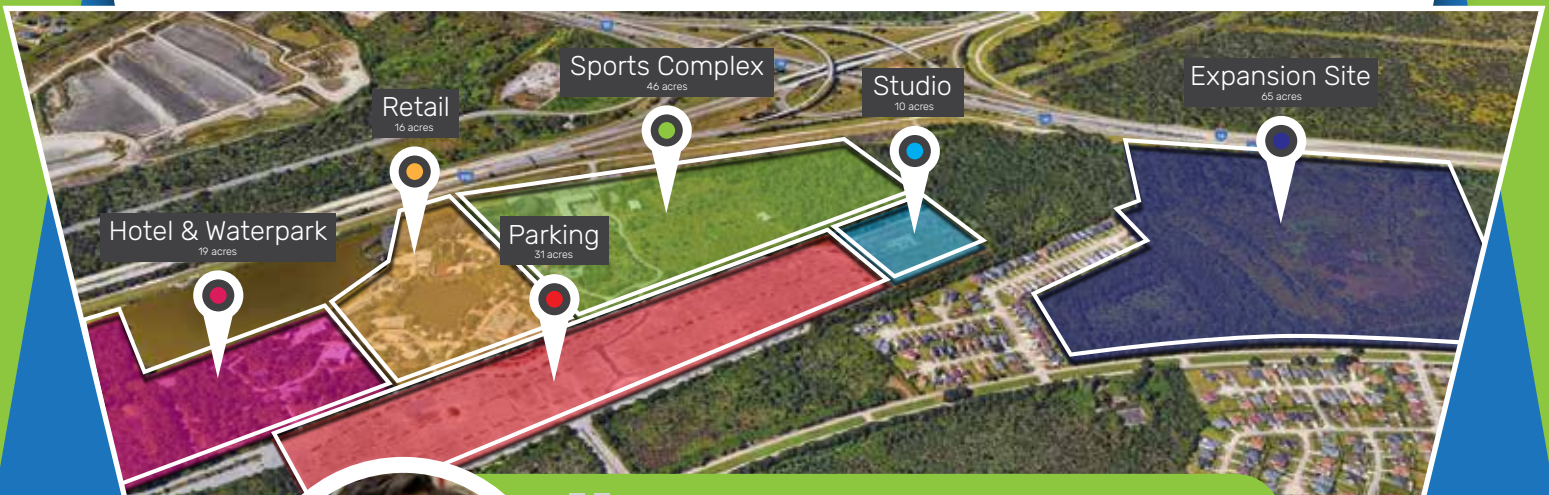


# B | BAYOU PHOENIX

## MASTER DEVELOPMENT

Former Six Flags Site – 225+ Acres on I-10 and I-510  
Largest Mixed Use Redevelopment Opportunity in New Orleans

Bayou Phoenix is creating a new grand entrance to New Orleans by developing its master plan of a premier sports complex, destination hotel, indoor / outdoor water park, and family entertainment center, shopping, and dining. In addition to serving the more than 75,000 residents in New Orleans East and 1.27 million in the New Orleans metropolitan area, the new development is poised to capitalize on the 19.75 million visitors to the New Orleans area, as well as additional 176,000 visitors projected to be generated by youth sports events and tourism from throughout the southeast.



This is a huge win for our city. This project is in clear alignment with our overall goal of driving vibrant recovery and creating again a more diverse and equitable economy for our people. Bayou Phoenix is prepared and has the resources necessary to deliver on this project.

Latoya Cantrell, New Orleans Mayor

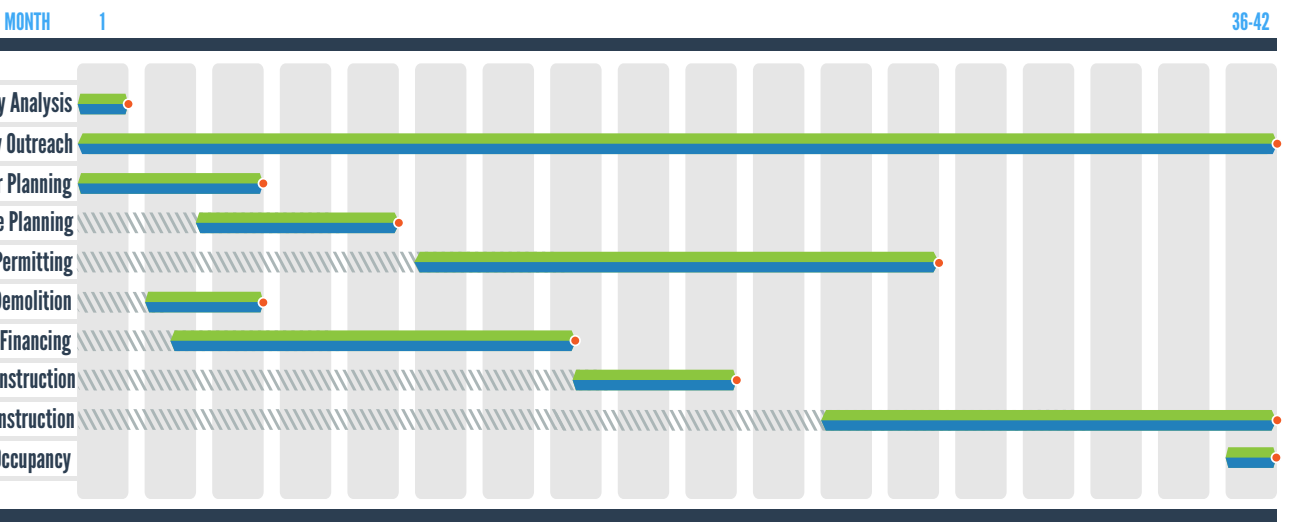


# Retail Town Center

**High Traffic Visibility**  
 This development presents a unique opportunity to join a historical, transformative project in one of the county's most recognizable markets. Located at the junction of Interstates 10 and 510, Bayou Phoenix will be a beacon for the 70,000 cars traveling through New Orleans East daily and the keystone for redevelopment in the region.



The Retail Town Center is a focal point of the master plan, providing the shopping, entertainment, and dining experiences to create a full-service destination for visitors and residents alike. Strategically positioned to maximize visibility and access from the sports complex and hotel/waterpark, this walkable district aims to promote connectivity and maximize visitor's length of stay. Current plans include options for anchor tenants, junior anchors, inline retail/restaurant, and pad sites situated among beautiful common area amenities to serve a range of consumers and create a true sense of place in New Orleans East. Top market needs include casual and fast-casual dining, sporting goods, grocery, and entertainment.



This is a transformational project for the people of New Orleans and the entire state of Louisiana. The Bayou Phoenix multi-use master plan will not only offer the state's first family-friendly resort right on I-10 but will also be an important catalyst to generate job and economic growth.

**Troy Carter, U.S. Congress**



Bayou Phoenix offers an opportunity to bring more families to New Orleans to live, work and play. This is the economic boost Eastern New Orleans needs to accelerate job growth, shopping, tourism, sports, and family entertainment.

**Oliver Thomas, New Orleans Council, District E**





# Family-Friendly Destination



## Resort Hotel, Waterpark, Sports Complex, Entertainment Center

Bayou Phoenix's preliminary plans offer a family-friendly destination for tourists and residents with a 300-room family themed resort with an indoor/outdoor waterpark, a 100-room franchise hotel, an indoor/outdoor sports complex, and family entertainment center.

## Market

According to New Orleans & Company, the city's official destination marketing organization, New Orleans welcomed a record-high 19.75 million visitors in 2019 resulting in a visitor spending of \$10.05 billion. In 2019, hotel occupancy in the New Orleans market area was 69.4% with an ADR of \$149.67. Although hotel occupancy, tourist visitation, and spending levels have dropped due to the pandemic, we project the city to reach 2019 levels prior to the opening of the proposed resort.



## Resort Hotel & Waterpark

The family-friendly resort hotel with an indoor/outdoor waterpark does not face family-friendly resort competitors in the New Orleans market area. The nearest resort under construction is in Foley, AL, 170-miles East of the Bayou Phoenix site. To the west, Great Wolf Lodge has announced developing a property in Houston, TX, 370 miles away. Neither property is projected to directly compete with Bayou Phoenix.

The competitive set of hotels of mostly waterpark resorts from the wider regional area showed an average occupancy of 76% with an ADR of \$219.35 in 2019 highlighting family-friendly resorts achieving higher occupancy and ADR levels. With a targeted open date in 2025, research projects that Bayou Phoenix will achieve 74% occupancy in its third year, achieving a \$282.50 ADR.



With the Bayou Phoenix development, New Orleans East will become a welcoming gateway to the city from I-10 East. This project will have a tremendous positive impact on economic growth for residents and tourists, alike.

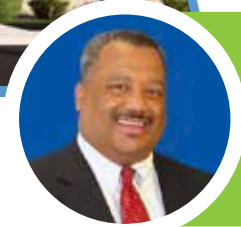
Jason Hughes, State Representative





## Sports Complex

Bayou Phoenix will utilize 40-acres for state-of-the-art next generation turf athletic fields with professional-level lights, food service, restrooms, and shaded structures. The outdoor facility will include FIFA and youth soccer fields, Little League fields, and NCAA softball fields to accommodate national and regional tournaments, local leagues, camps, clinics, and rental for team practice. The indoor facility will include state-of-the-art NBA level hardwood courts, regulation volleyball courts, and a championship court arena with seating.



From the day that the proposals were submitted to the city to develop the Six Flags property, the Bayou Phoenix project has been the overwhelming favorite of those of us who live in New Orleans East. As a resident and pastor of a church in New Orleans East, I wholeheartedly recommend the Bayou Phoenix Project!

Pastor Fred Luter, Franklin Avenue Baptist Church



## Family Entertainment Center

Visitors and residents can stay on the Bayou Phoenix property and enjoy a 40,000 SF indoor entertainment center designed for family activities such as bowling, arcade, e-sports, and restaurants.



We get excited when we see the transformative possibilities of a development such as the one proposed by the Bayou Phoenix group that would not only develop the old Six Flags site but stimulate more economic development in the real estate around it.

Sean Bruno, Chairman, East New Orleans Business Development District

Retail Town Center	17 Acres
Resort Hotel	300 Rooms
Franchise Hotel	100 Rooms
Waterpark	Outdoor: 5 acres / Indoor: 60,000 SF
Sports Complex	Outdoor: 40 acres / Indoor: 185,000 SF
Family Entertainment Center	Indoor: 40,000 SF
Parking Spaces	3,000+

FOR MORE INFORMATION

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