



REINVENTING PLAYLAND PARK
FOR THE 21ST CENTURY
SAFE CLEAN FUN

PRESENTATION TO THE GOVERNMENT OPERATIONS
COMMITTEE OF THE WESTCHESTER BOARD OF LEGISLATORS
NOVEMBER 2012

TABLE OF CONTENTS

Executive Summary	1
Vision for Playland Park	6
Proposed Transaction	10
Appendices	
Appendix A: Proposal Comparison	15
Appendix B: Management Team Experience in Turnarounds	17
Appendix C: Overview of the Management Team and Investment Group	20
Appendix D: Excerpt from Original RFP Submission	25
Contacts	41



REINVENTING PLAYLAND PARK
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EXECUTIVE SUMMARY

We will invest the necessary resources to return Playland to its status as the crown jewel of Westchester County family entertainment

THE TEAM

- Standard General LP is a New York-based investment firm focused on creating long-term value. The Founding Partners were raised in Harrison and NYC and visited Playland often as children
- Jack Falfas is a renowned amusement park operator with over 40 years experience in the industry and extensive background in amusement park turnarounds. He has partnered with Standard General LP to restore Playland to its former grandeur

OUR PLAN

- Partner with Westchester County through a mutually agreeable structure to ensure the viability of a revitalized Playland
- Greatly improve Playland without altering its mission, footprint or historical integrity
- Create and maintain free public sports fields and a spacious landscaped lawn for the community

PLAN EXECUTION

- Install world-class management with a proven track record
- Pay for operations and substantial capital improvements
- Improve operating efficiencies, visitor experience and employee morale

Standard General is enthusiastic about the opportunity, investing over \$400,000 in cash costs to date

Standard General is a Registered Investment Advisor headquartered in New York City



- \$500mm+ of assets under management with an investment philosophy focused on creating long-term value
- Experience across a variety of industries including amusements, gaming, consumer products, media, infrastructure and energy
 - Long-term investment in Cedar Fair (NYSE: FUN), the largest amusement park operator in the United States
 - Standard General helped advise Cedar Fair management on its capital structure, which solidified its access to financing and permitted Cedar Fair to restore its dividend to shareholders
- Extensive experience with a variety of turnarounds and challenging assets including leadership roles in the restructurings of Young Broadcasting, Greektown Casino, and Hawkeye Renewables
- High quality investor base including state pension funds and university endowments
- Co-Founders Nicholas Singer and Soohyung (“Soo”) Kim were frequent visitors to Playland as children. Both have a strong emotional attachment to Playland

WORLD CLASS AMUSEMENT PARK MANAGEMENT TEAM

Jack Falfas - Chief Executive Officer, Standard Amusements LLC

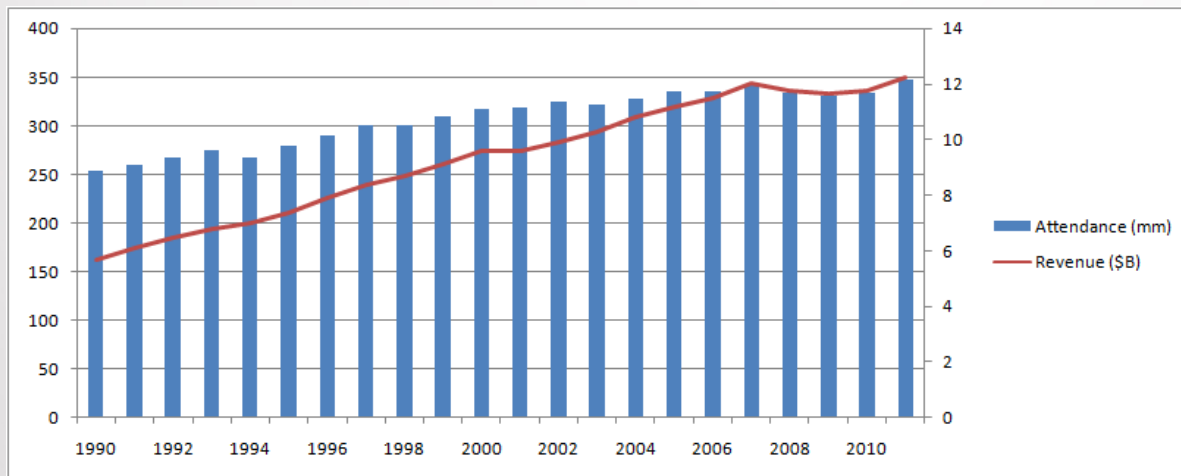
- Mr. Falfas has over 40 years of experience in the amusements industry
- Former Chief Operating Officer of publicly traded Cedar Fair LP (NYSE: FUN), the largest amusement park operator in the United States and the industry leader in safety and security
- Has run a variety of parks, including those located on the shore and adjacent to residential areas:
 - Examples include Cedar Point in Sandusky, OH; King's Dominion in Richmond, VA; Knott's Berry Farm in Orange County, CA; Valleyfair in Shakopee, MN
 - Specific experience revitalizing amusement park assets. Most notably, growing EBITDA at Knott's Berry Farm in Orange County, CA from \$6mm to \$63mm during his tenure as Vice President and General Manager of the Park
 - Managed parks with annual attendance ranging from 600,000 to 3,600,000
- B.S. in Business Administration from West Virginia University; graduate work at Cornell University and University of Michigan

HEALTH OF THE AMUSEMENTS INDUSTRY

Our commitment to Playland is based on our strong belief that the United States amusements industry is healthy

- The amusements industry is a structurally sound and mature sector, experiencing consistent growth in the United States
- From 1991 to 2011, U.S. amusements attendance grew steadily in terms of both attendance and revenue to nearly 350m attendees and \$12B in revenue
 - Water park attendance has been strong, growing more than 7% in recent years
- Amusement parks offer an attractive “getaway” proposition to families in a slower growth United States economic environment

U.S. Amusements: Attendance and Revenue: 1990-2011



Source: TEA, The Global Attractions Attendance Report. 2008-2011 Estimates based on Industry Consultants



REINVENTING PLAYLAND PARK
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VISION FOR
PLAYLAND
PARK

Revitalize Playland to restore its past grandeur and identity as the premier family entertainment destination in Westchester County

PHYSICAL PLANT

- Provide a comprehensive facelift that is consistent with the park's Historical Landmark status and furthers the goal of restoring Playland to its former grandeur

FOOD OPERATIONS

- Improve food operations throughout the park while gradually bringing food operations in-house as existing contracts expire
- Develop specialty meal and snack offerings that will define the Playland experience

GAMES

- Utilize both traditional ('Spill The Milk') and newly-developed games ('3-Point Shot') to help cultivate an intergenerational shared experience
- Increase the mix of owned vs. leased games by attrition

RIDES

- Restore historic rides and attractions to prominence
- Add three new rides and water themed attractions for children

ENTERTAINMENT

- Increase the use of live entertainment shows to set the tone for the Park
- Develop seasonally themed shows geared toward children (e.g. Halloween, Thanksgiving, Winter Festival)



Ensure that employees, visitors and neighbors are happy, safe, and secure

EMPLOYEES

- Work with Westchester County to offer employment to all Playland employees
- Install top caliber management to achieve higher “Disneyesque” standards of operation
- Continue to offer part-time and seasonal job opportunities to several hundred employees with priority given to Westchester County residents



SAFETY

- Retain Comspeq Inc. to design, implement and maintain a comprehensive ride inspection program
- Achieve the highest standards of safety and operational excellence in the amusements industry



SECURITY

- Retain experienced and qualified security personnel to work with Westchester County Police and local law enforcement officials to execute a comprehensive security plan
- Establish an environment in which Westchester County families feel 100% safe and secure



MARKETING

- Dramatically increase Playland presence in the surrounding community through a \$2mm marketing budget, promoting Playland to families via traditional and emerging marketing channels
- Increase corporate sponsorship and corporate attendance programs

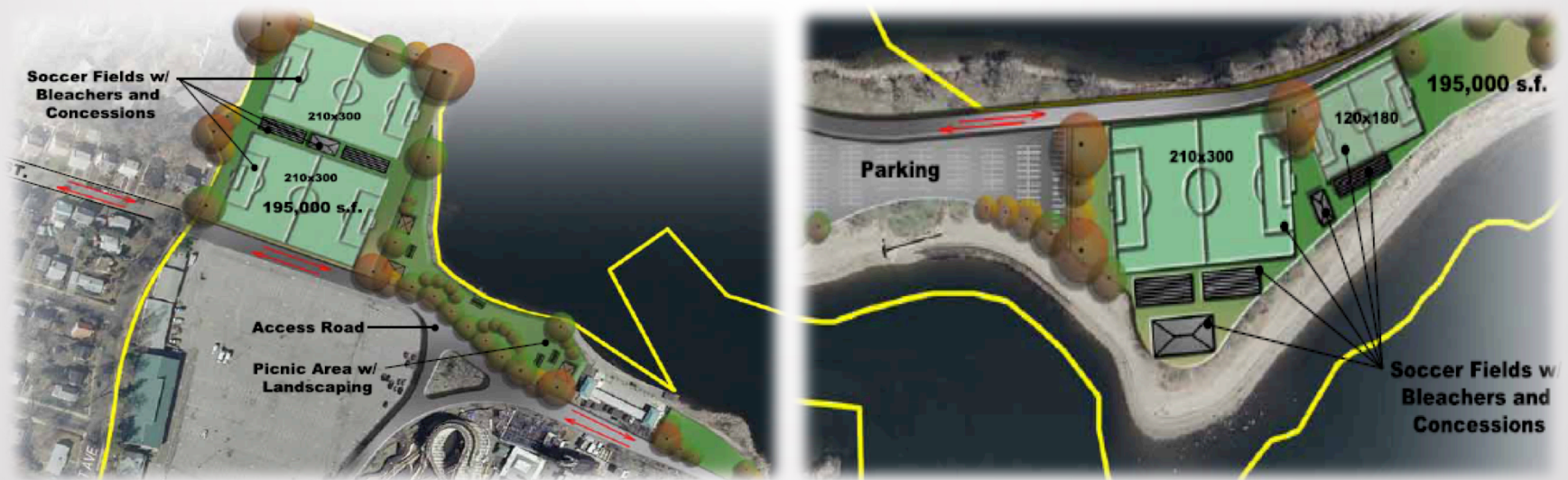
Create and maintain free public sports fields and a landscaped lawn for community use


SPORTS FIELDS

- Four sports fields available for free community use, maintained and operated by Standard Amusements
- Will include spectator seating, concessions, and seasonal referees

COMMUNITY LAWN

- Spacious landscaped lawns adjacent to Manursing Lake with picnic amenities for free community use, maintained and operated by Standard Amusements





REINVENTING PLAYLAND PARK
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PROPOSED
TRANSACTION

Standard Amusements offers the following proposal to the Westchester County Board of Legislators consideration

- Standard Amusements proposes to manage New Playland (a not-for-profit entity) and provide a \$25mm financing commitment to fund operating losses and capital expenditures
 - Eliminates the County's obligation to fund ongoing operating losses of approximately \$1mm per year prior to debt service
 - Eliminates the County's obligation to make additional capital investments in the Park
 - Playland would be fully restored to its former grandeur and would be a source of pride for Westchester County residents
 - Playland will have a nationally recognized senior management team running the operations
 - A community space would be created that includes playing fields and a landscaped lawn
- New Playland will solve the problem of the County being 'stranded' with legacy Playland debt
 - New Playland will make currently scheduled principal payments in 2013/2014 and interest payments in 2013-2027
 - In addition, New Playland would issue a long-term Note Payable to Westchester County for an amount equal to the outstanding Playland related debt

Standard Amusements proposal offers substantial financial and other benefits to Westchester County

Direct Financial Benefits Over Term of Management Agreement

Avoided operating losses prior to debt service ⁽¹⁾	\$ 15,000,000
Avoided capital expenditures ⁽²⁾	20,000,000
Community capital improvements (fields and lawn)	4,000,000
Recurring operating cost of community improvements	5,498,586
Avoided 2013/2014 principal payments on existing Playland debt ⁽³⁾	5,975,935
Avoided interest expense on existing playland debt ⁽³⁾	5,419,964
Note Payable from New Playland to Westchester County pro forma for 2013/2014 principal payments ⁽⁴⁾	20,300,876
Total Direct Financial Benefits	\$ 76,195,361

Other Benefits

Renewed source of pride for Westchester County
 Residual ownership of all capital expenditures at end of management agreement
 Residual ownership of a profitable business at end of management agreement
 Incremental sales tax revenue

(1) Assumes average annual operating losses prior to debt service of \$1.0mm.

(2) Estimated necessary capital expenditures.

(3) Per March 7, 2012 Playland debt schedule.

(4) \$26,276,811 balance at January 1, 2013 per March 7, 2012 Playland debt schedule less 2013/ 2014 principal payments of \$5,975,935.

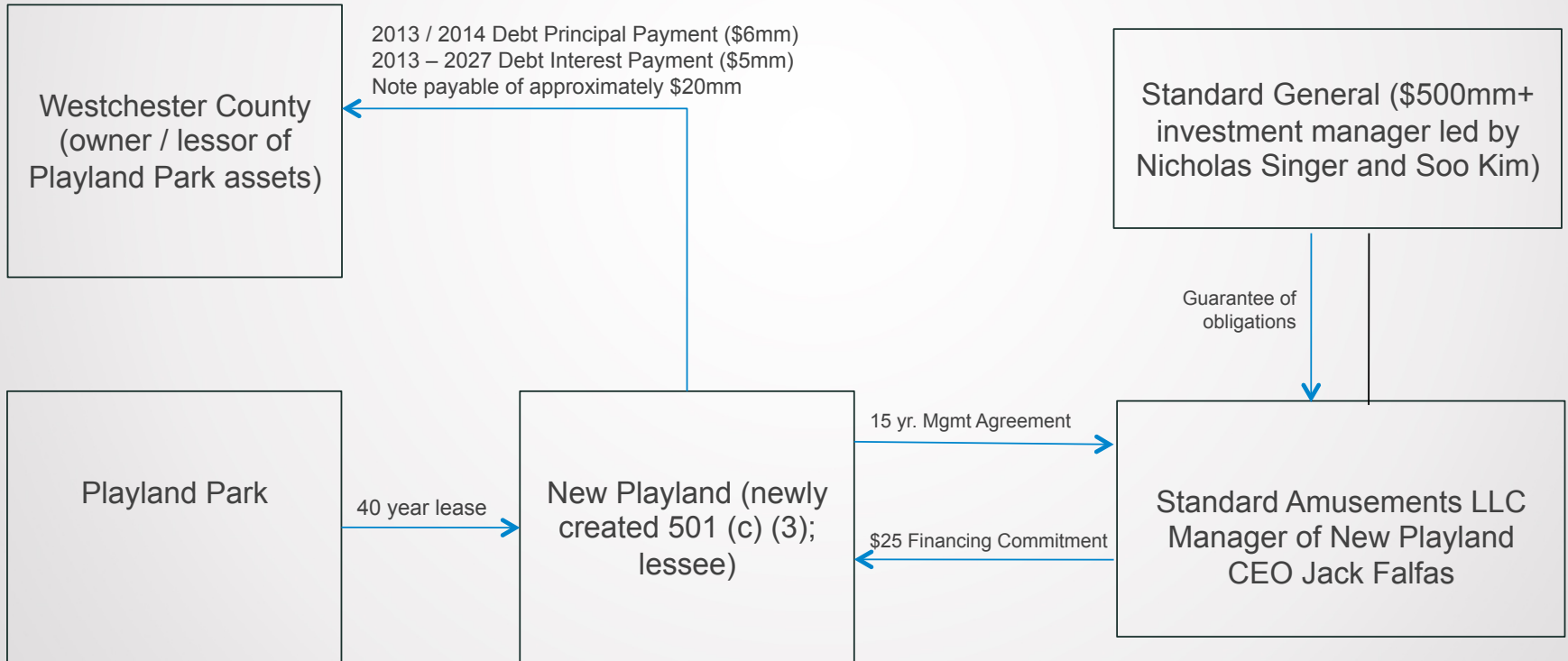
Management Agreement between Standard Amusements and New Playland is the most viable structure

- Core objectives are to invest capital necessary to revitalize Playland; manage park operations; earn a return on our investment and management efforts; insulate Westchester County from operating losses and allow it to retain the financial upside of a successful turnaround
- Structure will successfully avoid violating the public trust doctrine and the need for obtaining parkland alienation legislation
- Structure also satisfies IRC 97-13, which eliminates risk of early defeasance on Westchester County Bonds



PROPOSED TRANSACTION

- New Playland pays Standard Amusements an annual Management fee
- New Playland pays 2013 / 2014 County debt (principal and interest) and 2013-2027 County debt (interest only)
- New Playland remits residual cash flows to Westchester County pursuant to a 40 year lease between the County and New Playland 501 (c) (3)
- New Playland will have the opportunity to terminate the Management Agreement in years seven and twelve if Standard Amusements fails to achieve specified performance thresholds





APPENDIX A
PROPOSAL COMPARISON

PROPOSAL COMPARISON

Standard Amusements offers the financial support and world-class amusement park management to restore Playland to its former prominence in Westchester County

	Standard Amusements	Sustainable Playland, Inc	Additional Details
<u>Project Funding</u>			
Necessary Funding	\$25,000,000	\$34,000,000	
Funding Currently Available	\$25,000,000	<\$1,000,000	<i>SPI - Playland Capital Campaign</i>
% of Commitment Available	100%	3%	
Future Funding Required	0	\$33,000,000	<i>SPI - to be raised via equity and debt from third parties, as well as LDC bonds</i>
Number of Parties Involved	1	5+	<i>SPI - Separate management for each element of park operations</i>
Upfront Funding to County	\$6,000,000	\$4,000,000	
Additional Funding to County	Will pay ongoing interest on County debt and give County \$20mm note payable	\$1,200,000 per year	<i>SPI - Contingent upon ability to secure necessary funds</i>
<u>Park Management</u>			
Amusement Park Plan	Improve attractions; overhaul food and games / Keep footprint the same	Eliminate high-draw attractions / Reduce footprint by 50%+	
Public Areas and Access Fees	Lawn - No Fee Playing Fields - No Fee	Lawn - No Fee Playing Fields - Fee for Access	<i>Please see Site Plans</i>
Water Park	Interactive childrens' water play center Double Aqua Loop	Splash Deck	
Amusements Management	Jack Falfas, Standard Amusements, Former COO of Cedar Fair, largest amusements operator in U.S.	Steve Turk, Mega Funworks	
Park Management Experience	20+ Amusement Parks	1 Water Park	



APPENDIX B
MANAGEMENT TEAM
EXPERIENCE IN TURNAROUNDS

JACK FALFAS' EXPERIENCE IN TURNAROUNDS

During his career, Mr. Falfas has led the successful turnaround of several amusement parks

- Great America at Santa Clara, CA: Improved profitability from loss to \$5mm of EBITDA in first full year of management following several years of losses
 - Greatly improved operating margins by reducing maintenance downtime
 - Executed capital and construction plan to restore facilities and infrastructure
- Soak City at Palm Springs, CA: Generated \$1.5mm of EBITDA in first year of operations following several years of losses
 - Re-themed park via new signage, attractions, facilities and employee uniforms
 - Introduced new lifeguard standards, which greatly increased safety levels
- Soak City at Chula Vista, CA: Generated \$2mm of EBITDA in first year of operations following several years of losses
 - Re-positioned park from western to beach theme via signage, painting, and wave pool
 - Upgraded park filtration and water quality systems

TURNAROUND CASE STUDY: KNOTT'S BERRY FARM, CA

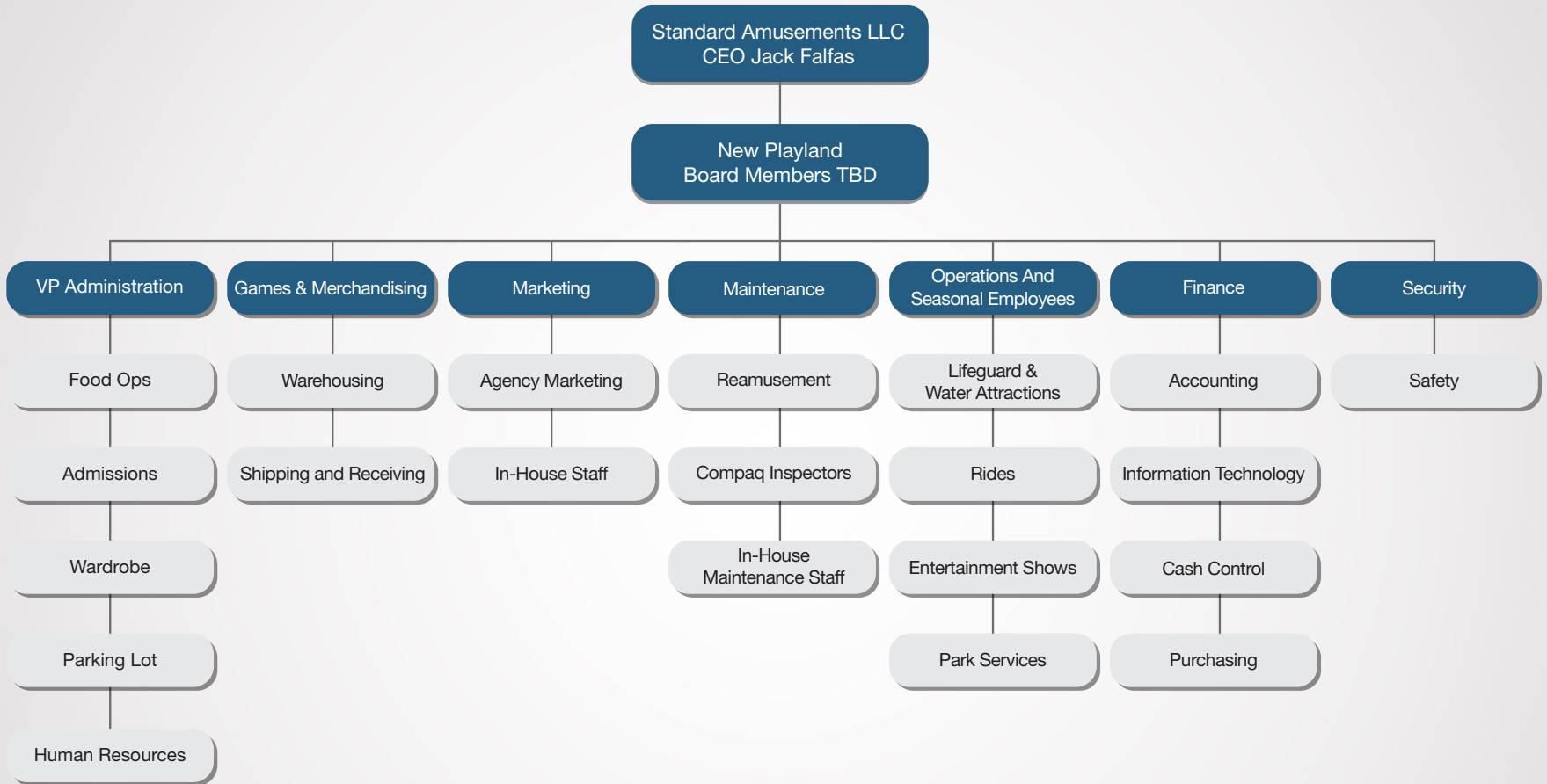
Jack Falfas improved EBITDA of Knott's Berry Farm in Buena Park, CA from \$6mm to \$63mm in 10 years

- Dramatic EBITDA improvement between 1997 and 2006
- Rebuilt and revitalized nearly all park equipment, rides, and attractions
- Modernized systems and infrastructure while repainting and restoring plant appearance
- Reduced all operating costs, improving margins from 19% to 31%
- Greatly improved security to reduce risk of crime within the park
- Oversaw growth in park attendance from 2.5m to 3.6m
 - 'Halloween Haunt' attendance increased from 185,000 to 550,000



APPENDIX C
OVERVIEW OF THE MANAGEMENT
TEAM AND INVESTMENT GROUP

NEW PLAYLAND ORGANIZATIONAL STRUCTURE



BIOGRAPHIES

- **Nicholas Singer** is a Co-Founding Partner of Standard General. He was formerly a Founding Partner at Cyrus Capital Partners. Prior to that, he was a principal at Och-Ziff Capital Management, where he focused on equity and fixed income investments. Before joining Och-Ziff, Mr. Singer was a distressed securities analyst on the high yield trading desk at Goldman Sachs. Mr. Singer served as a member of the Board of Directors of Aquila, the Missouri based utility, from 2005 through its \$2.8 billion acquisition by Great Plains Energy in 2008. He graduated summa cum laude with a B.S. in Economics from the Wharton School and a B.A.S in Electrical Engineering from the School of Engineering and Applied Science at the University of Pennsylvania. Mr. Singer is a graduate of Harrison High School
- **Soo Kim** is the Managing Member and Co-founding Partner of Standard General. He was formerly Director of Research, and a Founding Partner of Cyrus Capital Partners. Prior to that, he was a principal at Och-Ziff Capital Management where he helped launch its fixed income business. Before joining Och-Ziff, he was an analyst on the proprietary trading desk at Bankers Trust Company. Mr. Kim serves as a Director of New Young Broadcasting and Aliante Gaming LLC, and previously served as a Voting Trustee for Aurora Foods. He graduated with an A.B. from the Wilson School of Public and International Affairs at Princeton University. Mr. Kim is a graduate of Stuyvesant High School

NEW PLAYLAND MANAGEMENT TEAM

- **Jim Sharpe, Standard General**

- Operating specialist focused on private investments and turnarounds
- Founding CEO of Standard Purification, a manufacturer of powdered activated carbon products from renewable resources, purifying the drinking water of some of the nation's largest municipalities with investment from Standard General LP
- B.S. in Commerce, McIntire School of Commerce, University of Virginia

- **David Glazek, Standard General**

- Generalist role covering sectors including amusements, media, power, gaming, and paper/packaging in both private and public markets
- Five years as investment banker at Lazard Freres & Co.
- B.A. from University of Michigan; JD from Columbia Law School

LEGAL COUNSEL

- **Thomas J. Kelly:** Gilberti Stinziano Heintz & Smith, P.C. (Lead Counsel)
- **Andrew J. Maniglia:** Gilberti Stinziano Heintz & Smith, P.C. (Development)
- **Robert A. Wiesen:** Clifton Budd & DeMaria, LLP (Labor Counsel)
- **John J. Rapisardi:** Cadwalader, Wickersham & Taft LLP (Transaction Counsel)



APPENDIX D
EXCERPT FROM ORIGINAL RFP SUBMISSION
MARCH 2011: DETAILED OPERATIONAL PLAN

Revitalize Playland to restore its past grandeur and identity as the premier family entertainment destination in Westchester County.

OVERVIEW

PHYSICAL PLANT

- Provide a comprehensive facelift that is consistent with the park's Historical Landmark status and furthers the goal of restoring Playland to its former grandeur
- Establish a clean, safe environment that is consistent with Playland's historical art deco aesthetic

FOOD OPERATIONS

- Improve food operations throughout the park while gradually bringing food operations in-house as existing contracts expire
- Develop specialty meal and snack offerings that will define the Playland experience

GAMES

- Utilize both traditional ('Spill The Milk') and newly-developed games ('3-Point Shot') to help cultivate an intergenerational shared experience
- Increase the mix of owned vs. leased games by attrition

RIDES

- Restore historic rides and attractions to prominence
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ENTERTAINMENT

- Increase the use of live entertainment shows to set the tone for the Park
- Develop seasonally themed shows geared toward children (e.g. Halloween, Thanksgiving, Winter Festival)



Ensure that employees, visitors and neighbors are happy, safe, and secure.

EMPLOYEES

- Work with Westchester County to offer employment to all Playland employees
- Install top caliber management to achieve higher “Disneysque” standards of operation
- Continue to offer part-time and seasonal job opportunities to several hundred employees with priority given to Westchester County residents
- Willingness to negotiate collective bargaining agreements with full-time employees

SAFETY

- Retain Comspeq Inc. to design, implement and maintain a comprehensive ride inspection program
- Achieve the highest standards of safety and operational excellence in the amusements industry

SECURITY

- Retain experienced and qualified security personnel to work with Westchester County Police and local law enforcement officials to execute a comprehensive security plan
- Establish an environment in which Westchester County families feel 100% safe and secure

MARKETING

- Dramatically increase Playland presence in the surrounding community through a \$2mm marketing budget, promoting Playland to families via traditional and emerging marketing channels
- Increase corporate sponsorship and corporate attendance programs

COMMUNITY AND SUSTAINABILITY

- Minimize energy use and maximize the longevity of Playland’s constituent parts
- Establish a community-based Advisory Committee to work with Standard Amusements to address environmental and quality of life concerns including noise, traffic, aesthetics, etc



Establish a clean safe environment that is consistent with Playland's historic art deco aesthetic.

PROVIDE A FACELIFT THAT IS CONSISTENT WITH THE PARK'S HISTORICAL LANDMARK STATUS AND FURTHERS THE GOAL OF RESTORING PLAYLAND TO ITS FORMER GRANDEUR

- Maintain all key aspects of the existing footprint including the amusement park, Ice Casino, beach, bathhouse, pool and boardwalk
- Return architectural components to their original style
- Remove all chipped paint, sand and repaint throughout the property
- Upgrade and maintain the cleanliness of the grounds and facilities
- Strategically improve landscaping in accordance with applicable laws and regulations to enhance the beauty, comfort, and sustainability of the Park while providing more shade and color
- Install professional signage throughout the Park to establish a consistent brand image
- Specific projects will include:
 - Restoration of fountains and bathhouse to operations.
 - Rehabilitation of picnic area to make it a fun but serene and peaceful destination within the bustle of the Park
 - Improve safety elements to meet the highest industry safety standards



Commitment to improve all elements of Playland, not just the amusement park.

Beach

- Mr. Falfas has extensive experience managing beach properties. Among his duties as Vice President of Operations for Cedar Point in Sandusky, OH was managing the Park's mile-long white sand beach on the shore of Lake Erie
- Standard Amusements will implement a daily raking program to maintain and groom the beach
- Will offer beach chairs and umbrella rentals
- Will hire expert lifeguards trained by Ellis & Associates
- Will consider offering beach cabanas with beverage service
- Will explore allowing dogs on the beach in the off-season

Ice Casino

- Exterior facelift that is consistent with the Ice Casino's historical art deco aesthetic. This is critical to the overall brand image of Playland given the visual prominence of the Ice Casino structure
- Overhaul Ice Casino food operations
- Explore potential year-round uses for the Ice Casino, including installation of squash courts and a bowling alley



Improve basic food offerings and develop unique specialty items that will define the Playland experience.

IMPROVE FOOD OFFERINGS THROUGHOUT THE PARK

- Make the visitor food experience a great one. Be as fresh and unique as possible while maintaining the ability to deliver quick service
- Use high quality products and offer an attractive portion to pricing ratio to deliver great value
- Provide all the necessary staples to the Park environment such as burgers, pizza, fried chicken, ice cream, funnel cakes, cotton candy, homemade french fries, as well as additional specialty items that will be unique to Playland
- Offer novelty items such as icees, ice cream, frozen lemonade etc. via stationed mobile carts
- Offer an extensive variety of healthy food options
- Improve meal options for catered affairs (e.g., birthday parties, graduations, corporate events, etc.). Hire a chef / manager to develop a high-end menu to compliment our basic meal options and deliver a consistent, high quality experience
- Bring all food operations in-house over time



Utilize games to help cultivate an intergenerational shared experience.

PROVIDE GAMES OF SKILL WITH NOSTALGIC FLARE

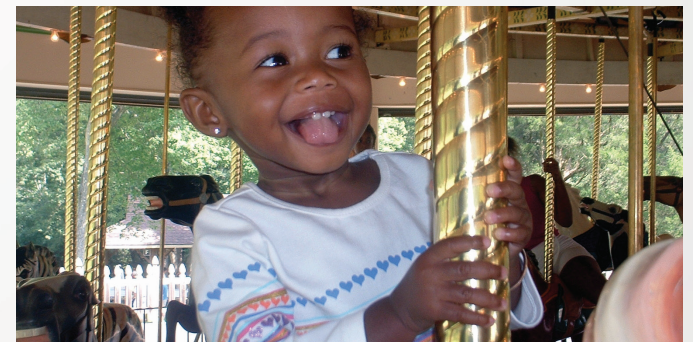
- Clean and restore games to capture the visitor's attention. The games should project a consistent image that enhances Playland's overall identity as a Westchester County family destination
- Emphasize classic games with nostalgic flare such as "Spill the Milk" where a customer tries to knock down old-fashioned milk bottles. These classic games help to establish the intergenerational shared experience that is critical to restoring Playland's image as a local community jewel to be shared by parents with their children
- Enhance the visitor's overall gaming experience by selectively adding new, popular games such as the "3 Point Challenge" to the core classic games. These new, popular games are important Park elements for older children
- We will teach, train, and coach the staff to make the games midway a fun and exciting destination within the Park
- Honor existing third party game leases, but transition to owned games over time as leases expire
- Optimize the mix of games to maximize excitement, ambiance, and revenue



Refurbish historic rides to capitalize on parents' nostalgia and add new attractions for children.

RIDES ARE A CRITICAL ELEMENT FOR PLAYLAND. FOR MANY VISITORS THEY ARE THE MAIN ATTRACTION OF THE PARK

- Our rides strategy is two-pronged:
 - Maximize the nostalgic benefit of historical attractions
 - Add new attractions for children
- Refurbishment projects will include the following:
 - Restore carousel to full operation with complete movement
 - Restore Dragon Coaster to present day standards without harming historic value
 - Rebuild all coaster cars to address structural deficiencies
- New elements installed during the first two years will include the following:
 - Add a double loop water slide to enhance the pool area
 - Add an interactive children's water play element such as cone spill buckets which randomly dump generous amounts of water on children below during hot summer days
 - Add a unique flat ride such as the "Unicoaster", which simulates a looping roller coaster experience, but with a much smaller footprint
- Continue to add new rides and attractions throughout the term of the Management Agreement
- All new equipment will utilize energy efficient motors, drives and lighting
- These changes should minimize current electrical consumption while also improving ecological friendliness



High quality children's shows will set the tone for the Park as a true local Westchester County family destination.

DEVELOP SHOWS GEARED TOWARDS CHILDREN

- These shows will set the tone for the Park as a true local Westchester County family destination, which is critical for establishing life-long affinity and fondness for Playland and loyal repeat customers
- During the peak summer season we will offer children's vignette shows throughout the day which will culminate in a large end-of-the-day song and dance program on the music tower stage and mall area
- During the off-season we will focus on holiday-themed shows, skate shows, and lights / decorations
- The goal for the children's shows is to create "must see" attractions with unique signature characters that become annual family traditions
- We would utilize RWS & Associates to develop high quality shows and stage offerings
- We will work with the Westchester Children's Museum, Edith G. Read Natural Wildlife Park and Sanctuary, and local children's advocacy groups, such as WARC to develop programs to serve special needs children



Engage in collective bargaining with full-time employees and hire more seasonal workers.

RECRUIT TOP CALIBER MANAGEMENT AND SEASONAL EMPLOYEES TO ACHIEVE HIGHER “DISNEYESQUE” OPERATING STANDARDS

- All employees will be employed by New Playland
- Willingness to negotiate collective bargaining agreements with full-time employees
- Focus on hiring Westchester County residents for seasonal work
- Implement a proper dress code that provides a comfortable, clean, fresh, and attractive uniform
- Maintain proper grooming standards that create a positive impression from our visitors’ perspective
- Establish employee rules of conduct that clearly communicate the high performance standards and code of ethics required to be part of our team. Coordinate all training and orientations to reinforce these requirements
- Create a positive working environment. Enhance Playland’s image by showing guests that the staff wants to be there



Become the summer employer of choice for Westchester County youth.

- A high quality employee experience typically translates into a better guest experience. Therefore, it is critical to create a culture that makes Playland the employer of choice for local youth seeking summer employment
- How to create a positive employee experience:
 - Hiring more seasonal workers will allow greater scheduling flexibility (e.g., seasonal employees would not need to work every night/weekend). Increased flexibility will help make Playland a more attractive employer for local residents
 - Implement a bonus program for seasonal staff to motivate and retain them for the entire season. In our experience, paying bonuses more than pays for itself in reduced turnover costs
 - Host free, after-hour events for employees (e.g., skate parties, ride and game nights with food, etc.)



The value of the Playland franchise hinges on maintaining the highest possible safety standards.

ACHIEVE THE HIGHEST STANDARDS OF SAFETY AND OPERATIONAL EXCELLENCE IN THE INDUSTRY

Ride Safety

- Safety is paramount
- The public perception that Playland may not be safe must be addressed head-on through best in class safety standards and inspections
- “Safety first” standards must be strong and visible to the public to rehabilitate Playland's reputation for safety
- Comspeq Consulting, Inc. will develop a comprehensive ride safety program for Playland
- Comspeq is known throughout the amusement park industry as the leading ride safety firm in the country. It has conducted seminars for current New York State ride inspectors and would put Playland at the vanguard of ride safety
- All regular inspections would be outlined and implemented via a daily schedule and overseen by Jack Falfas and industry safety veteran John Dodson
- Standard Amusements will comply with all ASTM F-24 standards related to amusement rides and devices

Park Safety

- Prioritize improvements which would enhance overall safety in the Park such as fencing to restrict visitors from potentially hazardous areas; replacement of cracked or uneven pavement; protection of pedestrians in the parking lots; lifeguards trained by world-renowned Ellis & Associates, etc.



Appropriate security will create an environment in which Westchester County families feel 100% safe and secure.

CREATE AN ENVIRONMENT IN WHICH VISITORS WILL FEEL SAFE AND SECURE

- We will work with Dennis O'Kelly, President and Owner of Personal Protection Training Services and former US Army Military Police to hire a security manager with experience creating and maintaining a comfortable family atmosphere
- Dennis O'Kelly and the security manager will train a team of security personnel to deliver service and security while working hand-in-hand with Westchester County and local law enforcement authorities
- We will maintain a strong security presence in all areas to deter potential problems before they occur
- Local Westchester County families must feel 100% safe and secure at Playland in order for the Park to thrive



Standard Amusements will pursue sustainable design objectives to minimize energy use and maximize the longevity of Playland's constituent parts.

- Increase native plantings that require low amounts of water throughout the Park
- Maximize water efficiency by installing cutting edge “no flow” water slides and elements
- All new equipment will utilize energy efficient motors and drives
- All new lighting on rides and area lighting will be energy efficient. This will include halogen lights on walkways and LED lights on rides
- Utilize low-emitting construction materials when available
- Pursue positive net present value Energy & Atmosphere initiatives
- Investigate the use of roof retention systems to manage storm water run off
- Explore rooftop solar power opportunities



Address quality of life issues in a collaborative manner by involving the community in the decision making process.

ESTABLISH A COMMUNITY-BASED ADVISORY COMMITTEE TO WORK WITH STANDARD AMUSEMENTS TO ADDRESS QUALITY OF LIFE CONCERNS

Noise

- Noise from Playland is an issue that has particular impact on neighboring properties. Noise issues result from fireworks, music events, the restaurants and bars located in Playland and music from speakers located in the Park and on the boardwalk
- Some community suggestions in the past have included reducing the number of fireworks shows, staggering the start, testing, and operation times for certain rides and redirecting speakers towards the waterfront and away from neighboring homes. We will work with the community-based Advisory Committee to implement these solutions
- We will honor all existing noise ordinances and formal / informal agreements with the County, City, and neighbors (e.g., no ride testing/operation early in the morning)
- Explore developing sustainable landscaping to provide a buffer between the Park and neighboring homes



Move cars off city streets and into Playland as quickly as possible; Optimize parking lot configuration.

Parking & Traffic

- Our primary objective will be to address traffic congestion on city streets and at the roundabout entrance
- Study relocating the parking lot entrance to provide better traffic flow
- Explore widening the entryway to accommodate additional lanes of incoming vehicles (will move cars into Playland and off City streets as quickly as possible)
- Reconfigure the parking lot layout to optimize the use of space
- Implement multiple toll service points to manage heavy traffic flow
- Evaluate use of an E-Z pass-type system for season pass holders and employees so they don't add to congestion
- Establish simultaneous multi-point parking access
- Evaluate the feasibility of constructing a parking deck and operating shuttle buses from satellite lots





REINVENTING PLAYLAND PARK
FOR THE 21ST CENTURY.

CONTACTS

Thank you.

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