

BAYOU PHOENIX COMMUNITY UPDATE



06 March 2026
Itinerary

Welcome and Convocation

6:00 – 6:05

Glynn Boyd

Pastor Johnell Thomas

Project Review

6:05– 6:15

Mike McKenna

New Orleans Public Officials

6:15– 6:25

Mayor Helena Moreno

Jason Hughes

Council District E

Eugene Green

Council District D

Bayou Phoenix Partnerships

6:25– 7:15

TBA

Financing and Next Steps

7:15 – 7:25

Mike McKenna

Public / Private Partnerships

7:25 – 7:35

Troy Henry

Statement of Support

7:35 – 7:45

Rep. Troy Carter

Questions and Answers

7:45– 8:00

Troy Henry

Glynn Boyd

W E L C O M E



BP

BAYOU
PHOENIX

BP
BAYOU
PHOENIX

IN REVIEW

INDOOR / OUTDOOR WATER PARK

- Featuring a clear lagoon, multiple wave pools, a whitewater action river, and several waterslides. There is no comparable water park competition within 175 miles.

INDOOR / OUTDOOR SPORTS COMPLEX

- With state-of-the-art facilities, capable of hosting youth sports tournaments.

HOTELS / HOSPITALITY

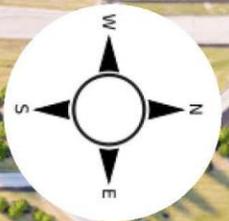
- ~400 Rooms on 10 acres, Family Entertainment and Amenities

RESTAURANTS AND RETAIL

- 12.5 acres

MOVIE STUDIO

- 15.5 acres



CLEAR WATER BEACH

BACK OF HOUSE
2.25 ACRES

RETAIL, DINING AND
EXPANSION SPACE
12.5 ACRES

FLAT CAR
PARKING
31 ACRES

OUTDOOR SPORTS FIELDS
30 ACRES

OUTDOOR WATER PARK
14 ACRES

FEC
3.5 ACRES

INDOOR WATER PARK
3 ACRES

ENCLOSED
COURTYARD
1 ACRE

INDOOR SPORTS CENTER
4.25 ACRES

ENTRANCE & EXIT ACCESS POINT

300 ROOM
HOTEL
8 ACRES

100 ROOM
HOTEL
2 ACRES

STUDIOS
15.5 ACRES

GUEST ENTRANCE

TIMELINE

CNO
RFQ



BAYOU
PHOENIX
SELECTED



CNO
MOVES
PROPERTY
TO NORA



BAYOU
PHOENIX
LEASE
(OCT.)



DEMO
BEGINS



E ROSS
STUDIOS
SUBLEASE
(FEB.)



2020

2021

2022

2023

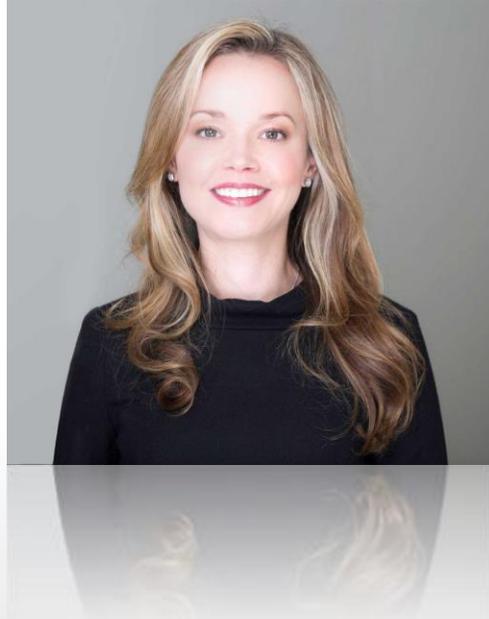
2024

2025

2026

The logo for Bayou Phoenix features a stylized letter 'B' on the left. The top half of the 'B' is blue and the bottom half is green. To the right of the 'B' is a vertical line, followed by the words 'BAYOU' and 'PHOENIX' stacked vertically in a blue, sans-serif font.

B | BAYOU
PHOENIX



Helena Moreno
Mayor of New Orleans



Eugene Green
New Orleans City Council, District D



Jason Hughes
New Orleans City Council, District E



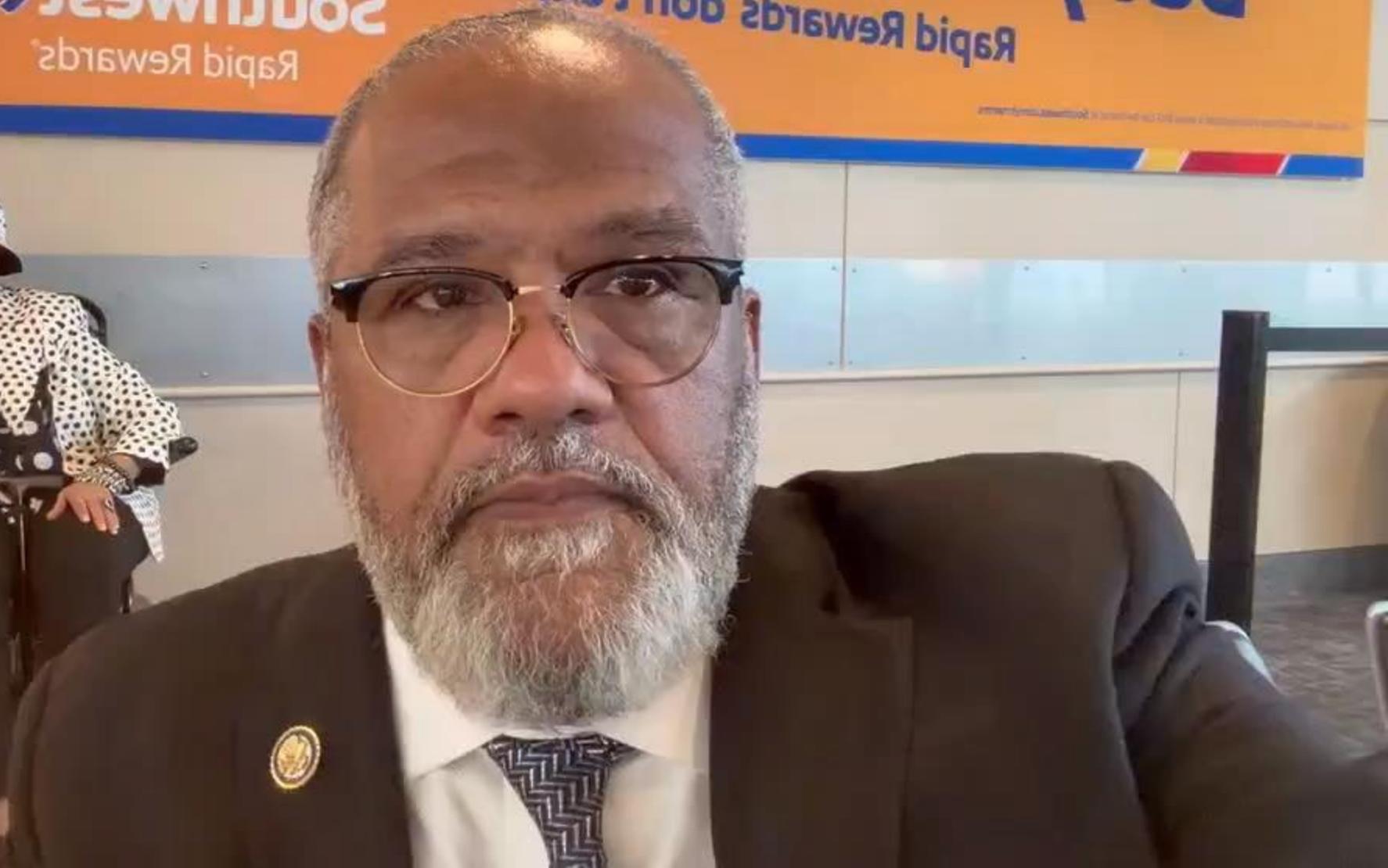
Rep. Troy Carter

(D – LA) 2nd Congressional District



But your points won't.
Cold gets old.
Rapid Rewards® don't expire.

Southwest
Rapid Rewards



The logo for Bayou Phoenix features a stylized letter 'B' on the left. The top half of the 'B' is blue and the bottom half is green. To the right of the 'B' is a vertical line, followed by the words 'BAYOU' and 'PHOENIX' stacked vertically in a blue, sans-serif font.

B | BAYOU
PHOENIX



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JAZZLAND

REIMAGINING JAZZLAND



THE BIG EASY



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JAZZLAND

BOX OFFICE FILMS SHOT AT JAZZLAND

\$200.9M

BUDGET: 90M



PERCY JACKSON: SEA OF MONSTERS
2013

\$710M

BUDGET: 170M



DAWN OF THE PLANET OF THE APES
2014
8TH HIGHEST GROSSING FILM OF THE YEAR

\$1.6B

BUDGET: 150M



JURASSIC WORLD
2015
3RD MOST-HIGHEST GROSSING FILM OF ALL TIME & 2ND HIGHEST GROSSING FILM OF THE YEAR



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OAK ISLAND RESIDENTS





NO
TRESPASSING



WELCOME CENTER & SECURITY



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THE SHOPPES ON MAIN STREET



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THE SHOPPES ON MAIN STREET



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MAIN STREET: RETAIL, RESTAURANTS AND STUDIO HEADQUARTERS

THE SHOPPES ON MAIN STREET



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MAIN STREET: RETAIL, RESTAURANTS AND STUDIO HEADQUARTERS

THE SHOPPES ON MAIN STREET



THE PERSARO LIVE ON MAIN STREET



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CONCIERGE

MAIN STREET
ENTRANCE



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JAZZLAND



POLITAN HO



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MAIN STREET SQUARE



THE LOOKOUT



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JAZZLAND

JAZZLAND GARDENS

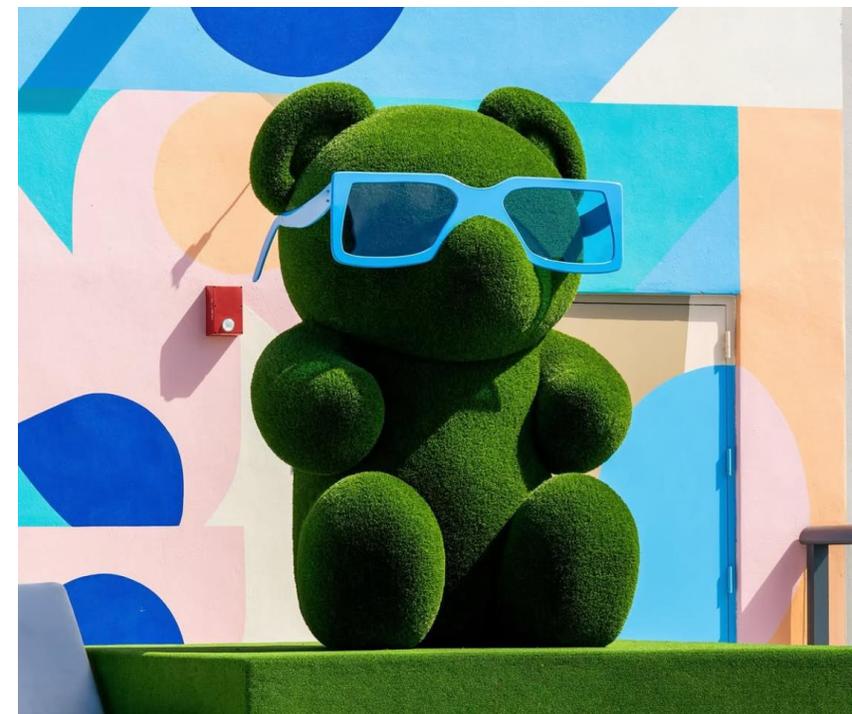
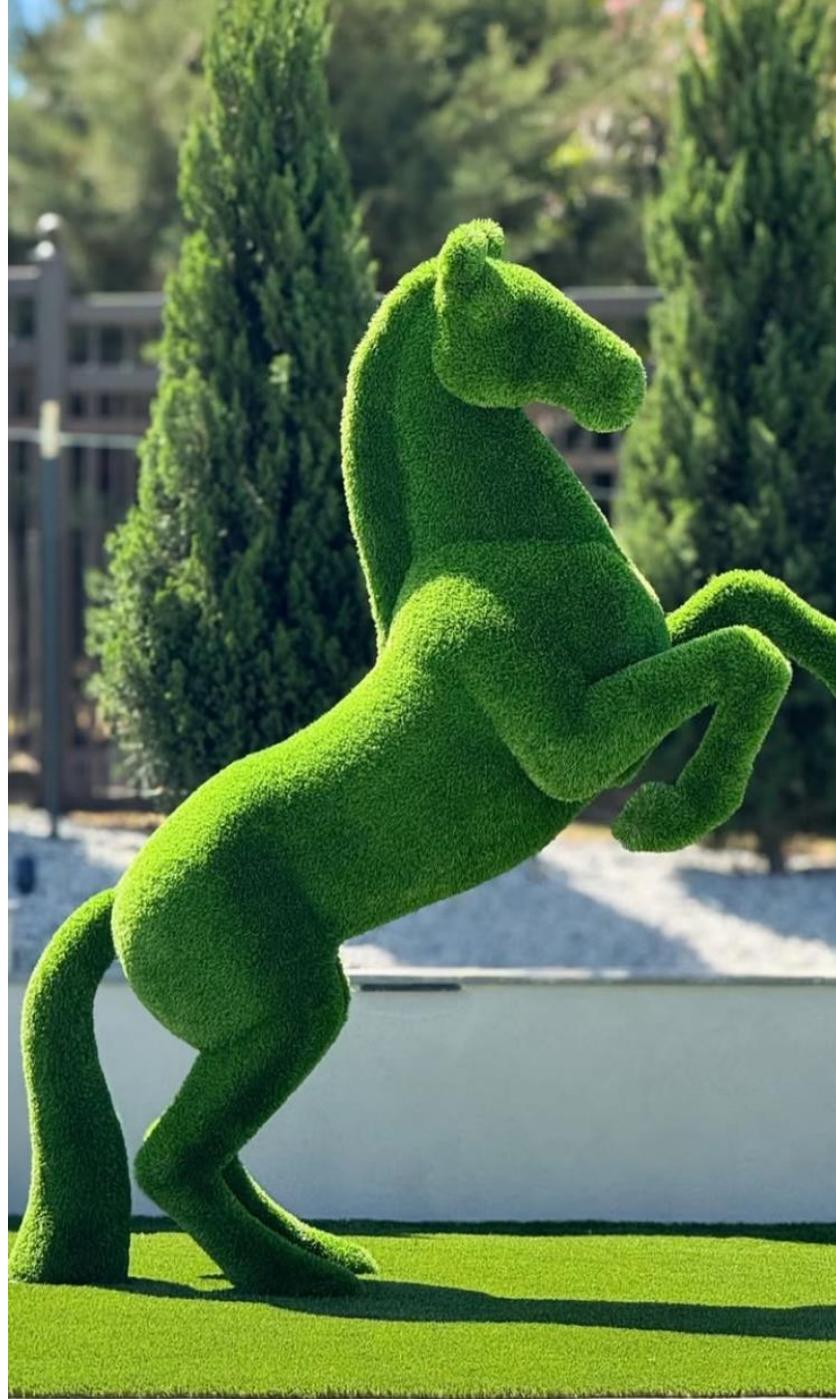


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JAZZLAND GARDENS



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ZYDECO ZINGER SWING



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JAZZLAND

ZYDECO ZINGER SWING



ZYDECO ZINGER CAROUSEL BAR



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NOX POINT AI SOLUTIONS



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NOX POINT AI SOLUTIONS



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THE SHOPPES ON THE PROMENADE



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THE SHOPPES ON THE PROMENADE



THE SHOPPES ON THE PROMENADE



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VENICE BACKLOT



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BOURBON STREET BACKLOT



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JAZZLAND





EASTERN SPORTS
MANAGEMENT

**A PARTNER WITH OWNERSHIP MINDSET,
ACCOUNTABILITY, AND THE SYSTEMS TO
MAKE BAYOU PHOENIX A FLAGSHIP DESTINATION.**

250K+

Room Nights

\$200M+

Economic Impact

100+

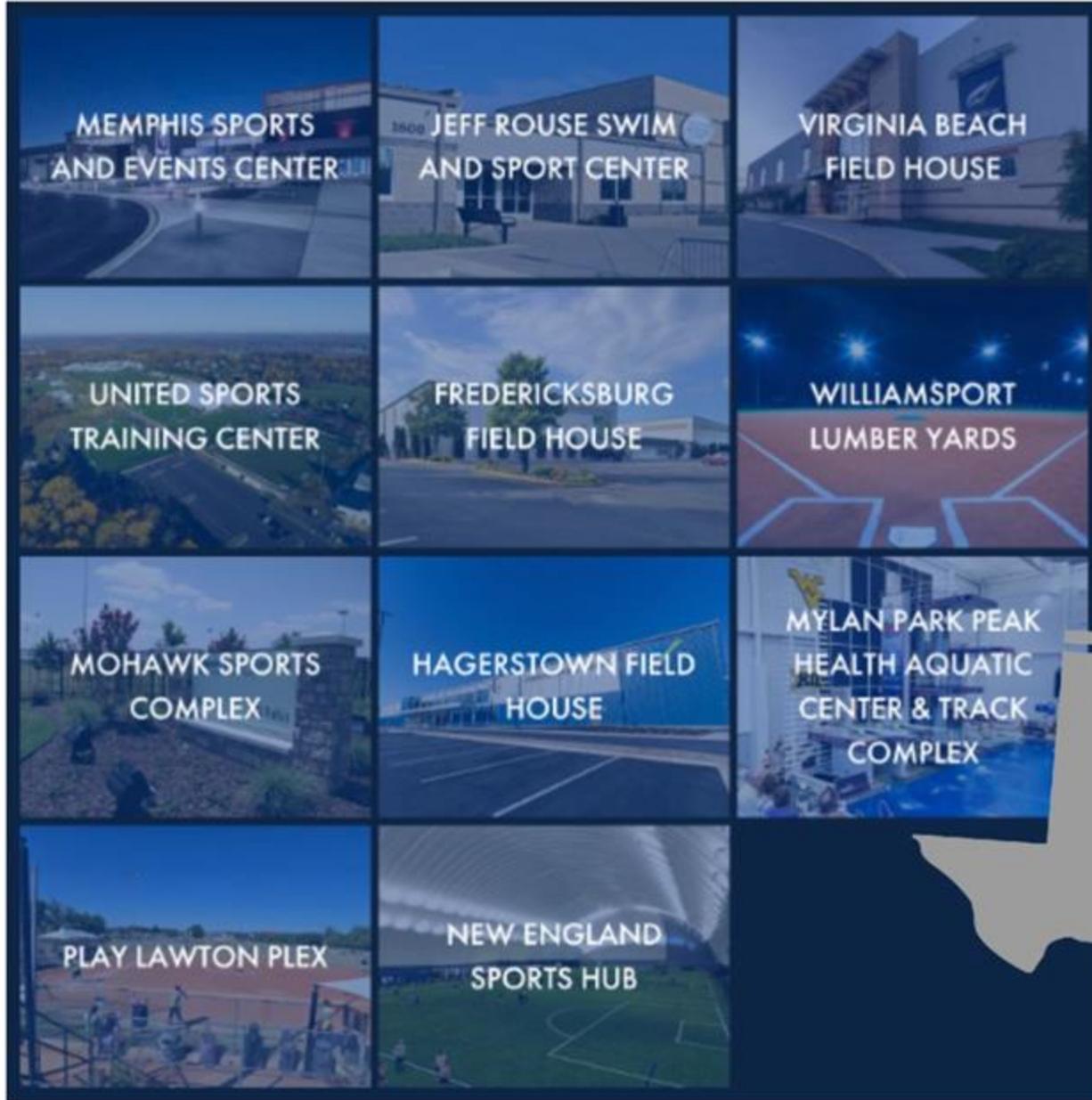
Years Experience



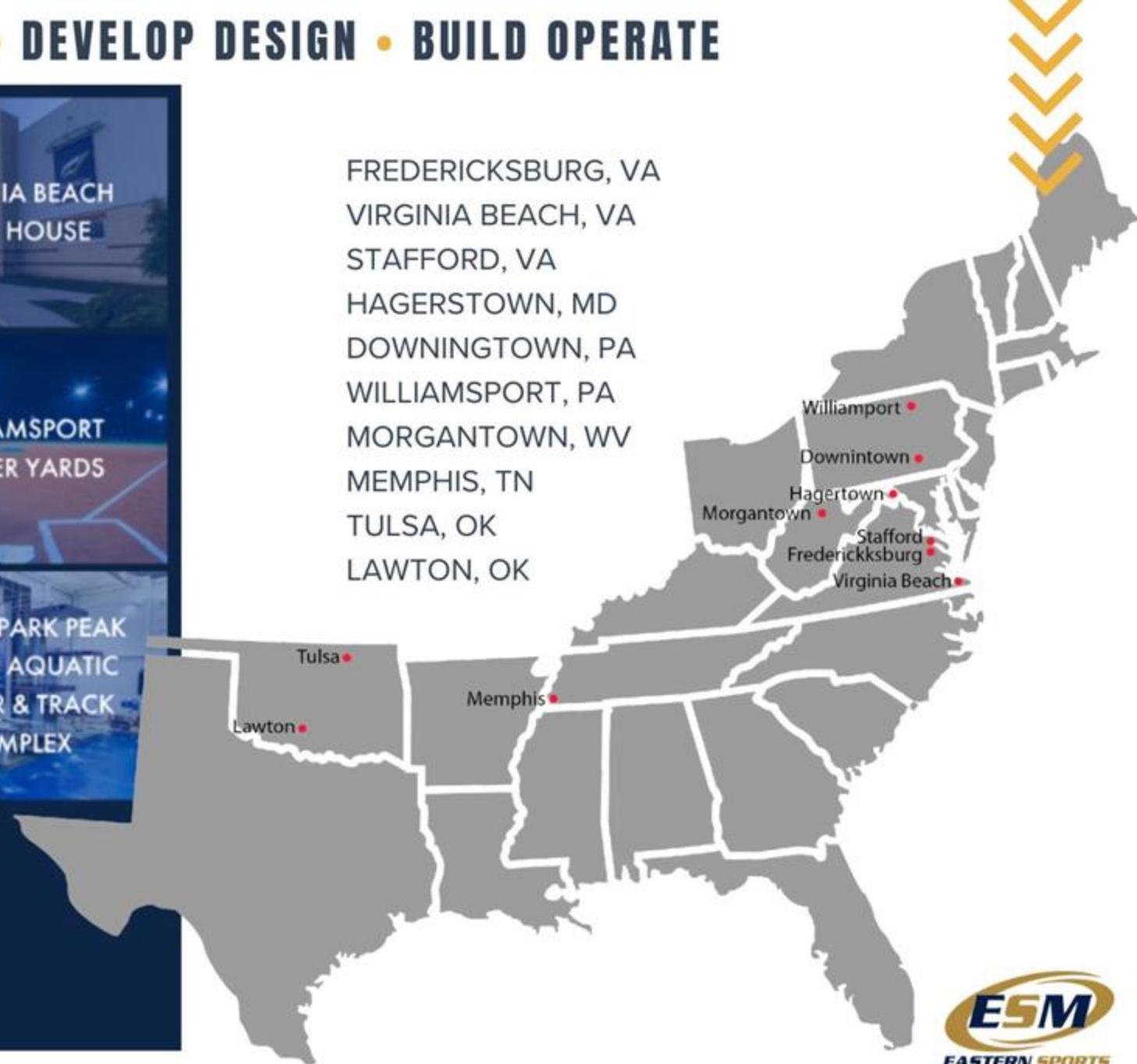
At Eastern Sports Management, we bring unmatched expertise to planning, developing, and managing some of the nation's top sports, recreation, and entertainment venues. Our award-winning collection of facilities reflects a commitment to excellence and community impact across the United States.



SPORTS COMPLEX • DEVELOP DESIGN • BUILD OPERATE



FREDERICKSBURG, VA
VIRGINIA BEACH, VA
STAFFORD, VA
HAGERSTOWN, MD
DOWNINGTOWN, PA
WILLIAMSPORT, PA
MORGANTOWN, WV
MEMPHIS, TN
TULSA, OK
LAWTON, OK



OPERATOR-OWNER MODEL

REAL SYSTEMS REFINED DAILY

P3 PARTNERSHIP EXPERTISE

10+ PUBLIC-PRIVATE PARTNERSHIPS

TENURED LEADERSHIP

100+ YEARS COMBINED EXPERIENCE

DATA-DRIVEN OPERATIONS

REAL-TIME DASHBOARDS

TEAM ADVANTAGE

MASTERS AT THE HARD STUFF

Industry-Leading Local
Programming and F&B Revenue

BUYING POWER

10-15% FF&E SAVINGS

HOSPITALITY CULTURE

SAFE, WELCOMING EXPERIENCE

DIFFERENTIATION & PORTFOLIO FIT





PROJECT SPOTLIGHTS

MEMPHIS SPORTS AND EVENTS CENTER

MEMPHIS, TENNESSE



PROJECT INFORMATION

CONSTRUCTION: \$50,000,000

SCOPE: Operate

STRUCTURE: Public-Private, Lease

SF: 227,000

DATES: 2021 - Present

ANNUAL FOOT TRAFFIC: 1,400,000

FACILITY HIGHLIGHTS

- (16) Basketball Courts
- (32) Volleyball Courts
- Spectator Seating for 3,500
- (4) VIP Suites
- (2) Multipurpose Rooms
- Full-Service Kitchen & Servery
- Robust Ancillary Development at Liberty Park
- Walltopia Play Structure
- Esports Center

PROJECT INFORMATION

CONSTRUCTION: \$15,000,000

SCOPE: Operate

STRUCTURE: Private Owner

SF: 127,000 + 60 acres

DATES: 2013 - Present

ANNUAL FOOT TRAFFIC: 1,400,000

FACILITY HIGHLIGHTS

- 60-Acre Indoor/Outdoor Complex
- (2) Indoor Turf Fields
- (4) Indoor Basketball Courts
- (8) Volleyball Courts
- (5) Premier Outdoor Turf Fields
- (1) Premier Outdoor Turf Fields w/ Dome
- (7) Premier Grass Fields
- Seasonal Dome over (1) Turf Field

THE YOUTH SPORTS INDUSTRY PRODUCED MORE THAN \$52 BILLION IN 2023

SPORTS PROGRAMMING

LODGING

FOOD AND BEVERAGE

ENTERTAINMENT



LOCAL MARKET

Digital ads, school partnerships, community events

REGIONAL MARKET

Weekend tournaments, AAU, hotel partnerships

NATIONAL MARKET

National governing bodies, trade shows, anchor events

FRAMEWORK

1 | PROGRAMS & LEAGUES

2 | TOURNAMENTS & EVENTS

3 | FOOD & BEVERAGE

4 | SPONSORSHIPS &
PARTNERSHIPS

5 | FACILITY EXPERIENCE

MARKETING: MULTI-LEVEL APPROACH





BAYOU PHOENIX SPORTS WILL PRODUCE

OVER 2 MILLION VISITS

100,000 ROOM NIGHTS

\$80 MILLION+ IN ECONOMIC IMPACT

(ANNUALLY)







AMERICAN RESORT MANAGEMENT, LLC

Your partner in **Creating Epic Destinations**



ADAM

AMERICAN RESORT MANAGEMENT, LLC

Families. Energy. Memories.

American Resort Management is an **award-winning** hospitality management company with significant experience in successfully developing and operating hotels, resorts, and indoor/outdoor waterparks. Since 2005 our experience in this segment of the hospitality industry is second to none. **To us, it's all about the EXPERIENCE.**

Delivering personalized, memorable experiences starts with a dedication to building the strongest teams possible.

Each project is unique. Each location is given the attention, respect and effort necessary to succeed. We are innovators who keep our fingers on the pulse while our boots are on the ground. We sweat the small stuff. Aspiring for perfection, we are committed to achieving the best results possible for our guests, associates and owners alike.

Our leadership team brings over **200 years of industry experience necessary** for your project. Hand chosen, each of our executive team members lives our commitment to the success of your project. Our reputation is building your reputation. Ask our clients, they agree.

Experienced Operators

Our actively managed portfolio currently includes a variety of waterparks (both indoor and outdoor), outdoor lagoons, hotels & resorts, and premium restaurants. **Each location is given the attention, respect and effort necessary to succeed.**



Waterpark & Lagoon Resorts



Hotels & Resorts



Premium Restaurants



Our Services

American Resort Management is your full **turn-key solution** from project development to on-property management solutions.



AMERICAN RESORT MANAGEMENT, LLC



Feasibility Analysis and Financial Modeling:

we provide a comprehensive 10-year financial model with detailed revenue, expense, and income projections. We also provide master planning advisory services to support site planning, phasing, and program development, along with written feasibility narratives that evaluate overall viability of the project.



Design and Operational Consulting: we collaborate with ownership, A&E teams, and brand partners to align design with operational needs, including revenue maximization, staffing, SOPs, and engineering coordination—focused on efficient layouts, optimized back-of-house and mechanical planning, and reduced long-term operating costs.



Pre-Opening Services: we prepare properties for a successful launch through detailed operational planning, staffing, and training. Services include SOP development, hiring and onboarding, vendor coordination, and readiness testing across all departments. We ensures that properties open efficiently, on brand, and positioned for strong long-term performance.



Management Services: we provide comprehensive, full-service oversight of resort operations. This includes accounting and financial management, human resources, maintenance, safety and risk management, reservations, and quality assurance. ARM delivers disciplined operational control while enhancing guest experience and long-term asset performance.

Our Services

American Resort Management is your full **turn-key solution** from project development to on-property management solutions.



AMERICAN RESORT MANAGEMENT, LLC

Our Portfolio

Over the past **20 years**, American Resort Management has proudly delivered and managed a diverse range of **destination-scale projects**. Our portfolio includes award-winning indoor and outdoor waterparks, full-service hotels, vibrant outdoor lagoons, family-friendly resorts, and unique dining experiences.

In addition to properties we currently operate, we are **actively developing new projects** that continue to redefine leisure and hospitality. Each endeavor reflects our commitment to innovative design, operational excellence, and creating memorable guest experiences.



Project Showcase

Epic Waters - Grand Prairie, TX

- Opened in January 2018
- 62,000 square feet of indoor aquatic space
- Features the largest indoor river in North Texas
- ARM served as operational/design consultant, conducted pre-opening services and is the third-party manager



Project Showcase

Wild Rivers - Irvine, CA

- Opened in July 2022
- 20-acre outdoor waterpark
- Over 20 rides and attractions including a lazy river and wave pool
- ARM serves as the third-party manager



Project Showcase

Parrot Island - Fort Smith, AR

- Opened in May 2015
- 6-acre outdoor waterpark
- Operates seasonally between Memorial and Labor Day
- ARM conducted pre-opening services and is the third-party manager



Project Showcase

LagoonFest - Texas City, TX

- Opened in June 2021
- 12-acre lagoon amenity within the master planned community of Lago Mar
- Features water sports, inflatable obstacle course, FlowRider and the Blue Lagoon Restaurant/Bar
- ARM serves as the third-party manager



Project Showcase

Angel and Belmoral Lagoons

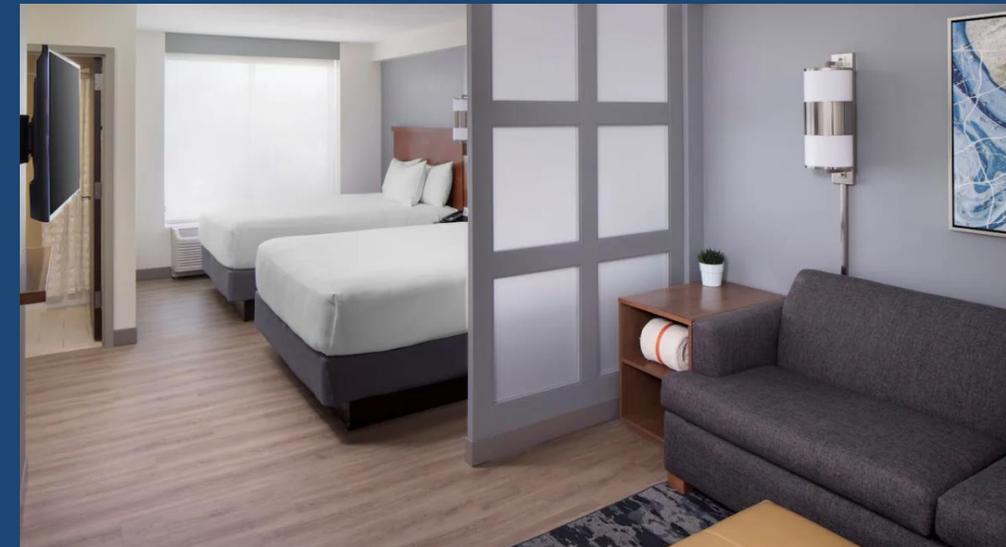
- Located in Houston Metro area
- 4- and 2-acre lagoon amenities
- Features white sandy beaches, water sports, and an inflatable obstacle course
- ARM serves as the third-party manager



Project Showcase

Hyatt Long Island, Riverhead, NY

- 100 room Hyatt Hotel
- 17,000 sq. ft. of event space
- Adjacent to Long Island Aquarium
- ARM serves as the third-party manager



Project Showcase

Shoals Hotel, Southold, NY

- Luxury boutique style hotel
- Adjacent marina in North Fork
- ARM serves as the third-party manager



Project Showcase

Tropic Falls - Foley, AL

- Opened in May 2022
- 75,000 square feet of indoor aquatic space and large outdoor wave pool
- Features 11 waterslides, lazy river, and children's play area
- Attached to the OWA resort featuring an amusement park, entertainment district and hotel
- ARM served as operational/design consultant



Project Showcase

Jay Peak Resort - Jay, VT

- Ski resort with 260 rooms, 600 condos, restaurants and indoor waterpark named "The Pumphouse" totaling \$400M in development
- The Pumphouse opened in December 2011, Hotel Jay in 2012
- 50,000 square feet of indoor aquatic space
- ARM served as owners' representative, operational/design consultant, conducted pre-opening services and was the third-party manager at opening



Project Showcase

Island Waterpark - Atlantic City, NJ

- Opened in July 2023
- 80,000 square feet of indoor aquatic space
- Currently the world's largest boardwalk indoor waterpark
- ARM conducted feasibility analysis and served as operational/design consultant



In Development

Bellevue Bay - Bellevue, NE

- Currently under construction with a planned opening in Summer 2027
- 60,000 square feet of indoor aquatic space, complemented by an outdoor wave pool
- Includes 300 attached hotel rooms, to be operated by ARM
- ARM completed the feasibility analysis and is serving as operational and design consultant; ARM will also lead pre-opening services and serve as third-party manager



In Development

Bradley Waterpark - Bradley, IL

- Currently in full design with a planned opening in 2028
- 75,000 square feet of indoor aquatic space, complemented by an outdoor wave pool
- Will feature the largest indoor waterslide complex in the country
- Includes 150+ attached hotel rooms, to be operated by ARM
- ARM completed the feasibility analysis and is serving as operational and design consultant; ARM will also lead pre-opening services and serve as third-party manager



In Development

Cascadia Resort - Greeley, CO

- Full resort with 411 hotel rooms, 70,000 square foot indoor waterpark, 18,000 square foot FEC, and food hall
- Currently under construction with a planned opening in July 2028
- Attached to entertainment plaza featuring 8,000 seat arena
- ARM completed the feasibility analysis and is serving as operational and design consultant; ARM will also lead pre-opening services and serve as third-party manager for the hotel, waterpark, F&B, and FEC



In Development

Mattel Wonder - Orlando, FL

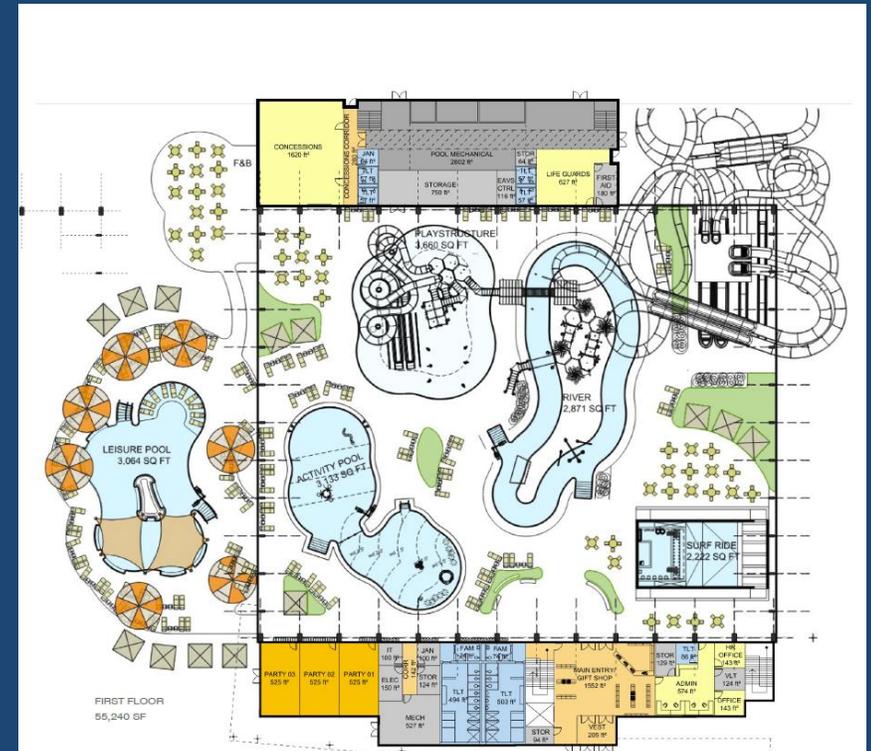
- ARM is the exclusive licensor of Mattel Wonder Indoor Waterparks,
- Waterparks will feature iconic Mattel brands including Barbie[®], Hot Wheels[®], Fisher-Price[®], and Thomas & Friends[™]
- Several location currently under development in Orlando, FL and Bellevue, NE



In Development

Rodeo Rapids - Pecos, TX

- Currently in full design with a planned opening in 2027
- 50,000 square feet of indoor aquatic space
- ARM completed the feasibility analysis and is serving as operational and design consultant; ARM will also lead pre-opening services and serve as third-party manager



From **Vision** to **Vibrant Destination**



From Vision to Vibrant Destination



From **Vision** to **Vibrant Destination**



What Makes it Work

- Strong Operations
- Safety First
- Community Hiring
- Family Friendly Fun
- Year-Round Attraction



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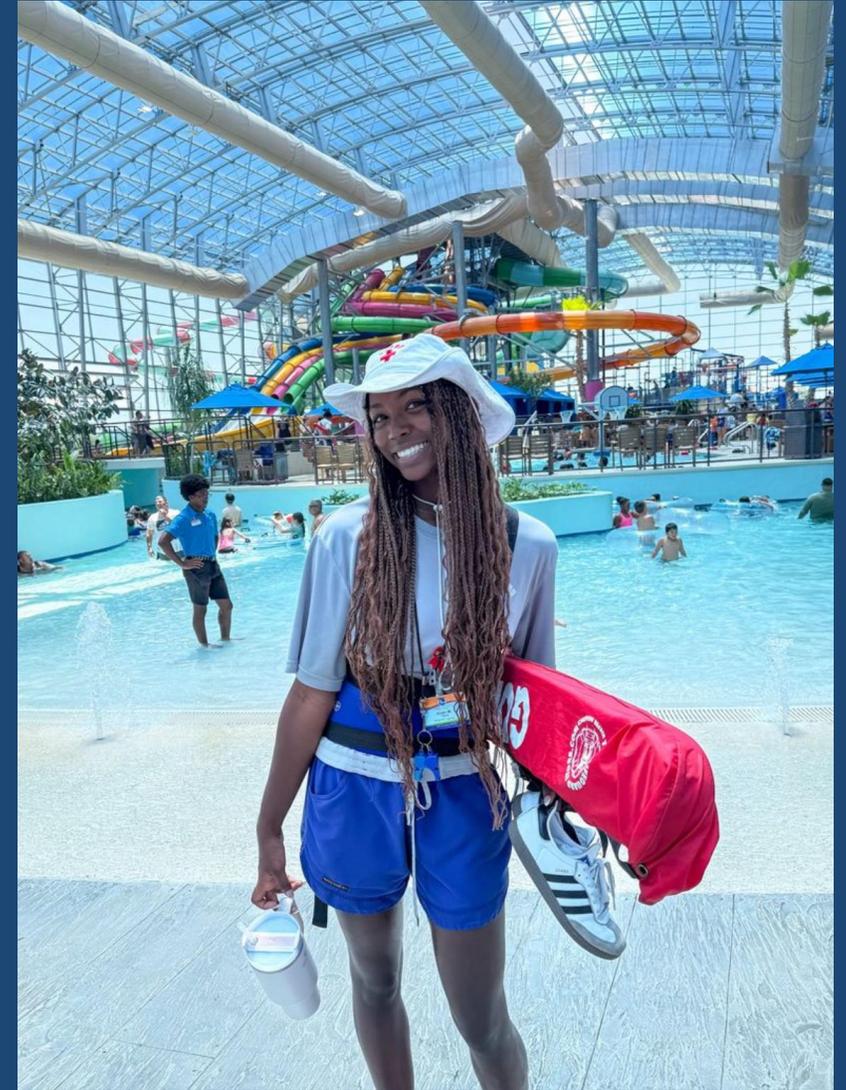


Real Opportunity for Local Families

- Hundreds of local jobs
- Year-round employment
- Entry-level to management careers



AMERICAN RESORT MANAGEMENT, LLC





AMERICAN RESORT MANAGEMENT, LLC

A vibrant, multi-lane water slide at an indoor resort. Several people are sliding down the white tracks, which are bordered by bright blue and green slides. The background shows a large, modern building with a glass facade and structural beams.

Thank You
Let's Create Something **EPIC** Together

B
B

|

BAYOU
PHOENIX

B
B

|

BAYOU
PHOENIX

B | BAYOU PHOENIX

FINANCING PARTNER

01

WHO IS THE SPONSOR?

- Middle Market investment bank
- Founded 1998
- Participated in over \$25B in transactions

02

WHAT DO THEY DO?

- Experience and expertise sourcing debt and equity for real estate projects
- Provide advisory services, underwriting and direct lending
- Network of high net-worth individuals, institutional investors, and registered investment advisors

03

HOW MUCH?

- Specialize in transactions/projects ranging from \$50M to \$1B

04

WHERE?

- Offices in San Francisco, London, United Arab Emirates

FINANCING PROCESS

WEEK 1

ENGAGEMENT AND ONBOARDING

- Introduction

WEEK 2-4

BUSINESS MODELING, FEASIBILITY AND FINANCIAL ANALYSIS

- Data gathering and due diligence
- Structure and draft Credit Memo with initial terms and conditions

WEEK 5-12

SOLICIT ALLOCATION, PARTICIPATION AND/OR SYNDICATION

- Complete due diligence
- Prepare and distribute marketing and offering documents
- Compliance and regulatory review
- Negotiate final terms and conditions
- Circulate financing documentation

WEEK 13-16

CLOSING PROCESS

- Finalize documentation
- Execute documents
- Issuance of debt and/or equity

FINANCING SOURCES AND USES (\$M)

Uses		Sources		
2 Hotels	100	Bayou Phoenix	100	
Indoor Sports Park	45	Bayou Phoenix	35	
		Public	10	
Outdoor Sports Park	35	Bayou Phoenix	30	
		Public	5	
Water Park	80	Bayou Phoenix	80	
Family Entertainment Center	15	Bayou Phoenix	15	
Pre Development	20	Bayou Phoenix	9	
		CNO - Bond	5	
		CNO - Economic Development	5	
		NORA	1	
Infrastructure	35	Public	35	
Total	330		330	
Movie Studio	80	Private	80	
Restaurant and Retail	90	Private	90	
	170		170	
Total Uses	500	Total Sources	500	
		Bayou Phoenix/Private	439	88%
		Public	61	12%
		NORA - CNO	11	
		Outstanding	50	

Public / Private Partnerships





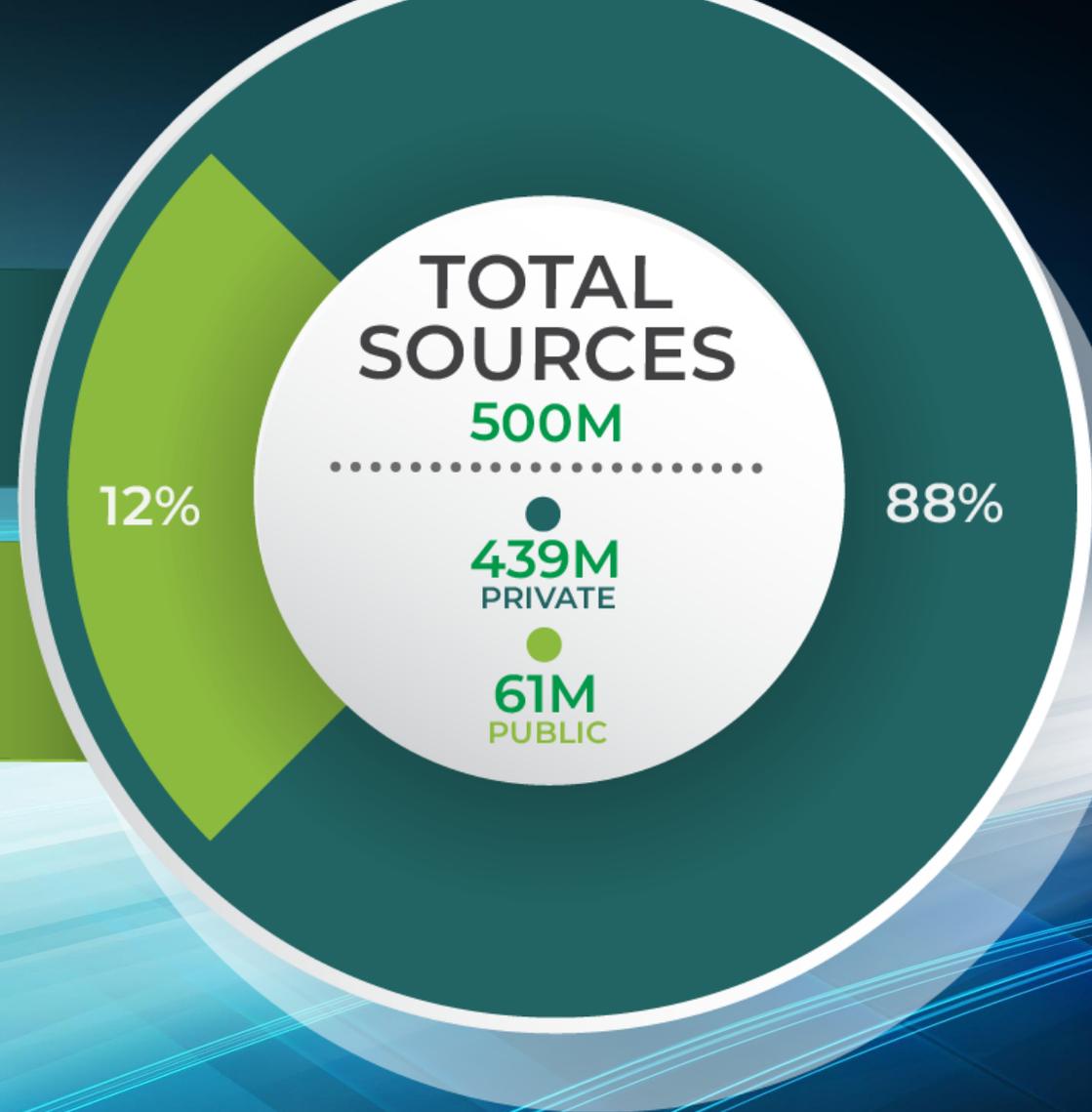
BAYOU PHOENIX / PRIVATE

Uses include: Pre-Development, 2 Hotels, Indoor/Outdoor Sports Park, Water Park, Family Entertainment Center, Movie Studio, Restaurant and Retail



NORA - CNO / PUBLIC

Sources include: NORA, CNO - Bond, and CNO - Economic Development



NORA and CNO: 11M
OUTSTANDING: 50M

Questions and Answers

