

Concession for Holiday Fantasy of Lights at Tradewinds Park

ALICE SCENIC STUDIOS



WHO WE ARE?

We handle and create original artistic production and scenery design projects for clients globally

- cities and municipalities
- theme parks
- attractions
- museums
- retail
- theater
- television
- film
- live events
- hotels & resorts

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OUR STORY

- 2015 – Alice Scenic Studios, founded by Tolga Alisoglu, began as a turnkey provider of broadcast studio set fabrication in Turkey
- 2016 – created a specialty niche supplying holiday décor for malls
- 2016 – began supplying the themed entertainment industry in Europe including theme parks, museums, retail, and IP-based experiences
- 2022 – became a US-based entity managing fabrication from two facilities in Turkey. and began sub-contracting to US design/build companies.

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OUR COMPETITIVE EDGE

- Highly skilled craftsmanship
- Long-standing experience in scenic fabrication and custom décor
- Cost-efficient production model
- Competitive pricing without compromising quality
- Fast and reliable turnaround
- Proven delivery even with international logistics
- Strong local project control
- Management, coordination, and client communication handled directly by Alice Entertainment LLC
- Scalable fabrication capacity
- Dedicated production facilities specialized in large-scale scenic elements and lighting-integrated décor
- Flexible, resilient setup
- Production and sourcing are not dependent on a single site or supplier

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OUR EXPERTISE



HOLIDAY AND SEASONAL
DÉCOR & LIGHTING



AMUSEMENT PARKS THEME PARKS
INDOOR PLAYGROUNDS
ADVENTURE PARKS
WATER PARKS
HOTELS & RESORTS



MUSEUMS HISTORY MUSEUMS
CITY MUSEUMS
THEMATIC MUSEUMS
DIGITAL & IMMERSIVE APPLICATIONS



TV STUDIOS THEATER PROPS
RETAIL STORES
EXPO BOOTHS
BRAND ACTIVATIONS

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FACILITIES



CARPENTRY

Our expansive 10,000 sqf facility is the heart of our scenic construction. It houses multi-axis CNC machines (5X, 3X, and 2X), a comprehensive suite of sophisticated woodworking machinery, metalworking stations, and a dedicated, state-of-the-art paint shop. This allows for precision in custom millwork, large-scale scenic elements, structural frameworks, and flawless artistic and scenic paint finishes.



MOLDING DESIGN / POLYURETHANE & FRP FABRICATION

Our specialized 16,000 sqf facility is dedicated to advanced molding and composites. Here, we undertake product design, prototyping, intricate mold making, FRP fabrication, 3D printing, thermoforming, and polyurethane/polyester casting. This workshop produces everything from durable theme park characters and architectural facades to detailed props and iconic holiday décor sculptures.



HOLIDAY & SEASONAL DÉCOR PRODUCTION

In our 2,500 sqf production facility we design and fabricate Holiday and Seasonal Décor & Lighting with custom thematic Elements, from iconic large-scale sculptures and animated characters to detailed decorative pieces, optimized for both unique appeal and scalable production. We integrate Advanced LED Lighting Solutions, including programmable RGB/RGBW and DMX dynamic systems.

Our equipment includes advanced tools such as tilting circles, 5X, 3X and 2X CNC machines, calibration sanders, PVC coating machines, hot press systems, water jet cutting technology and a state-of-the-art paint booth.

SERVICES

Turnkey design, engineering, fabrication, and installation of scenic elements:

- Woodworking
- Plastics
- Metalwork
- Paint
- Décor & Lighting
- Mill Working
- Graphics ,
- Sculpting, molds, FRP, Polycoating, Electromechanical
- AV integration

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GLOBAL CLIENTELE

Beyond our independent projects, Alice Scenic Studios serves as a reliable partner and subcontractor for other companies in the industry. Not only do we provide scenic fabrication for themed entertainment (Theme Parks, LBE, Experiential Pop-Ups, Museums, Entertainment Venues and Events), we also service other industries globally: automotive, aerospace, medical and healthcare, seasonal holiday décor, and broadcast studios.



SCENIC DESIGN & DÉCOR

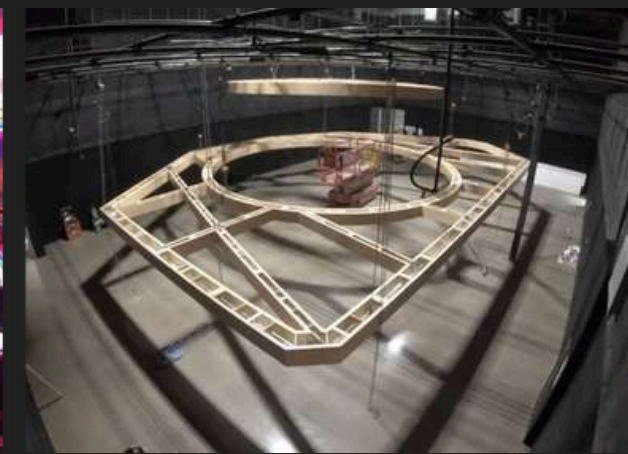






TV STUDIOS







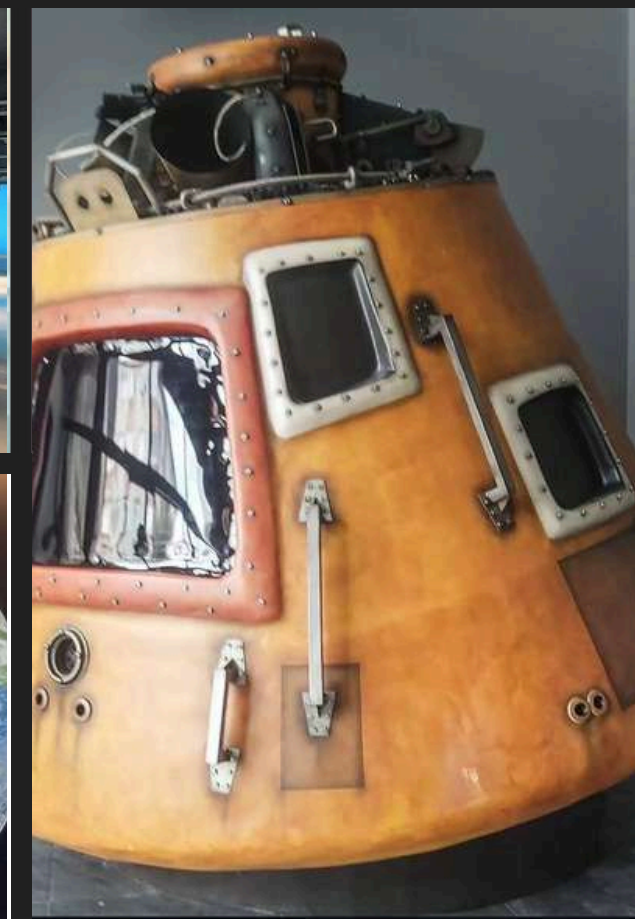
PUBLIC ART & ARCHITECTURAL CONCEPTS





MUSEUMS





HOLIDAY LIGHTING PROJECTS







MISSION / VISION

- Our mission is simple: to transform creative ideas into real, beautiful experiences—and to connect with the many people who need what we do.
- We focus on creating safe, well-organized environments that families can enjoy with confidence.
- Our approach prioritizes practical design, easy installation, and smooth operation throughout the season.
- Our vision is to deliver seasonal experiences that can be reused, refreshed, and improved year after year, while protecting public spaces and enhancing visitor experience.



WORKFORCE

United States (Alice Entertainment LLC):

- 2 full-time W-2 employees
- A variable number of 1099 independent contractors engaged as needed for project-based work (installation, logistics, technical support)

Affiliated Production Companies (Turkey – Sister Companies):

- 48 full-time employees across carpentry, molding & FRP, lighting, electrical assembly, and finishing
- These teams support fabrication and pre-assembly under long-term working relationships

Project Execution Model:

- Alice Entertainment LLC acts as the prime operator, managing operations, logistics, installation, and on-site staffing in the U.S.
- Fabrication and pre-production are supported by affiliated facilities in Turkey, allowing scalable manpower depending on project size and schedule.



INDUSTRY & PROFESSIONAL ASSOCIATIONS

- **IAAPA (International Association of Amusement Parks and Attractions)**
 - Active member
 - **Manufacturer & Supplier Committees** – *Global and Europe*
 - **Global Education Committee**
- **Through IAAPA committee work, we are regularly exposed to:**
 - Operational standards used by parks and large public venues
 - Safety planning, installation practices, and risk awareness in live environments
 - Real-world case studies related to crowd flow, infrastructure, and seasonal operations
- **Themed Entertainment Association (TEA)**
 - Active involvement within the themed entertainment community
 - Ongoing exchange of practical knowledge related to design, installation, and on-site operation

These associations play an important role in how we plan and operate projects—especially where **public safety, operational reliability, and visitor experience** are critical.



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PRODUCT & ELECTRICAL STANDARDS USED ON SITE

- For public, outdoor installations, we use components appropriate for U.S. operating conditions.
- Electrical products and connections used on site are selected from:
 - UL-listed or ETL (Intertek) listed components
- Typical components include:
 - LED string lighting elements
 - Power supplies and drivers
 - Weather-resistant connectors
 - Internal wiring within decorative elements
- These components are combined with proper installation practices to support safety, durability, and seasonal operation.



ELECTRICAL INFRASTRUCTURE: CURRENT UNDERSTANDING

- At this stage, we do not yet have detailed technical documentation regarding the park's existing electrical infrastructure.
- What we do know is that the same operator has successfully used the current infrastructure with similar products for the past 5–6 years, including the most recent season.
- We do not currently have visibility into:
 - which specific areas relied on site power,
 - where temporary generators were used,
 - or the load levels required in those locations.
- Our first step would be to review any existing technical reports or documentation related to past seasonal operations.



ELECTRICAL INFRASTRUCTURE: PROPOSED APPROACH

- Our standard practice is to conduct an on-site technical walkthrough together with the County's technical staff and our own technicians.
- We have managed similar technical evaluations on public sites before, and this is a normal and responsible part of our process.
- Based on this joint assessment, we would propose the most appropriate solution, driven by real site conditions rather than assumptions.
- Our baseline model is a combination approach: using site power where suitable, and temporary generators only where truly necessary.
- The lighting and décor products we plan to use are based on newer technology, allowing for: improved efficiency,
lower overall power consumption.
- Our priority is to provide a safe, reliable, and efficient setup, without creating unnecessary investment for the County.



CABLE MANAGEMENT PLAN

- All power and data cables will be secured and protected and will not be left exposed.
- Cable routing will consider daytime public park use and evening drive-through operations.

By area:

- Grass areas: Outdoor cable channels or covered protection systems
- Public access areas : Low-profile protective covers where needed
- Drive-through routes: Durable cable protection ramps
- Cables will be organized, visually controlled, and routed with safety as the priority.



DAILY & WEEKLY MAINTENANCE AND INSPECTION ROUTINE

- The site is visually inspected daily before the event opens.
- Any damaged cables, loose connections, or non-functioning elements are addressed immediately.
- A small maintenance team remains on-site throughout the season to respond quickly to issues.
- Routine checks and corrective actions are logged for internal tracking.



TURF PROTECTION MEASURES

- Installation activities will be planned to minimize impact on turf and landscaped areas.
- Cables, vehicles, and equipment will be managed using temporary protective methods appropriate for outdoor installations.
- Generator and equipment placement will avoid direct contact with turf where practicable.
- Site conditions will be monitored and coordinated with the County as needed.

Turf Restoration & Site Condition Review

- A site condition review will be conducted prior to the start of the event.
- A follow-up review will be conducted at the conclusion of the event.
- If any damage is identified that is directly attributable to our installations, appropriate restoration will be addressed in coordination with the County and in accordance with contract terms.



WEATHER MONITORING & OPERATIONAL PROTOCOLS

- Weather conditions are monitored throughout installation and event operations.
- Displays are secured using appropriate anchoring methods based on surface conditions.
- Operations may be temporarily paused during heavy rain, high winds, or lightning when safety thresholds are approached.
- Activities resume once conditions are assessed as safe.
- All decisions prioritize public safety and are coordinated with the County as needed.



WEATHER-RELATED CLOSURES

- Any weather-related operational decisions are coordinated with the County/property owner.
- The event operates over a 48-day period, and online tickets are valid throughout the event window.
- If a temporary closure occurs, clear guest communication is provided through available channels.
- Guests who are required to exit early due to weather conditions are accommodated by allowing ticket use on another event date, in line with the event's ticketing policy.
- Operations resume once conditions are confirmed as safe and approved by the County.



PROPOSED LIGHT DISPLAY CONCEPT – 1

- The event is designed as a drive-through holiday light experience, supported by selected walk-through viewing points where appropriate.
- The display will consist of multiple themed zones, each with a clear visual identity and color palette, creating a continuous and engaging journey for visitors.
- Individual display elements will include:
 - Large-scale illuminated sculptures
 - Archways and tunnel effects
 - Tree and landscape lighting
 - Decorative motifs and character elements



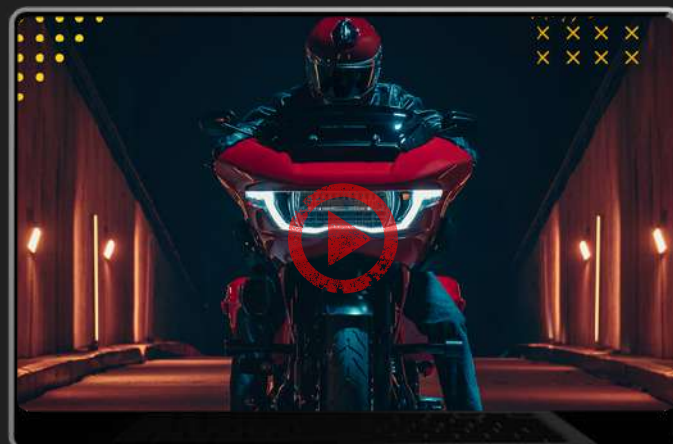
PROPOSED LIGHT DISPLAY CONCEPT – 2

- The total number of displays and LED elements will be finalized after site review, but the concept is based on:
 - High-density LED usage for strong visual impact
 - Energy-efficient lighting technology
 - Modular elements that allow flexible layout and future reuse
- Themed sections and storytelling:
 - The route is structured as a sequence of scenes rather than isolated elements
 - Each zone supports a clear holiday theme, rhythm, and visual transition
 - Lighting is used to guide movement and enhance immersion
- Signature elements that differentiate our approach:
 - Custom-designed, modular installations developed specifically for this site
 - A mix of standard inventory and site-specific custom pieces
 - Emphasis on clean installation, organized cabling, and visual consistency
- The overall goal is to deliver a cohesive, memorable, and well-organized holiday experience, rather than a collection of disconnected displays.



EXPERIENCE WITH DRIVE-THROUGH HOLIDAY LIGHT EVENTS

- Our team has experience delivering large-scale outdoor installations involving vehicle circulation and visitor management.
- While many of our holiday lighting projects are designed for pedestrian environments, these require higher safety control and technical precision, which directly applies to drive-through events.
- Company founder Tolga Alisoglu has senior theme park management experience, overseeing operations with high daily visitor volumes.
- Our team also operates Big Boyz Festival, a ticketed event combining drive-through and pedestrian experiences, managed successfully for over 8 years.
- This combined experience enables us to plan and operate a safe, well-managed drive-through holiday light event at comparable scale.



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CURRENT INDUSTRY TRENDS & HOW WE KEEP THE COUNTY UPDATED

- The industry continues to evolve toward energy-efficient LED systems, modular and reusable displays, and improved installation safety and cable management.
- There is also increased emphasis on operational efficiency, faster installation cycles, and solutions that allow reuse and adaptation across multiple seasons.
- Our team stays current through:
 - active involvement in live projects
 - continuous technical evaluation of products and materials
 - close collaboration with production partners
 - participation in IAAPA shows and operational workshops
 - annual presence at the TransWorld Christmas Show, including seminars and supplier briefings
- For this project, relevant updates are shared with the County through:
 - pre-season coordination meetings, where layout, technology, and product options are reviewed
 - clear communication during setup, if alternative or improved solutions are identified
 - post-event reviews, summarizing observations and improvement opportunities for future seasons
- This approach ensures the County benefits from current, proven technologies without introducing unnecessary risk or untested systems

CONTRACT MANAGEMENT & FULFILLMENT FRAMEWORK

- We use a structured internal process to manage schedules, deliverables, and contractual obligations.
- Payments, reporting, and project milestones are tracked through a centralized project schedule.
- Clear responsibility is assigned for financial coordination, operations, and reporting.
- All required submissions are prepared in line with County timelines and reviewed internally.
- Ongoing coordination with County staff ensures transparency and timely resolution throughout the project.



THREE-YEAR GROWTH PLAN – 1

- Alice Scenic Studios will continue its established role as a subcontractor for major U.S. and international fabricators, particularly in carpentry and fiberglass production. This remains a stable and ongoing part of our business.
- In parallel, our three-year growth focus in **holiday décor and lighting** is centered on building a scalable experiential design and public-space decoration platform in the U.S. market.



THREE-YEAR GROWTH PLAN – 2

Market Expansion

- Initial focus is on Florida, serving: – shopping centers – mixed-use developments– tourism destinations and cruise lines – Cities and parks

Product & Service Development

- We position ourselves not only as a décor provider, but as an end-to-end experiential design partner, offering:
- concept-driven thematic environments
- large-scale iconic decorative elements
- interactive and photo-oriented installations
- integrated lighting and digital content
- modular, reusable premium décor system

Scaling Model

- Growth is supported by:
- a centralized creative and design team
- standardized, modular product systems
- local installation and operations partners
- combining our scenic décor fabrications with holiday lights

Anticipated Challenges & Mitigation

- Competitive market: addressed through original design language and measurable visitor impact
- Operational complexity: managed via standardized systems and experienced project management

WHY ALICE SCENIC STUDIOS

- Prime contractor with full accountability and in-house fabrication capabilities
- Scalable, modular production model that supports reuse, refresh, and long-term cost control
- Operational experience in public, high-traffic environments, with strong safety and site awareness
- Collaborative approach with the County, avoiding unnecessary infrastructure upgrades and spend
- Clear on-site management structure ensuring reliable day-to-day operations
- Long-term value for the County, delivering a refreshed event experience and positive public perception





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thank you

www.alicescenicstudios.com