

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

-Henry Ford. -[falsely credited]

CANNON BEACH

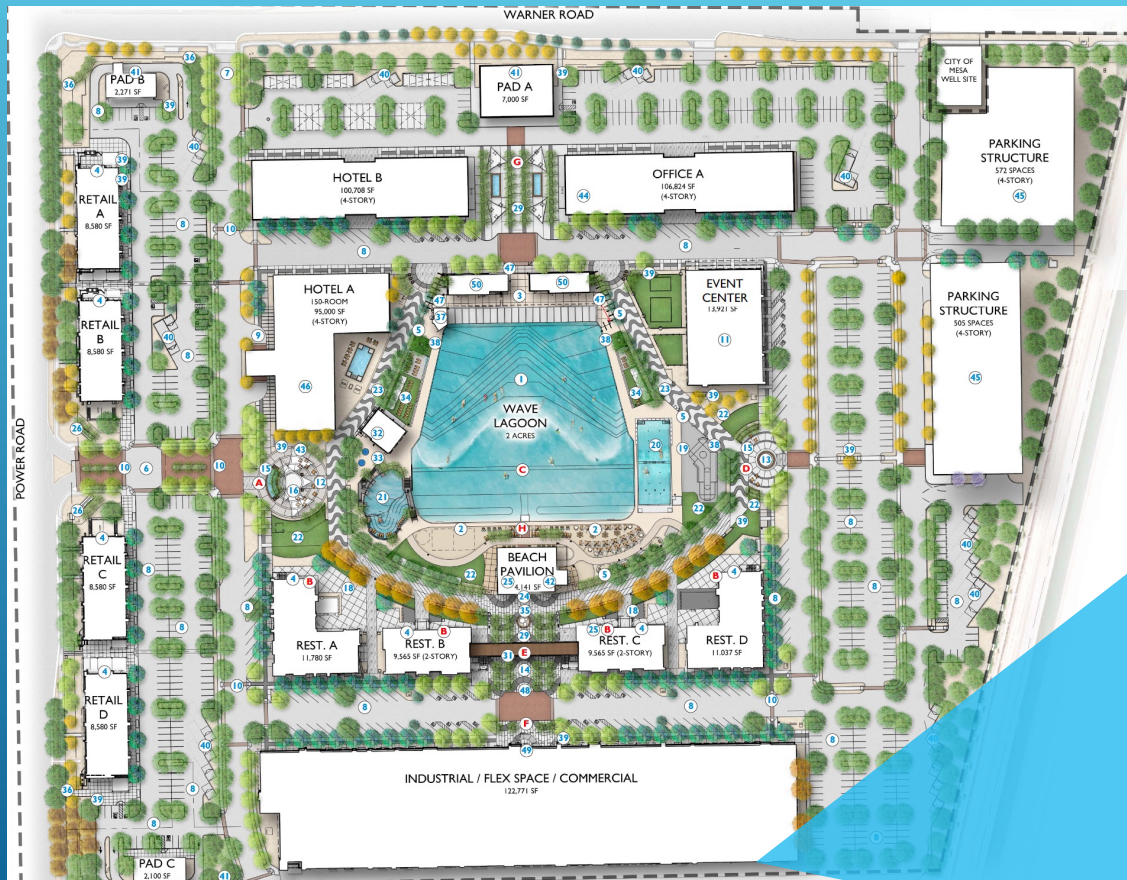
REVEL SURF

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.

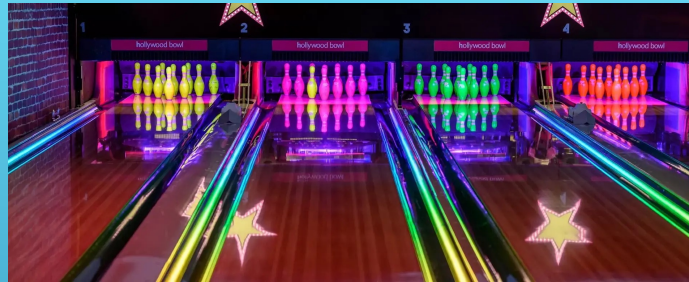


**CANNON
BEACH**
lifestyle + adrenaline



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

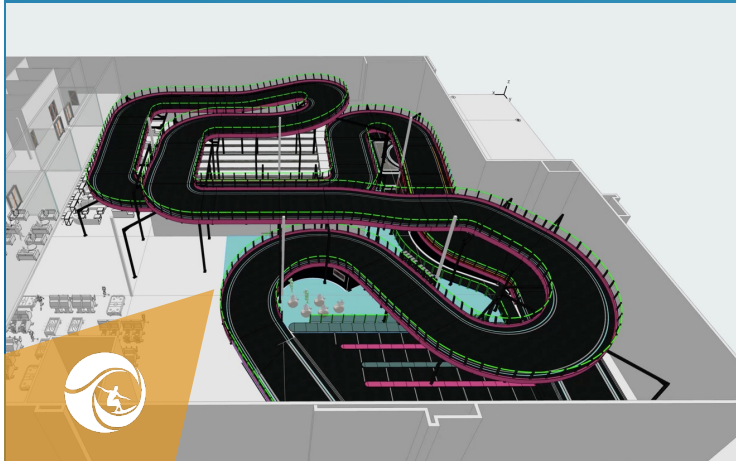
DRAFTING SYMBOLS

MATERIAL SYMBOLS

SHEET INDEX



Foundation and Under slab Utilities Only
Permit



PROPOSED NORTH 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?