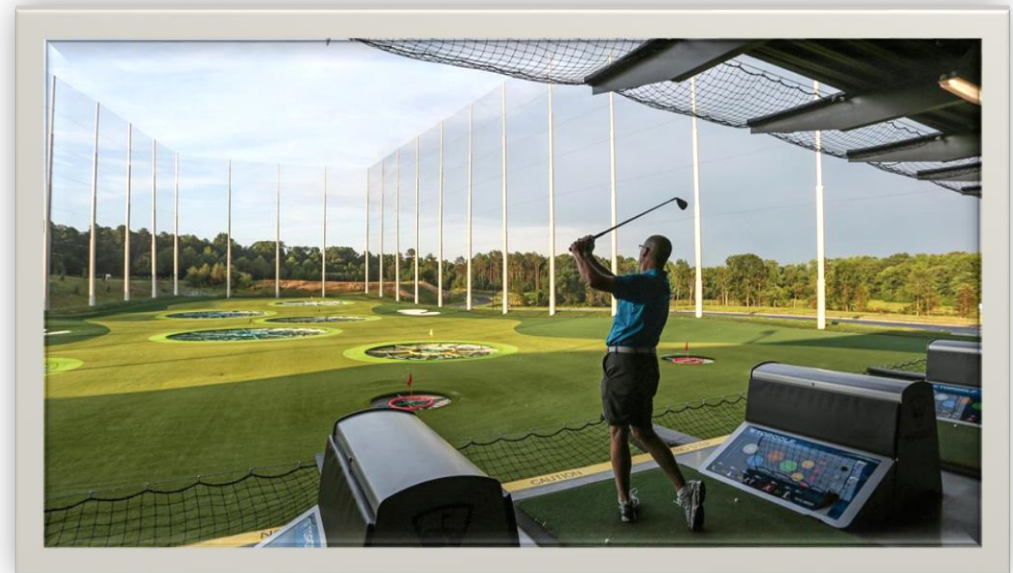
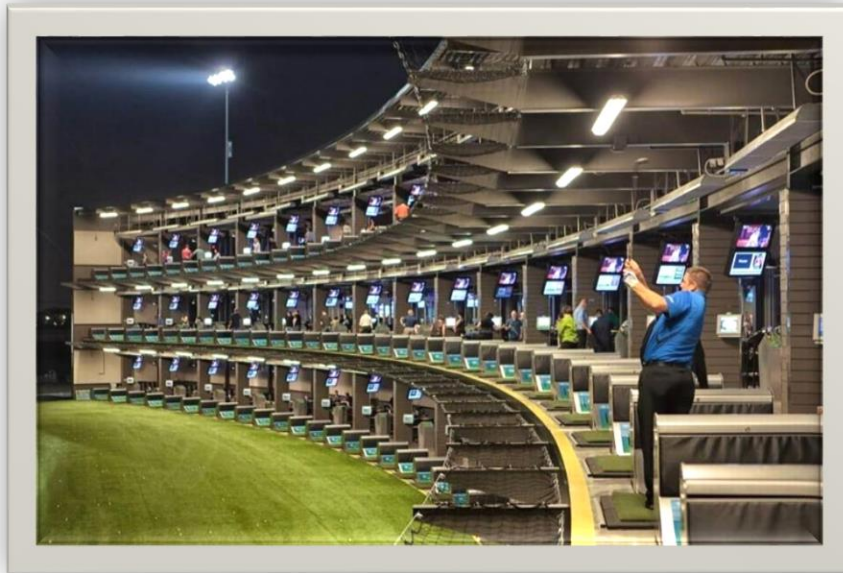


Competitive Socializing: Top Golf (70+ locations)



“Topgolf is a golf driving range game with electronically tracked golfballs and automatically scored drives that started in 2000 and grew to become a multinational sports entertainment company. Headquartered in Dallas, Texas, it has locations in the United States, United Kingdom, Australia, Germany, Mexico and the United Arab Emirates. In October 2020, publicly traded Callaway Golf announced it was acquiring Topgolf, with the merger completed in March 2021.”



Competitive Socializing: Indoor Surfing

Oasis Surf

“Canada’s first indoor surfing centre invites surfers of all levels to try out their exclusive Surfstream wave, which feels like surfing in the ocean or on a river. First-timers start with an introduction session before hitting the 2-foot wave under the close supervision of a certified instructor while expert surfers ride a world-class 4 to 6-foot wave. Once you’ve finished shredding, watch other surfers from the on-site restaurant that serves up classic fare from the world’s leading surf destinations.”



Competitive Socializing: Mini-Golf



“**Puttery** is owned by Drive Shack, a Top Golf imitator. There are currently locations in Washington, D.C., Dallas, TX, and Charlotte, NC, with more on the way in D.C., Miami, Chicago, Kansas City, New York, Philadelphia, Pittsburgh, and Houston.

Puttery has an upscale nightclub vibe and features three or four tech-driven mini-golf courses. The format includes an elevated menu with globally-inspired sharable eats and multiple bars with craft cocktails throughout the space. Each course has a unique cocktail menu that offers exclusive themed beverages for guests to enjoy only while they're playing on that specific course.”

Competitive Socializing: Pickleball

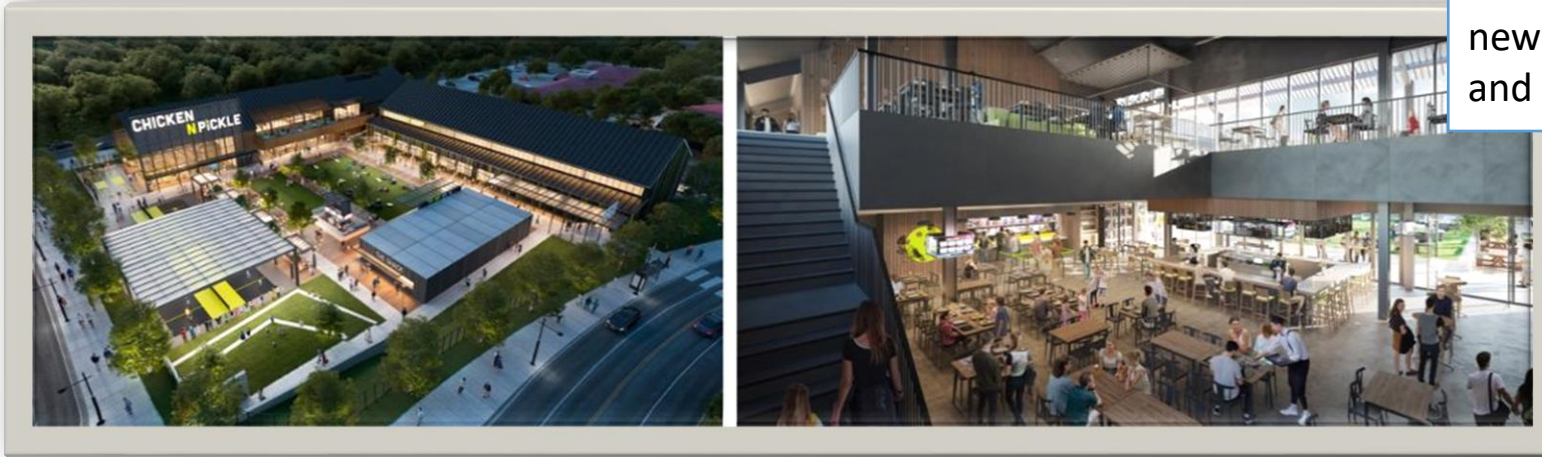


“The popularity of pickleball with the 18-34 age group bodes well for **Chicken N Pickle**. This chain features both indoor and outdoor pickleball courts, a chicken-focused fast-casual menu, a sports bar, and various adult-oriented yard games such as corn hole and Connect.

Chicken N Pickle started in Kansas City in 2016 and now has six units in Kansas, Missouri, Oklahoma, and Texas.

Their number of pickleball courts varies with the market. There's usually anywhere from four to six indoors and four to six outdoors.

They are rolling out a new "farmstead" design based on their farm-to-table nature menu. The new design will debut at locations in Glendale, AZ and St. Charles, MO later this year.”



Competitive Socializing: Racing

“Drive the car of your dreams on the track of your dreams at **SpeedVegas**. Take a Lamborghini, Porsche or Ferrari out on a 1.5-mile course, or head to the custom-made, 1.4-mile dirt track and get some serious air in a state-of-the-art off-road vehicle. Whatever you choose to do, know that every experience is made as safe as possible with constant disinfecting of surfaces, acrylic glass shield protectors in every vehicle, and a UV-C light-box sanitation and disinfecting system for helmets.”



Competitive Socializing: Dude Perfect

“The popular YouTubers recently unveiled their bold, new plans to build a \$100+ million corporate HQ and entertainment destination for families.

Dude Perfect, the sports/entertainment group that has amassed more than 58 million subscribers on YouTube, revealed plans for a new corporate HQ and entertainment destination that will feature a 330-foot tower. Dude Perfect partnered with San Antonio-based architecture firm Overland Partners for the project, which could reach nine figures. The group is exploring potential municipal partners across the country for the venue and plans to announce a location in the near future.”



Social Influencer Inspired: MrBeast Burger

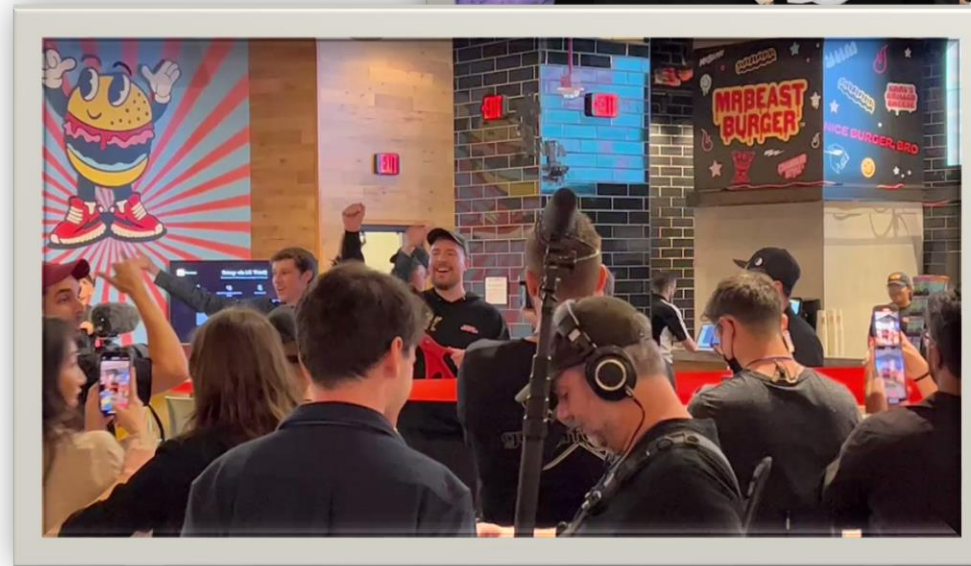
“YouTube star MrBeast's burger brand opened its first physical location in New Jersey's American Dream megamall.

Before this opening, MrBeast Burger saw massive success as a delivery-only brand using ghost kitchens.

Donaldson is one of the most popular people on the video-sharing platform, with more than 100 million subscribers.

He used that fame to open MrBeast Burger in 2020, which delivers from more than 1,000 locations worldwide.

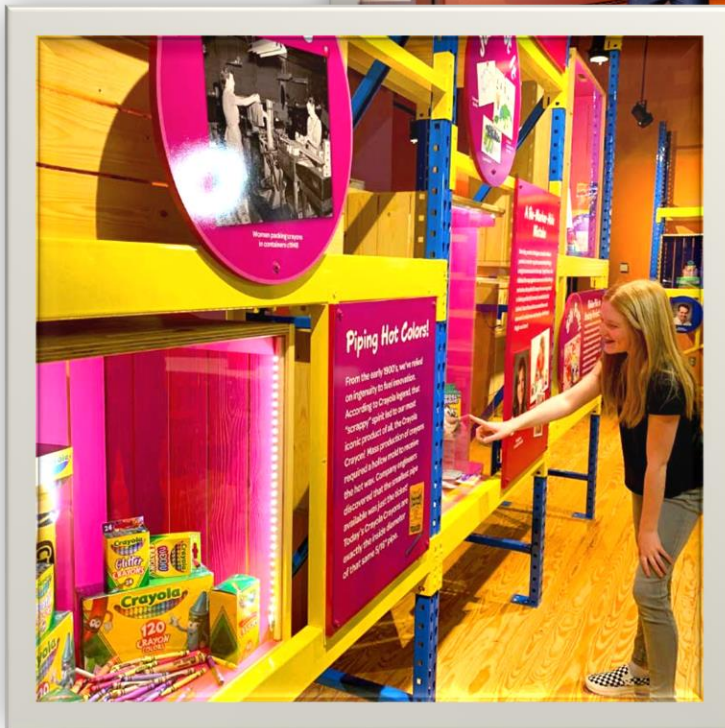
After it had been open for two hours, Donaldson shared a video of the number of people waiting in line - which he estimated at more than 10,000. ”



Exploration for Kids: Crayola Experience



“Crayola Experience locations, which range in size from 20,000 to 60,000 square feet, are a destination for families and host over 1.5 million guests per year. Popular activities offered at these properties include naming and wrapping a Crayola crayon; watching live demonstrations of how crayons are made; starring in coloring pages; and creating melted wax spin art.”



Immersive Art: Meow Wolf



“Meow Wolf’s House of Eternal Return is an innovative and imaginative ‘fun-house’ based in downtown Santa Fe, New Mexico. The unique art experience covers 20,000 square feet and was designed by the Meow Wolf collective. It is home to more than 70 rooms of immersive art, as well as secret passages and interactive light and musical objects that guests can play with.

Following permanent installations Santa Fe, Las Vegas and Denver, Meow Wolf is set to launch in Texas. Two new attractions are opening in a shopping mall in Grapevine and the Fifth Ward of Houston in 2023 and 2024.”



Immersive Art: Superblue

“Superblue is an art space that opened in Florida in 2021. This groundbreaking new venture is dedicated to producing, showing, and engaging the audience with experiential art. It was launched with art installations including an immersive environment by Es Devlin, transcendent digital experience by teamLab, and a light-based Ganzfeld work by James Turrell. The creators of this place transformed an unused 50,000 square foot (4,645 square meters) industrial building into a vibrant culture and art center that will serve not only the community in the region but aims to be an important spot on the international map of Contemporary art.”



Immersive Art: Illuminarium



“Illuminarium is a multimedia venue that promises to transport users into immersive virtual environments — from the plains of Africa to deep underwater environments to trips to other planets — without the requirement that visitors don VR glasses to enjoy them. Instead, guests will walk into a cavernous space in which high-definition video is projected onto walls 22 feet tall and 350 feet wide, augmented with a plethora of high-end special effects, such as in-floor vibrations and scent release.”

Immersive Experiences: Sleep No More

“Sleep No More is the New York City production of an immersive work of theatre created by British theatre company Punchdrunk. It is primarily based on William Shakespeare's Macbeth, with inspiration also taken from noir films, as well as some reference to the 1697 Paisley witch trials.

Sleep No More is set in a building with five floors of simultaneous theatrical action, putatively called the McKittrick Hotel, though with many rooms and features not normally associated with hotels. Various papers, pamphlets and menus inside the performance space and at the building's dining establishments identify the show's setting (indoors and "outdoors") as the fictitious town of Gallow Green, Glamis, Forfar, Scotland”



Immersive Experiences: Stranger Things

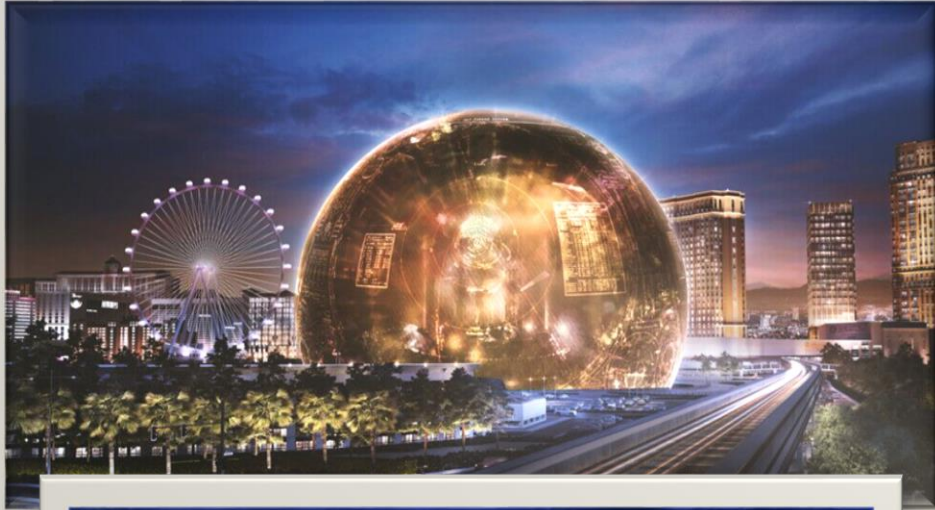


“Netflix and Fever, an experience discovery platform, have teamed up to deliver the all new Stranger Things: The Experience in Atlanta.

The experience opened in New York in May, San Francisco in June, London in August, with other cities around the world slated for later this year.”

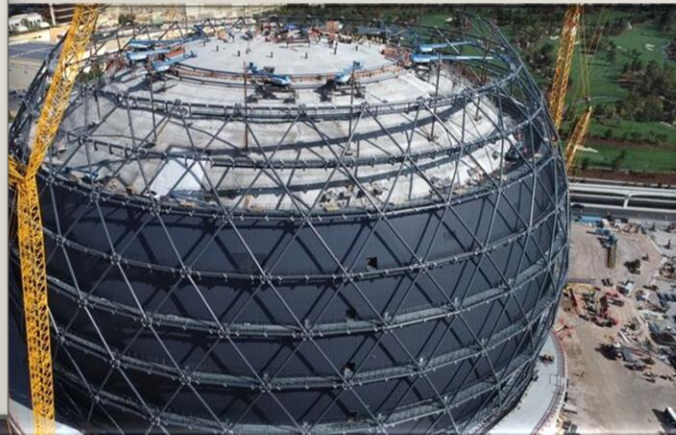
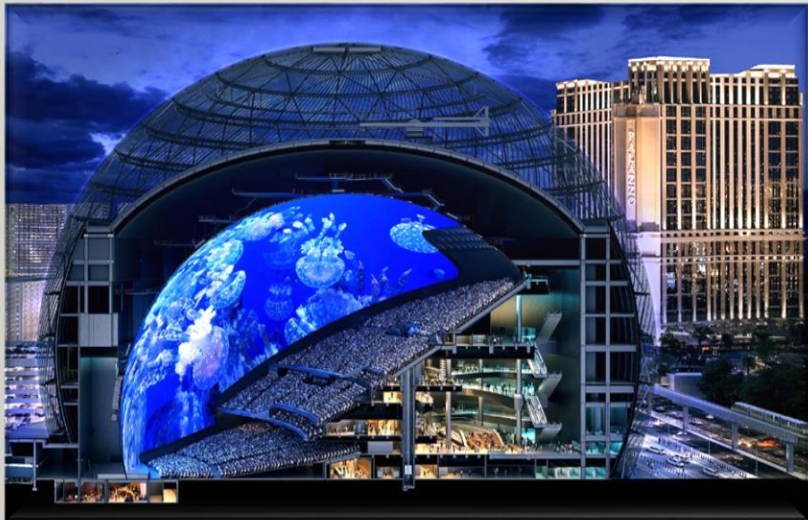


Immersive Experiences: MSG Sphere



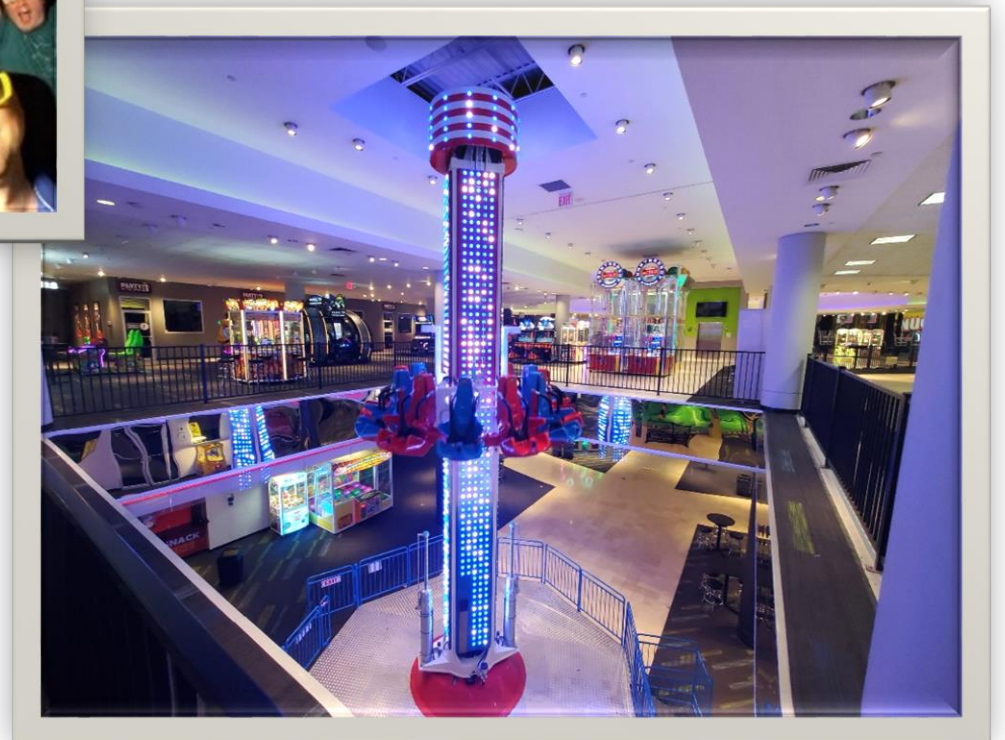
“Located at The Venetian in Las Vegas, the eagerly awaited, state-of-the-art Madison Square Garden (MSG) Sphere will open next year. Featuring a 160,000-square-foot display plane that surrounds the audience, including the world’s highest resolution LED screen with over 170 million pixels and a resolution of 16K x 16K, the ambitious \$1.865 billion venue is scheduled to open in the second half of 2023.

When completed, the MSG Sphere is expected to become the largest spherical structure in the world, at 336 feet tall and 516 feet wide. A disruptive and unique entertainment venue, it will accommodate up to 20,000 spectators, with 23 VIP suites, and will be used for immersive, custom-made attractions, live performances, sports, gaming, and corporate events”



Next-Gen FEC: Scene 75

“Scene75 is an Ohio-based, locally owned and operated business with four locations in Ohio and one on the way in the Chicago suburbs. Scene75 Columbus currently holds the title for the largest indoor family entertainment center in the country. With 220,000 square feet of indoor amusement, families can enjoy a sprawling two floors of go-karts, laser tag, a roller coaster, drop tower, mini-golf, inflatable bouncing and more.”



Next-Gen FEC: Two Bit Circus



“Two Bit Circus is trying to create something bigger: a living, breathing world that’s tied together through communal gameplay, secret quests, and live actors, where guests may show up to play an arcade cabinet, but could soon find themselves pulled into a real-life story that will allow them to uncover the hidden mysteries of the park’s (alleged) past.”

The Two Bit Circus micro-amusement park isn’t just an arcade. It’s one giant adventure game.”



Immersive Resort: Reveler's Resort (Two Bit Circus)

“Two Bit Circus is expanding its entertainment offering to include interactive gameplay hotels known as Revelers Resorts. The first hotels are being developed in Colorado and Connecticut.

The hotels will be magical circus grounds set in the early 1900s, but equipped with state-of-the-art modern entertainment.

“You will see Revel in holograms and throughout the stories that we tell. The robots have worked with Revel to find the coolest things in the world to put inside the circus.”

Highlights will include ropes courses, ninja courses, climbing walls, circus-style attractions and reimagined arcades.”



Immersive Resort: Atari Hotel

“The full-service hotels will reportedly include arcade bars, themed rooms, fine dining restaurants and "fully immersive experiences" like virtual reality and augmented reality.

Atari announced its first video game-themed hotel will break ground in Phoenix later this year.

The hotel will be the first of its kind in the U.S., with more planned in Las Vegas, Denver, Chicago, Austin, Seattle, San Francisco and San Jose.”

