

# ফুন্টown মountain



THE FUNTOWN MOUNTAIN PLAN

# WHAT THE FUN IS THIS?



# FUN FACTS

- Kentucky Carnival-Themed Amusement Park
- Located in Cave City, Kentucky
- Near Mammoth Cave National Park
- Located at former historic Guntown Mountain
- Affordable Family Destination



# FUN FEATURES

- Haunted Hotel
- Puttin N Kentucky Putt-Putt
- Imagination Land Museum
- Mountain Top Amphitheater
- Souvenir Shack
- Kentucky Wondershow Theater
- Hillbilly Tea Shack
- Skylift Ride
- Zippity Doo-Dah Zipline
- Lucky Lady Saloon
- Lolley Land
- Treetop Village



WHERE THE FUN IS THIS? (AVE CITY, KENTUCKY



THE ROADSIDE ATTRACTION CAPITAL OF AMERICA



# HOW THE **FUN** ARE YOU GOING TO DO THIS?

- Weber Group —  
Project Management / Development
- Mightily — Branding
- Execuity — Marketing
- Talented and Experienced Team
- Kentucky Tourism Support
- Social Media
- Kickstarter Campaigns
- Political Support
- Bank Financing
- Fundraising



# WHEN DOES THE FUN START?

## 2015 (PHASE I)

**March 31**

Closing

**April 1**

Groundbreaking

**June 15**

Grand Awesoming

- Pop-up Souvenir Shack
- Pop-up Hillbilly Tea Shack
- Haunted Hotel



# WHEN DOES THE FUN START?

## 2015 (PHASE II)

**June 30**

Zippity Doo-Dah Zipline Opens

**August 1**

Lucky Lady Saloon Opens

**September 1**

Imagination Land Museum Opens

**October 1**

Extended Haunted Attractions Open

**October 31**

Kentucky's Largest Halloween Party





# WHO THE FUN CARES?

- **Jody Richards**  
Speaker Pro Tem
- **Johnny Bell**  
Majority Whip
- **Mike Buchanon**  
Warren County  
Judge-Executive
- **Michael Hale**  
Barren County  
Judge-Executive
- **Dwayne Hatcher**  
Cave City Mayor



# THE PEOPLE OF KENTUCKY



# WHY THE FUN?



# LOLLEY LAND



# THE DREAM TEAM

**Will Russell: Ringmaster**

Lebowski Fest, WHY Louisville, Master of Social Media

**Emily Carter: Secretary of Fun**

Lebowski Fest, Funtown Mountain, Assistant to Mr. Russell

**Penny Peavler, Joe Argabrite, Tom Weber, Don Weber**

Weber Group

**Mark Evans: Talent Booker**

Holy Carp Productions, Production Simple, Zanzabar

**Art Embrey: Creative Director**

Embrey Creative (Holiday World, WHAS-11)

**Dayna Neumann: Marketing Strategist**

Execuity

**Gil Holland: Advisor**

Green Building, Philanthropist

**Philip Ruskin: Publicist**

Ruskin International

**Casey Wagner: Bagman**



# THE DREAM TEAM

**Pip Pullen: Brand Manager**  
Mightily

**Bill Green: Designer**  
Bill Green Studios, Lebowski Fest Poster Artist

**Griffin Van Meter: Fundraising Coordinator**  
Kentucky For Kentucky, Bullhorn Creative

**Chris Coffman: Attorney**  
Frost, Brown, Todd

**Raymond Hishmeh: Real Estate Agent**  
Coldwell Banker Legacy

**James Seward: Business Banking**  
PNC

**Rachel Owsley: Attorney**  
Stites & Harbison

**Quinn Hart: Accountant**  
Strothman Company



# I'M A FUN GUY

## Will Russell

- Lebowski Fest Founder
  - 25,000+ Social Media Following
  - 4 Years — 90+ events across the US and overseas
  - Press in every major media outlet including *New York Times*, *Rolling Stone*, BBC, *Nightline*, etc.
- WHY Louisville Proprietor
  - Ten years in retail
  - Two locations
  - Souvenirs, Art Shows, Roadside Attraction
  - 250,000+ Social Media Following
- Author of *I'm a Lebowski*, *You're a Lebowski*
  - *LA Times* Bestseller
  - Seventh Printing
  - Translated into six languages



- Kentucky Colonel
- Public Figure
- Respected Community Member
- Philanthropist

THE FUTURE OF FUN IS IN YOUR HANDS.  
THANK YOU FOR YOUR CONSIDERATION!





LET'S HAVE SOME  
FUN!

