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Space City USA, Inc.
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FACT SHEET

SPACE CITY USA THEME PARK
HUNTSVILLE-MADISON, ALABAMA

PROJECT:

Space City USA is being developed as an extensive commercial and real estate development and permanent theme park. The project is located adjacent to Redstone Arsenal and near Huntsville and Madison, Alabama on Highway 20 (U.S. 72 alternate). Interstate Highway 65 will pass approximately eight miles to the west. A new \$12 million jet airport to serve the Huntsville-Decatur area is being built approximately two miles to the west of Space City USA.

PURPOSE:

Space City USA will provide a recreation, entertainment, and educational center for the Southeast and the nation. The park is also intended to serve as a permanent showcase for our space activities and a convention center. Studies indicate hundreds of thousands of people a year will visit this park. Since Huntsville is in the very center of our space activity, it is logical that such a showplace for space be located here. A "time machine" approach will be used to indicate the events leading up to the space age and to project the visitor into the world of the past, fantasy, and future. It is planned to open the park during the summer of 1966.

HISTORY & ORGANIZATION:

Space City USA was incorporated on September 3, 1963, in the State of Alabama after several years of planning and preparation. The 25 original stockholders are Alabama businessmen.

FINANCING:

The initial subscriptions amounting to \$137,500 of private capital were primarily used to make down payments on 247 acres of land to be used for the commercial development, to obtain a 99-year sub-lease on 200 acres of land on which the theme park is to be erected, and to prepare the preliminary design and economic study for the park. Proceeds of public stock issues are

being used for the actual construction of the park. The initial public stock issue of \$235,500, which was filed with the U.S. Securities and Exchange Commission, has been completely sold out. A larger issue of \$5 million is now being sold to the public at \$2.50 per share. The number of stockholders already exceeds one thousand. The balance sheet for November 30, 1964 shows total assets of over one million dollars.

DESIGN & CONSTRUCTION:

The City of Huntsville had proposed a similar idea for a space museum several years ago, and a city contract of \$26,000 with the Stanford Research Institute of California confirmed the feasibility of a large participating type park. A feasibility study was prepared by Skylim of Alabama, Inc., headed by Glen and Ralph Robinson, leading designers and contractors in the amusement park industry. Skylim of Alabama, Inc., has also prepared detailed plans, specifications, and layouts and is the general contractor for park construction. The park is planned to allow for regular additions and expansion. Live shows, realistic effects, cleanliness, and crowd-flow planning will be rigidly employed. A major family-type entertainment and educational center of this type is completely different from a children's park or typical amusement park, and nothing of this nature exists in the Southeast. The site and lake are in the process of being cleared, a 2,500 square foot administration building, and a mill shop and maintenance building have been finished and are in use on the site. Detailed engineering is basically complete and roadway signs have been completed to mark the location of the park. Construction work has started in the Old South, Land of Oz, and Lost World including building and ride construction. The Time Machines are in place and the volcano super structure has been erected. Full use is being made of the ideal natural resources available on the park site.

FEATURES:

Motel and Shopping Area - The front entrance to Space City USA will include 2,600 feet bordering on Highway 20, which is being four-laned. The 247 acres of commercial property is planned to include motels, shopping centers, office facilities, restaurants, a convention center, industrial and research facilities, and display areas describing the park. A hundred foot wide, four-laned boulevard will lead from the main highway to the theme park area, with a monorail planned in the center. Beautifully landscaped parkways with flowers, shrubbery, etc., will shuttle visitors from the parking areas to the main park entrance.

Lake Area - A large lake, fed by underground springs, is located in the park area. The water is absolutely clear and pure and will be extensively used in developing rides and other attractions. There will be various rides based on water transportation, including stern-wheeler steamboats, canoes, rafts, and log boats. A "pirates" island is being constructed in the center of the lake which, when completed, will have all the characteristics and excitement of a realistic pirates island, complete with tree house, caves, and pirates cove.

Picnic and Camping Area - Near the lake a picnic area will be developed which will include camping sites, fishing facilities, parking areas, etc. A western Ghost Town is also planned which can be reached by either automobile, train, boat, or the Skyway Ride which originates about three-quarters of a mile away in the center of the park.

Train Ride - An authentic 1897 model narrow gauge locomotive and cars is now operable and travels over one mile in the park area. It follows a very scenic route making various stops at park features and crossing the lake on causeways. During the summer of 1964, thousands of people rode this train during week-end Open House activities.

Amphitheater on the Water - A stage on the lake will service a 2,000 seat capacity amphitheater for live stage shows and entertainment.

Antique Aircraft - Antique aircraft will operate from a grass strip and hanger with authentic early flying machines on display. A captured balloon with daily ascents will add a striking "Landmark" to Space City.

Skyway Ride - A futuristic cable car ride, originating at the center of the park, will give passengers a bird's-eye view of the park and then cross the lake to the Pirates Island and Western Town.

RIDES AND ATTRACTIONS:

A detailed analysis of other theme parks and their most successful attractions has indicated the most successful and profitable operations have been based on a high ride capacity. A total of 24 rides and attractions are planned in the initial development of Space City with a total hourly capacity of over 14,000.

The following breakdown indicates the rides and attractions in each of the four major sections and the hourly capacity:

Land of Oz (A World of Fantasy)

Land of Oz Dark Ride	600
Carousel	1,000
Small Train	500
Mad Mouse	600
Swan Ride	300
Jack and Beanstalk Slide	360

The Lost World (Prehistoric Land)

Caveman Ride	500
Volcano Walk Thru	500
River Ride	1,200
Dinosaur Dark Ride	720

The Old South (Nostalgic Days Gone By)

Train Ride	1,200
Stern-Wheeler Boat Ride	500
Antique Car Ride	600
Flume Ride	600
Canoe Ride	300
Raft Ride	200
Gay Nineties Saloon	100

Moon City (World of the Future)

Moon Dark Ride	720
Flying Saucer Ride	240
Space Bug Sky Ride	840
Space Platform Ride	1,000
Jet Car Ride	600
Space Station Ride	600
Space Roll	550

ATTENDANCE FACTORS:

North Alabama is one of the fastest growing areas for development of recreation facilities. A major development of this nature is needed in the Southeast for vacationers, conventions, regional recreation, education and to attract industry. Facilities for technical meetings, visiting businessmen, and recreation are necessary for the further growth of the Huntsville area. Market research studies have indicated the following yearly attendance levels are anticipated for Space City USA which can draw on a population of 7.5 million people within 150 miles.

<u>Market:</u>	<u>People</u>	<u>% Visitors</u>	<u>Attendance</u>
Regional (100 mile radius)	2,800,000	10	280,000
Week-end (100-200 mile radius)	4,000,000	3	120,000
Tourist (Presently passing through Huntsville area)	<u>2,500,000</u>	35	<u>875,000</u>
	9,300,000		1,275,000

It is significant to note that NASA reports an annual visitation of more than 150,000 people whose primary interest is in the space program and its related by-products, and make a special trip to see the space exhibit available to the public.

PROJECTIONS:

It is estimated that the average visitor to Space City USA Theme Park will spend \$3.80 each. A total gross income to the park of \$4,845,000 including advertising and concession fees is expected with a net income before taxes of \$1,801,800. By comparison, the average expenditure per visitor to Six Flags Over Texas is \$3.91, and during the second full year of operation (1963), 1,433,000 visitors attended, with gross revenues of \$6,140,000 and a net income of \$2,094,000. The total original investment in Six Flags Over Texas was recovered in twenty-six months. Over 1,600,000 people visited Six Flags this year.