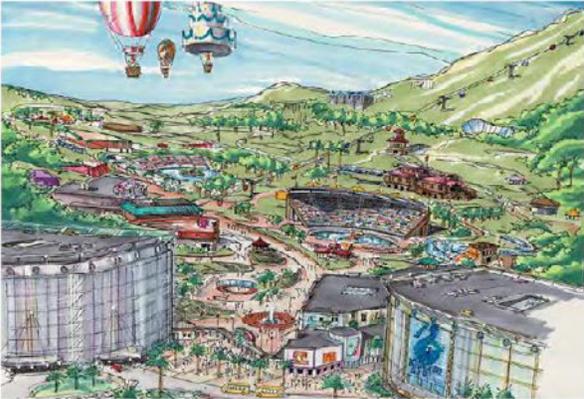
Part fun house and part cultural journey, Amazing Chicago invites guests to navigate a series of mirror mazes and twisted tunnels set in a Chicago landscape. JRA designed this family attraction, located on historic Navy Pier.

Once inside Amazing Chicago, guests journey through various infinity-maze corridors and colorful sets depicting Chicago scenes. From dark underground tunnels to stunning architectural landmarks, Amazing Chicago takes visitors on a tour like no other.

Throughout the experience, special effects, music and narration bring the sights and sounds of Chicago to life. It is the city's first full-sensory maze experience.

JRA enlisted the help of famed London-based maze designer Adrian Fisher to design the mazes. Amazing Chicago is operated by Premier Yachts, the nation's premier harbor cruise company. Premier Yachts owns and operates ships in Boston, Washington, D.C., and other Navy Pier attractions.

# Ocean Park Hong Kong – Aberdeen, Hong Kong, China



Ocean Park hired JRA to revise the original master plan for the park's Lowlands theme area. The study analyzed all existing attractions, the goals of the park and expected attendance increases. The subsequent master plan called for renovating existing attractions and using available land for new attractions like a themed rapid-river ride and a 4,000-seat Dolphinarium. In addition, the plan called for a new front gate, entry plaza and retail and food venues. The entire master plan was designed to incorporate the park's existing marine life and animal education theme.

## World of Coca-Cola – Atlanta, GA



With 62,000 square feet of guest areas, the World of Coca-Cola has something for everyone, including a variety of interactive exhibits, a thrilling 4D theater, the world's largest collection of Coke memorabilia, a fully functioning bottling line that produces commemorative 8-ounce bottles of Coca-Cola®, a Pop Culture Gallery featuring works by artists such as Andy Warhol, Norman Rockwell, and Steve Penley and a unique tasting experience allowing guests the opportunity to sample up to 70 different products from around the world.

JRA provided the overall creative direction for the project, including planning, design and coordination of a team of vendors that consisted of world-class animators, filmmakers and exhibit builders.

Every aspect of the World of Coca-Cola's design, construction and operation was carefully planned to reflect The Coca-Cola Company's commitment to environmental and energy issues. The building was constructed in accordance with the United States Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) standards and incorporates the latest advances in environmentally-friendly construction and design.

## Jim Beam American Stillhouse and Distillery – Clermont, KY



JRA recently provided planning, design and project management services for the experiential components of Jim Beam's new American Stillhouse and Distillery Tour, which takes the visitor behind the scenes, smells and tastes of one of the bourbon industry's most iconic brands. The immersive brand experience not only celebrates generations of Beam Family distillers, but also bourbon, its birthplace of Kentucky, and the many fans who have made Jim Beam the crown jewel of the Bourbon Trail.

From mashing to fermenting, barreling to bottling, tour guests are able to witness the time-honored process of creating this "liquid legend" and discover more about the distilling dynasty that is the Beam family. Highlights of the new American Stillhouse and Distillery Tour include an interactive bourbon-making display, a tour of the bottling line, a trip to the top of a 40-foot-high distillation column and several displays on Jim Beam's family history, which dates back to 1795. At the end of the tour, guests are invited for a special sampling of the world famous bourbon within the newly remodeled American Outpost, where they have the opportunity to taste two of Jim Beam's variety of bourbons in a comfortable, cocktail party-like setting.

## Jack Daniel's Distillery Visitor Center – Lynchburg, TN



JRA provided complete planning, design, media production and project management for a major renovation to the Jack Daniel's Distillery Visitor Center. Each year, 200,000 visitors from around the world come to Lynchburg, Tennessee, to take a free tour of the distillery, which is the oldest in the United States. JRA worked with Jack Daniels' parent company, Brown-Forman, to incorporate a variety of new graphics, displays and media experiences along the tour, addressing topics ranging from single barrel whiskey to the bottling process.

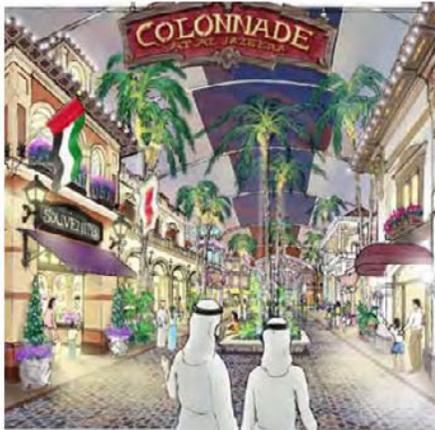


## Al Jazeera Park – Sharjah, UAE

JRA recently worked with Al Qasba Development Authority (QDA) on the re-development of Sharjah's Al Jazeera Park. The 36-acre Al Jazeera Park was a popular site back in the 1970s but since has lost its overall charm and prominence. HH Dr. Sheikh Sultan Bin Mohammed Al Qasimi, Ruler of Sharjah and Member of the Supreme Council, wishes to rebuild Al Jazeera Park as a theme-based park that includes rides and waterfront restaurants, making it an Immersive zone of fun and entertainment for local Sharjan residents and families.

JRA worked with the QDA on a new master plan for the park. Current plans call for themed areas reflecting a variety of ancient civilizations, including: Roman, Persian, Ottoman and Arabian.

It is hoped that this redeveloped space will become the region's most social downtown park, and will draw approximately 300,000 visitors per year.



# Crayola Experience – Easton, PA

Opened in May 2013, the Crayola Experience, located in Easton, Pennsylvania, USA, offers four floors of family fun and 21 exciting interactive attractions. From personalized crayon-makers to larger-than-life animated art adventures, the all-new Crayola Experience is designed to help children of all ages discover the magic of color and reconnect with one of the world's most iconic and nostalgic brands.

JRA provided overall planning, design development and project management for Crayola Experience's 60,000 square foot of exhibits, interactives and activities. Throughout the attraction, guests are able to create digital works of art and interact with them on large projected surfaces, appear in their very own coloring page with some of Crayola's characters and create objects with melted wax, while taking in the aroma of one of the world's most recognizable scents.

In areas unique to Crayola Experience, guests of all ages can use their color-mixing skills to create their own marker in Marker Mania and fashion their own crayon label in Wrap It Up!

As one of the region's most popular destinations, Crayola Experience has drawn more than four million visitors to Easton since 1996, averaging 300,000 guests per year. With its new attractions, Crayola expects that number to grow to nearly half a million annual visitors.



## Universal Studios Florida – Orlando, FL



In collaboration with Universal's art directors and project managers, JRA provided design development and coordination of contract documents to complete the "set streets" for Universal Studios® Florida.

Hollywood Boulevard re-creates the era's Art Deco opulence and elegance. Music, props and period autos parked along the street complete the authentic reproduction of Hollywood in the height of the dazzling 1920's. New York City's ambiance was captured through close attention to authentic architectural detailing and materials. Built for filming purposes, this cosmopolitan streetscape was achieved by reproducing historic buildings and architectural details characteristic of the Big Apple's long and varied history.

The Amity area reflects the quaint charm of a small, northeast seaside town. This harbor setting realistically reproduces a seafront environment with its grey clapboard buildings, nautical fixtures and hardware. The maritime architectural ornaments and details, the lapping water and the boats creaking in their slips combine to create a memorable seaside visit in a film studio backlot.

## Bubba Gump Shrimp Shack – Kings Island – Cincinnati, Ohio



If Forrest Gump were to open a restaurant, what would it look like? That's the question that designers at JRA asked as they developed theming, creative interpretation and art direction for the Bubba Gump Shrimp Shack at Kings Island.

Using the 1994 Academy Award-winning Paramount movie as a touchstone, JRA designers, in conjunction with then Paramount Parks' Design & Entertainment group, decided that Forrest would decorate a restaurant of his own as a scrapbook, one that emphasized the helpful people and significant events in his life. Both the interior and exterior of the building offer guests several visual encounters with Forrest, while the overall restaurant theme recalls the taste and feel of a 1970's coastal eatery with retro signage, nostalgic lighting, nautical murals and oceanic delicacies.

# Tree House Island – Six Flags White Water – Atlanta, GA



Boasting more than 75 water play features, White Water Tree House Island is one of the largest water play systems in the world. Highlights include a playground net climb with four waterslides capable of accommodating 500 guests at one time and a variety of water play devices that encourage interaction.

This combination of water play and playground entertains and challenges visitors of all ages. JRA provided complete planning and design for this award-winning attraction.



Ponte 16 Resort – Macau, China



Ponte 16 Resort is a 2.3-hectare waterfront site located within Macau's Inner Harbor. JRA provided a master plan for the resort, outlining a variety of themed areas, shows, restaurants and retail experiences.

GE Learning Center – Cincinnati, OH



Adjacent to GE Aircraft Engine's headquarters and manufacturing plant, the GE Learning Center includes several display areas that trace the evolution of GE's industry-leading jet engine business. Specific exhibit areas and components include nine display zones featuring 26 jet engines, interactive kiosks, media presentations and graphic displays.

JRA provided conceptual design for the GE Learning Center.

## The Circus Museum's Tibbals Learning Center – Sarasota, FL



The Tibbals Learning Center, the newest addition to the Ringling Circus Museum at The John and Mable Ringling Museum of Art in Sarasota, Florida, tells the story of the American circus and truly immerses guests in the sights, sounds and magic of the "greatest show on earth."

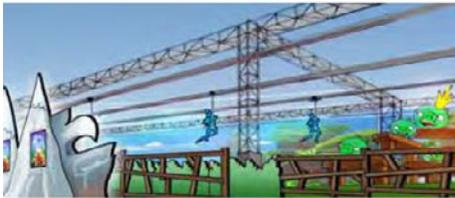
JRA provided complete design and project management for approximately 12,000 square

feet of gallery space housed within the \$15.6 million center. Specific exhibits include: a circus poster gallery, a 3D timeline and an interactive poster display which is a tribute to the men who preceded the circus' arrival and plastered posters about town. Finally, the Golden Age Theater and the Contemporary Circus Gallery round out the Learning Center experience.



## Angry Birds Universe – Traveling Exhibit

JRA is currently working with Imagine Exhibitions and Rovio Entertainment to develop an exciting new 10,000 square-foot traveling exhibit celebrating the art and science of the world's most downloaded game - Angry Birds. The exhibit will feature a variety of interactives, immersive environments and media activities that bring the world of Angry Birds to life while teaching a variety of science, technology, engineering, art and math principles in an engaging manner.



# The Golisano Children’s Museum of Naples – Naples, FL

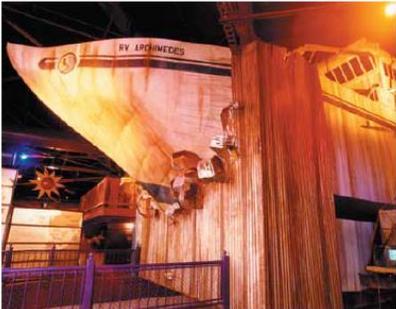


JRA worked with educational consultant Mary Sinker to provide the overall exhibit planning and development of The Golisano Children’s Museum of Naples. The museum features 15,000 square feet of indoor exhibit space with an additional outdoor exhibit, “Beautifully Outdoors.” All exhibits were created to meet Florida’s Sunshine State curriculum standards. The museum is also the first fully physically accessible, barrier-free children’s museum in the nation.

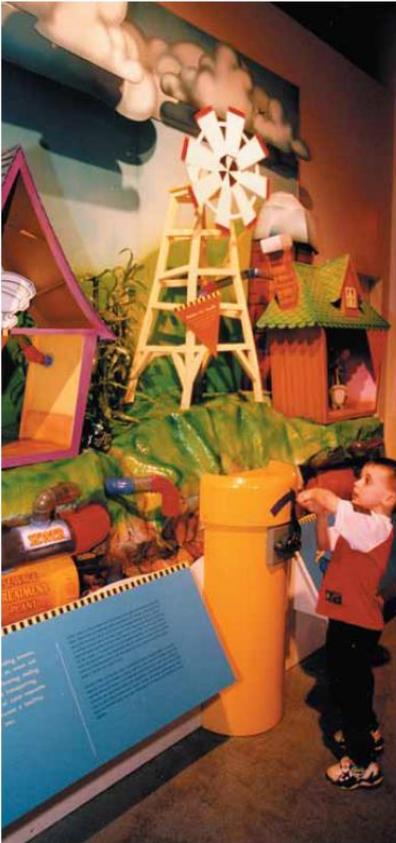
The museum’s colorful exhibits reflect the unique region of Southwest Florida and provide an exciting and vibrant space for children to learn about a variety of topics, including regional history, agriculture, geography and weather. A unique cityscape gallery is also included, as well as an Everglades maze, a life-sized Banyan tree and an area just for pre-teens and teens.



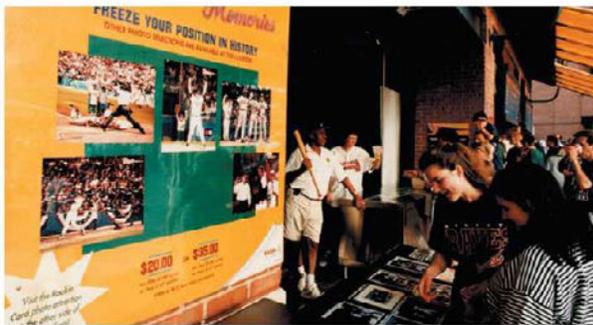
# Water Works – Toledo, OH



JRA worked with COSI's in-house creative team to plan and design "Water Works," an 8,000-square-foot area of the museum focusing on the principles of water. This educational waterplay area provides visitors with the opportunity to explore a variety of topics, including the scientific characteristics of water, the role of water in our everyday lives, the role of water in weather phenomena and the importance of water commerce and exploration.



## Turner Field's Braves Plaza and Scouts Alley – Atlanta, GA



National and local press have praised the Atlanta Braves' Turner Field as a "baseball theme park ... a place where twentieth-century tradition meets twenty-first-century technology."

Working under the direction of the Braves and in conjunction with architects from D'Agostino, Izzo and Quirk, JRA's designers, writers and producers were responsible for designing the entertainment activities and environmental signage within Turner Field's Braves Plaza and Scouts Alley.

Specific components include hitting and pitching games, touch-screen kiosks filled with scouting reports and trivia, eye-catching graphics for retail stands, and hands-on interactives where guests can learn more about the fundamentals of the game.

## Green Bay Packers Hall of Fame – Lambeau Field – Green Bay, WI



The five-story Lambeau Field Atrium transforms Green Bay's historic stadium into a 365-day-a-year destination with conference/banquet space, a themed restaurant, a food court, themed retail, exhibition spaces and the centerpiece Hall of Fame.

The 25,000-square-foot Hall does more than simply enshrine the team's best players and coaches. The facility celebrates all facets of the Green Bay Packers franchise as well as the game of football. Attractions include a multimedia timeline, the Weather Theater,

Ice Bowl diorama, trivia challenge game, a re-created locker room and a re-creation of Vince Lombardi's office. The Hall of Fame's inner sanctum features a multimedia show celebrating great moments in Packer history as well as a display of the franchise's three Super Bowl trophies, a database containing information about every Packer ever to play, and, of course, an exhibit dedicated to the 126 enshrined Packers.



## University of Kentucky Basketball Museum – Lexington, KY



Working in collaboration with Lord Cultural Resources, JRA provided complete design for the University of Kentucky Basketball Museum.

The UK Basketball Museum exposes visitors to more than just the rich history of Wildcat basketball. Among other things, the exhibits explore: the effect of the ball's trajectory and spin on the outcome of a shot; the involvement of the muscular, skeletal and nervous systems in a jump shot and the nutritional needs of the average athlete.

Other features of the museum include: a replica of Rupp Arena's center court, complete with figures of UK's past hoops heroes; an All-American timeline that showcases UK's greatest basketball players and associated memorabilia; the Big Blue Diner, where fans can listen to archived radio broadcasts; the Virtual Court and interactive audio/video exhibits that feature the greatest UK games, players and coaches.



## Team Background and Experience

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### Jeff Lichtenberg



Since joining Jack Rouse Associates in 1993, Jeff Lichtenberg has established a solid reputation for both his design talents and his leadership abilities. With over 25 years of experience and a diverse palette of skills, Jeff has conceptualized, master planned and designed a variety of successful international projects, ranging from interactive museum, aquarium and zoo exhibits to stand alone attractions like Jenkinson's Fun House, Casino Pier's Haunted House and Santa's Village Gingerbread House to elaborately themed environments for theme parks and other leisure destinations.

Jeff's projects include planning and design for award-winning Mike's Famous Harley Davidson in Wilmington, Delaware and the Texas Wild! exhibit at the Fort Worth Zoo. Other projects include: Wolf Woods and the Discovery Forest exhibits at the Cincinnati Zoo and Botanical Garden; ten-year master plan for the Texas State Aquarium in Corpus Christi, Texas; master plan and attraction design for Kings City, a Biblical-themed attraction located in the resort town of Eilat, Israel; exhibit planning and design for the Lake Red Rock Visitor Center in Pella, Iowa; exhibit planning and design for The Permian Basin Petroleum Museum in Midland, Texas; planning and design for the renovation of the interior experiences at the popular Merlion attraction on Sentosa Island in Singapore and design and planning of the new Human Body, Geology, Flight and Space and Energy exhibit galleries at the Milton J. Rubenstein Museum of Science and Technology (MOST) Syracuse, New York.

In addition, Jeff has developed master plans and designs for the following: The Mind Museum, a world-class science museum in Manila, Philippines; HarborLand theme park in Ningbo, China; Blackberry Farm in Aurora, Illinois; Al Jazeera Theme Park in Sharjah, United Arab Emirates; a mixed-use development in the Bansko-Razlog Valley, Sofia, Bulgaria; master plan analysis and attraction design at Santa's Village theme park in New Hampshire, including new Gingerbread House, new Main Entrance and Mainstreet expansion; master plan development for a theme park in Nigeria and exhibit design for the Crayola Experience in Easton, Pennsylvania.

Jeff is currently working on a visitor center for Appleton Rum in Falmouth, Jamaica, petroleum museums in Saudi Arabia, and master plans for the Cade Museum in Florida as well as theme parks in China and Russia. In addition, he is providing master planning and exhibit development for a museum in New York and immediate and long range master planning and design development for Casino Pier in Seaside Heights, New Jersey as it rebuilds post- Super Storm Sandy.

## Dan Schultz



With over 35 years of operations and diversified management experience in the attractions industry, Dan Schultz perfectly complements Jack Rouse Associates' dynamic, creative team.

Dan graduated from the University Of Cincinnati College Conservatory Of Music with a Bachelor of Fine Arts in Broadcasting. Prior to joining JRA, he served as Director of Production for Paramount Parks. Dan's other past positions include Director of Entertainment at both Marineland and Paramount's Kings Island; Director of Operations at Hanna Barbera Land and Kings Productions and Manager of Entertainment, Attractions, Guest Services and Wild Animal Habitat at Paramount's Kings Island. Since joining JRA, Dan has served as Vice President,

Operations; Executive Vice President and his current position as COO.

In addition to his project consulting work, Dan provides management and support for JRA's overall creative efforts, personnel needs and marketing strategies. He is responsible for the staff assignments and work schedules for all of JRA's projects. His long tenure as a manager assists greatly with assignments calling for master planning, operations consultation and large-scale project management. Past projects include the MacArthur Memorial in Norfolk, Virginia; Indiana Pacers' Conesco Fieldhouse; the "Grand View of the Yellow River," a cultural theme park in Zhengzhou, China; Volkswagen's Autostadt in Wolfsburg, Germany; the Arab American National Museum in Dearborn, Michigan; and the Kern County Museum in Bakersfield, California. Most recently, his projects have included the Milton J. Rubenstein Museum of Science & Technology in Syracuse, New York; the Ferrari World Abu Dhabi theme park in the United Arab Emirates; the Calabar Theme Park in Calabar, Nigeria; the Mind Museum in Taguig, Philippines and the Crayola Experience in Easton, Pennsylvania.

Known for his practicality and pragmatic approach, Dan helps JRA serve its growing list of clients in the theme park, museum and attraction markets.

## Randy Smith



As Senior Project Director, Randy Smith provides design leadership and direction for a variety of JRA's museum and entertainment projects. Randy works closely with JRA's design directors to create teams that match each project's specific needs with the corresponding personalities of JRA's designers. Randy also collaborates with JRA's designers to establish the design approach and style that characterizes each project.

Randy graduated from the University of Cincinnati's School of Design, Architecture, Art and Planning. In addition to his professional work for JRA, Randy serves on the board of trustees for ArtWorks. ArtWorks is an organization that works to increase public awareness of the importance and benefit of the arts. Artworks also provides job training, employment and mentoring for youth in the arts.

Randy has been exposed to a variety of projects and aesthetic styles over the course of his 20-plus years in design. His recent theme park and entertainment work includes leading JRA's design effort for LEGOLAND parks in Windsor, England, and Carlsbad, California, along with directing projects for Warner Bros. and Universal Studios. Randy has also served as the project director for JRA's work for clients such as the Restless Planet in Dubai, UAE and the Ferrari World Abu Dhabi theme park. He is currently leading JRA's planning and design efforts for a themed leisure destination currently under development in Turkey.

## Dana Everhart



As Assistant Operations Manager, Dana provides direction to the JRA project teams in terms of operations, scheduling, staffing, project work preparation and employee incentives. Since joining JRA in 2008, Dana has become known for her attention to detail, problem-solving skills, presentation methods and strong follow-through capabilities.

Dana also serves as a valuable project team member, working with the creative team in developing concepts and project strategies. In particular, Dana is an active listener with strong interpersonal skills and especially adept at representing the client's perspective, ensuring that

JRA is always communicating with the client effectively and that our work never strays from the project's goals. Dana has been actively involved in a diverse group of JRA projects, including the NCAA Hall of Champions, Shaker Village, Blackberry Farm, the Los Angeles County Fire Museum, Santa's Village and Ravinia Music Festival in the US. She has also worked on many international projects, including the Jerudong Playground Park in Brunei, The Calabar Theme Park in Nigeria, as well as large-scale theme park projects located in Russia, France and Turkey.

Prior to joining the JRA team, Dana served as a project manager for a Cincinnati-based design company, where she planned and managed multiple nationwide product installations for a major clothing brand. She managed schedules between installers, construction managers, product manufacturers and facility representatives while keeping positive client relations and effectively communicating client needs to the creative team. Dana also was the main liaison between outsourced service departments overseas, service technicians and facility managers in the United States.

## Mark Hollywood



Mark is a graduate of the Richard T. Farmer School of Business at Miami University. He received a Bachelor of Science in both Accounting and Finance.

Mark's experience and knowledge provide a dynamic perspective within our industry. He has an extensive understanding of international business environments with exposure to Asian and European cultures and business practices, in addition to U.S. management experience in manufacturing, sales, and distribution. Mark has served as President of Toy Network, and was responsible for all operations of the US and Hong Kong division of Manley Toys Ltd. Earlier in his career with Manley, Mark was Director of Business Development and Sales for Toy Network, helping facilitate the transition from a Hong Kong based direct import company, to a US operation with multiple office and warehouse locations. Mark coordinated sales to major US and European customers and distributors, including amusement parks and other entertainment and amusement industry segments. He also oversaw many national accounts including Six Flags, Paramount Parks, Cedar Fair, Universal Studios, and Anheuser Busch properties in this role.

Mark has proven leadership in companies of varying sizes. In addition to his corporate experience with Manley, Mark has enjoyed success with small startup operations. He is a founding partner of Global Amusement Consulting LLC, a company which specializes in providing operational and consulting support for revenue generating activities in amusement and entertainment based facilities, located in the US, Canada, Europe, and Asia. He also co-founded Emerald Toy Company, serving as both Director of Product Development and Vice President.

Prior to involving himself in the product services, Mark gained significant experience with operations in the amusement industry. He began his career as a Retail and Attractions Manager with Premier Parks Incorporated. He experienced incredible expansion with Premier, as they grew from three properties to become the largest regional theme park operator in the United States, eventually acquiring Six Flags Inc. from Time Warner. While with Premier, Mark was an integral member of the team that redeveloped Elitch Gardens, a downtown Denver amusement park. Mark served as a Director of Revenue within the Six Flags organization, responsible for overseeing all aspects of multiple revenue generating operations including Retail, Games, Coin Operations, Attractions, and Rental departments.

Currently Mark serves as a member of the executive team and Vice President of Product Solutions for Redemption Plus LLC.

## Seth Cooper



As the founding member of h2hold Seth has worked in a variety of business capacities surrounding data, technology, analytics, and consulting. Seth has a BA in Mathematics and Philosophy from Carleton College in Northfield, MN as well as an MBA from the University of Missouri in Kansas City. He lives in beautiful St. Petersburg, FL.

Seeing the phenomenal opportunity to contribute to St. Pete's growth momentum Seth was instrumental in bringing our team together. Should our team advance to Stage II Seth will lead our efforts to actively engage local residents and participate in a variety of public outreach efforts. Beyond leading our local engagement efforts Seth draws from his 15+ years of business experience to provide not only project leadership, but direction on design elements that will lead to success of the commercial aspects of the new pier design.