

"If I asked the people what they wanted, they would have asked for faster horses."

-Henry Ford. -[falsely credited]

CANNON BEACH

REVEL SURF

SWELL MFG.





CANNON BEACH MESA AZ



illustrative master plan

MESA, ARIZONA

- 37 acres
- State of the Art Mixed-Use
- Stay and Play Premier Destination
- Active Entertainment Attractions
- Retail
- Dining
- Hospitality
- Office
- Surfing and Cliff Diving Experience

SURF OPENED 2024





- 35 acres (vs. 39 in AZ).
- 150 Key Hotel/Resort
- 3-acre pool (33% larger)
- Unit Wave
- Elevate surf
- Large In-ground spa
- Larger Beach
- 35K of retail
- 105K of flex space



McKinney TX.

****CONCEPTUAL DRAWINGS THROUGHOUT ONLY****

AMENITIES AT CANNON BEACH

CLIFF DIVING
LAGOON



BEACH PAVILION AND
RESTAURANT



STANDING WAVE*

SURF LAGOON



SKATE PUMP TRACK*



*stock image.



Guest of the Hotel pay a "resort fee" that actually gets them something.



**CANNON
BEACH**
lifestyle + adrenaline



FLEX ENTERTAINMENT BUILDING

- ~105,000 ft of entertainment space.
- Bowling (w/ a unique flare)
- Electric Multi-level Karting.
- Movie Theater.



CANNON BEACH KTR FLEX

4551 S. Power Road
Mesa, AZ.
PROGRESS SET

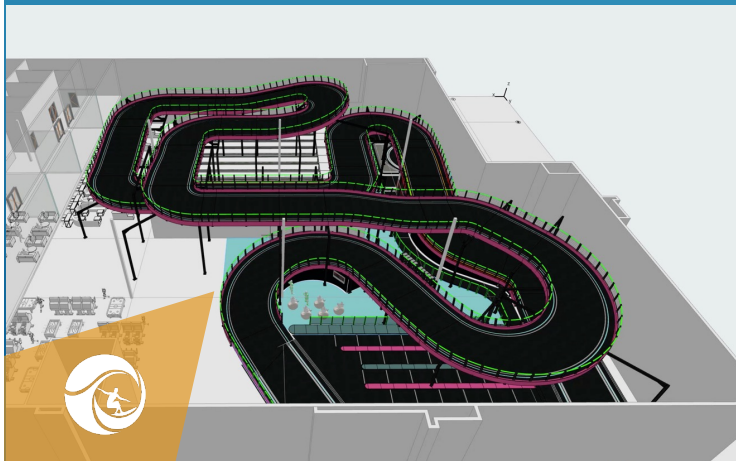


ABBREVIATIONS DRAFTING SYMBOLS MATERIAL SYMBOLS SHEET INDEX

REVIEWED
By JDCM at 8:48 am, Dec 16, 2022

mesa-az
PLANNING SERVICES
REVIEWED FOR CODE
COMPLIANCE

Foundation and Under slab Utilities Only
Permit



PROPOSED FRONT ELEVATION



COMMUNITY ENGAGEMENT

Public safety & Lifeguard training.
School Days at the Beach
School Fundraising Nights
Local Diving Teams
Scuba Classes
Yoga on the Beach
Wounded Veterans
High-sensory therapy



- 50%+ of guests are expected to come from out of state.
- Beach Day Pricing.*
 - \$50 for a day pass
 - \$30 for a youth pass
- Surfing*:
 - \$75/hour beginner wave
 - \$140/hour advanced
- Local Discounts
- Operating hours and public accessibility.

*estimates

School Activities



Charitable Experiences



Multigenerational Entertainment



**Revel Rescue Team,
class of 24**



FIN

QUESTIONS?