

WYATT DESIGN GROUP INVITED TO PROVIDE EXPERT CONSULTATION ON A NEW TOURIST ATTRACTION FEASIBILITY STUDY FOR SOUTHERN MAINE

Planning for new destination in Southern Maine begins.

August 12, 2013 – (Pasadena, CA) York Pines, Inc., a development group representing the City of Sanford, Maine, has commissioned a feasibility study of the region to consider a major year-round tourist attraction as a catalyst for revitalization efforts. Larry Wyatt, Principal of Wyatt Design Group and world-renowned theme park and leisure destination master planning and design expert, along with prominent economic analyst Frederick Cochrane of Cochrane Consulting recently provided consultation on the prospect during a three-day workshop on location in Sanford.

Wyatt and Cochrane began the workshop with a helicopter tour of several heavily wooded sites as well as a tour of the City of Sanford, located just east of the popular beaches of southern Maine and roughly equidistant between Boston and Portland. The goal was to identify the most appropriate components for a destination development that would capitalize on the region's significant tourist market. Wyatt and Cochrane led the three-day workshop that was attended by representatives of local stakeholders, Sanford's City Manager, State of Maine's Senior Tourism Officer, Commissioner of Economic Development, and even Governor Paul LePage, who enthusiastically gave the project his administration's full support.

The planning team presented its preliminary recommendations to the local economic restructuring committee of Sanford Downtown Legacy, whose mission is to redevelop the Mousam Waterfront, Sanford Downtown and the historic mills area into a thriving, energetic, commercial, social, cultural, residential and entertainment destination through economic restructuring and historic preservation.



PRESS RELEASE

Larry Wyatt, one of the industry's leading master planning and design experts, has developed and designed numerous large-scale theme parks and leisure destinations around the world for clients including Warner Bros., Paramount Studios, Universal Studios, Legoland, Busch Gardens and Sea World theme parks, and leisure destinations in Asia, Egypt, Korea, Morocco, China and the United States.

Fred Cochrane has produced feasibility studies for resorts and theme parks including: Snowmass at Aspen, Northstar at Tahoe, Sentosa Island -Singapore, Kapalua - Maui, Disney World Magic Kingdom - Orlando, Elitch Gardens - Denver, Knott's Berry Farm - Buena Park, and many others over a 40-year career.

The completed feasibility study will identify which types of tourist attractions will most likely succeed in revitalizing the city of Sanford and increase tourism in the Southern Maine region and a strategy for implementation. "We are very pleased to be included in this exciting process for Southern Maine," says Wyatt. "Working with Fred and the York Pines group this past week, we have begun the vision for the ideal Maine destination. Our next steps will refine that vision into a creative, exciting concept that embraces current trends in leisure travel and complements the State of Maine's tourism mission to become the premier four-season destination in New England. Fred's economic analysis will assure that the concept is feasible and attractive to investors and developers." Maine's top industry is tourism with 28 million visitors annually and gross receipts towering \$2.6 billion. "Tourism can provide a way for Sanford to get moving again," states steering committee member Allen Mapes, as reported in the Sanford News.

About Wyatt Design Group: Wyatt Design Group, Inc. is a multi-disciplinary entertainment design studio based in Pasadena, California, specializing in exhibitions, attractions, and leisure destinations. Its core staff has expertise in master planning, site development, architectural and interior design, and attraction design. More information on Wyatt Design Group can be found at <http://www.wyattdesigngroup.com>.



PRESS RELEASE

About Cochrane Consulting: Cochrane Consulting's dominant practice is in attraction and entertainment center planning for both commercial and nonprofit clients, including themed amusement parks, museums, science centers, aquariums, halls of fame, world's fairs, animal parks, casino-based attractions, urban entertainment centers, and resorts. Cochrane Consulting was affiliated with the Harrison Price Company whose founder, Harrison A. "Buzz" Price, was the acknowledged dean of recreation economics consultants, having conducted all of the site location and economic feasibility studies for Disneyland and Disney World. Cochrane Consulting provides creative research and consulting services for clients seeking innovative, well-founded solutions to complex leisure time economic questions. With over 40 years of experience in the industry, Cochrane Consulting is known for its exceptional personal service, objectivity, creativity, professionalism and reliability. Headquartered in the Greater Los Angeles area, and is active throughout North America, Europe, Latin America, the Pacific Region and Asia.

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