

Project seeking Avalon 2.0

Owner: Alex Ivory

Mission statement: A community of people who also run a business based as a medieval LARP (Live Action Role Play) theme park. Paying visitors come to experience the fantasy world created within the park boundaries.

Business summary: This will be a theme park with paying customers coming to experience a fantasy world created within a gated community. By securing a large tract of property, the theme park itself will encompass a village, castle and other attractions with room to expand. Following the medieval and fantasy rules already in existence the park will expand on what is already a very popular genre in other theme parks. The main distinction will be that everyone including guests will be required to be costumed in appropriate attire.

Community members will be part owners and work like a co-op sharing profit and tackling day to day park functions.

Inside the park will be room for individual business such as restaurants and markets.

This park has the possibility of creating and minting its own currency to be used inside the gates.

Marketing plan: The target audience for this project will be families and all peoples interested in escaping modern life.

Competition for this market is very small with limit medieval theme parks in existence.

As the park itself will be remote, there will need to be accommodations for guests as well as workable shuttle service to main hubs closes to the park.

Advertising will come naturally as the excitement of construction and with the help of community members involved. Videos promoted through online channels featuring the creation of the park would be part of the business marketing plan.

Financial overview:

This project will require large sums of capital to secure suitable land, build infrastructure as well as props crucial to the fantasy world.

Due to the nature of the project, it is necessary to have interested people sign up and agree to the plan before securing large investors. This will be a massive building project with also many zoning and legal challenges which will require contractors and industry specialists.

Park overview:

Entrance and visitor center

To control the flow of traffic of visitors entering and leaving the park, a large reception building will be needed to process and to provide training to guests. This building may eventually also contain a separate hotel. Guest will be allowed to enter the theme park with approved items and some personal belongings (ie underwear, phones, books etc etc).

Costuming

One of the main components to the theme park is the immersive experience of complete costuming of all participants from actors to guests. This will require a large inventory of approved clothing as well as the facility to maintain them. Basic costumes and approved personal guest owned costumes will be reviewed prior to entering the park. Sourcing costumes will likely need to be done in large quantities of several sizes and type to accommodate all peoples. By maintaining a simple clothing for newer guests this will also help to distinguish them as novice guests in the park. They will be able to upgrade and customize their character through purchases. This will also mean that every piece of costume is for sale beyond renting.

Guest Characters

Guests will go through a basic orientation at the visitor center. Experienced guests can enter as a saved character in the database. To really immerse guests into the fantasy world, they will be creating a role-playing character which will be like a new identity. Guest will have the opportunity to change and upgrade their characters. Lockers will be needed to allow guests to have repeat usage of gear. Lockers will be rented also generating revenue.

Training

Classes of all types will be offered as paid options for guests. Examples of Wizarding schools exist elsewhere all over the world. Classes on basic skills like Pottery, Forging/blacksmith, carpentry, forest lore/foraging, farm and animal husbandry. LARPing has a large fighting component and a school to teach all levels will also be required.

Money and payment

To push the experience of the game there will be a minted coin system used at currency inside the game. These tokens will also work for machine operated games inside the game. Gold Silver and Copper coins will not be the only currency as digital payment wrist bands exist in other theme parks and would be ideal if adapted for guests and employees to use. By removing real cash money and card payment the theme park will have a better control of the expenses and financials of the day to day business.

Living in the park

Housing

Food

Working

Banking

Legal

Schools

Government

Businesses

Props

Approved LARPing weapons and accessories will be a main business for the park. Guests will be encouraged to upgrade their characters. Costumes will also be a large revenue for the park.

Food

Restaurants

Market

Vendors

Water\*

Pubs/bars

Entertainment

Shows

Music park musicians

Escape room

Labyrinth

Haunted house

Battle experiences

Movie/tv presented as magic mirrors

Internet

Packaged off grid experiences

Meditation

Healthy eating

Crafting/Classes

Horses

Park layout/land

The land will depend on availability and municipal government approval. Large wooded and topographically interesting land preferable. A water feature may need to be dug out such as a retaining pond. Artificial rock could be used to create other features.

Village

Following medieval designs but also allowing for modern touches to be hidden throughout. One large building could made to look like a city block from the outside.

Doors and safety marking

Using a colour coded door system as well as signage will help to mark off parts of the world and the function of the doors.

A Blue door will be used to mark off game areas open to the guests. These could be things such as modern bathrooms, change rooms, hotel room, modern equipment or training room. Behind a blue door will be out of game and not subjected to the same rules as inside the world.

A Red door will be emergency exits

An Orange door will be staff only access and maintenance.

A Yellow door will be a residence door

A Purple door will be a game access

A Green or Brown(wood) door will be an all access door