



SHOWCASING SUCCESS

See how our clients create memorable experiences.

150+

transactions completed
for location-based (LBE)
retail clients

2.5M+

square feet nationwide
in an ever-evolving
experiential market

25+

years focusing on your
real estate so you can
focus on your
business

“Uniquely positioned at the intersection of real estate + entertainment”

Clients



"Uniquely positioned at the intersection of real estate + entertainment"





kingsmen

Create your own unique splash of

At Crayola Experience, kids of all ages and stages can reach beyond their imagination and immerse themselves in colorful adventures. The next generation of Crayola Experience is bolder, brighter, and creatively reimagined. Crayola has partnered with BrightColors, LLC, and it's strategic partner Kingsmen Xperience, to open at least 5 new Crayola Experience locations in the U.S. over the next 7 years, starting with Pigeon Forge, TN. With concepts ranging from 30,000–50,000 square feet, Crayola Experience destinations will be welcoming 2M guests per year and growing!

COLOR!



Easton PA
(opened 1996)

Orlando FL
(opened 2015)

Minneapolis MN
(opened 2016)

Plano TX
(opened 2018)

Phoenix AZ
(opened 2019)



THE SMURFS

Sizzle reel!



February 2025 • New movie!

An interdimensional time-traveling adventure and musical comedy featuring Rihanna as the voice of Smurfette!

nickelodeon



Building happiness since 1958

Nearly universally known (95% global brand recognition), THE SMURFS are bringing family fun to the North American market. This long established brand is reinvigorating family entertainment. From restaurants to retail shops and VR to edutainment, there are so many ways to experience THE SMURFS!

- Theme and water parks
- Pop-up touring shows
- Interactive, immersive exhibitions and VR experiences
- Escape rooms
- Restaurants





**GUIDED BY OUR PURPOSE
TO CREATE JOY AND
COMMUNITY FOR ALL
PEOPLE AROUND THE WORLD,
ONE GAME, ONE TOY,
ONE STORY AT A TIME.**



For over 80 years, Hasbro has been delivering engaging brand experiences for global audiences through toys, consumer products, gaming, and entertainment with their portfolio of 100+ iconic play brands.

For unique licensing opportunities please contact Samuels & Company, LLC, to connect these world-class iconic brands with children, fans, and families through the wonder of storytelling, active play experiences, and exclusive LBE and retail opportunities.



THE FUTURE OF XR

Combining proprietary, boundary-pushing, immersive-reality technology with live theatre and sensory manipulation, Layered Reality creates a unique multimedia experience. Brought to the American market exclusively by Samuels & Company, Layered Reality delivers an unforgettable consumer experience.





«GAME ON»

HBL is the global leader in skill games, operating in more than 150 theme parks and attractions in over 25 countries. HBL's games are designed to be fun, innovative, and highly repeatable within exciting, themed environments, and the ultimate in prize rewards!

HBL is launching a **"Competitive Socializing: Games-Bar-Restaurant"** concept that will have a big impact on the sector when it launches soon in both the UK and Asia. Aimed at a young professional audience between the ages of 18–35, HBL's concept will be extremely fun, competitive, and memorable. It will also greatly appeal to the lucrative corporate events sector and drive additional footfall to any destination in which it's located.



THE MOUNTAIN MILE

PIGEON FORGE, TENNESSEE

Enjoy the outdoors in the Great Smoky Mountains of Tennessee

The Mountain Mile and Tower Shops is an unprecedented development project with over 1 mile of road frontage and 174+ acres. This project is reshaping the retail, restaurant, lodging, and attraction scene in Pigeon Forge, TN.



BRICK+BEV

Brick + Bev is here to create something DIFFERENT. Led by industry veterans Jake Miller and Chris Honstain, Brick + Bev is an industry-altering business model intent on revolutionizing big-box retail vacancies in under-indexed markets. Brick + Bev has a mission to build a team of passionate collaborators and forge a reputation in their surrounding communities, all while having fun.

Brick + Bev's multi-venue DESTINATION ENTERTAINMENT concepts are fueled by exceptional hospitality. The Armory, Brick + Bev's inaugural project, is a 250,000 square foot multiple-destination entertainment experience that created new energy and traffic in an existing retail space. With single- and multiple-concept layouts, the next phase of Brick + Bev will create INCREDIBLE EXPERIENCES.




GREEN STREET
REAL ESTATE VENTURES


ARMORY


ARMORY

20K+ *Average guests per week*

120+ *Dwell time (in minutes)*

36.1 *Median guest age*

\$100K+ *Over-indexing guests household income*



BUFORD • GA



2021 Opening

ATLANTA • GA



2023/2024 Openings:

Chandler AZ • Grand Prairie TX

THE COLONY • TX



ORLANDO • FL





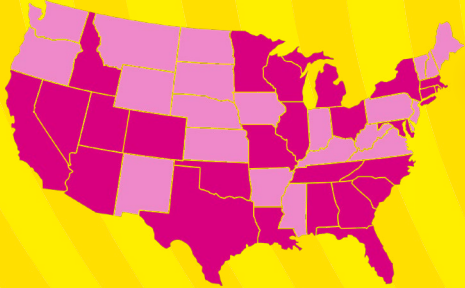
2023 Opening LEGO Discovery Center • Washington DC





CANDY

“RETAILTAINMENT”

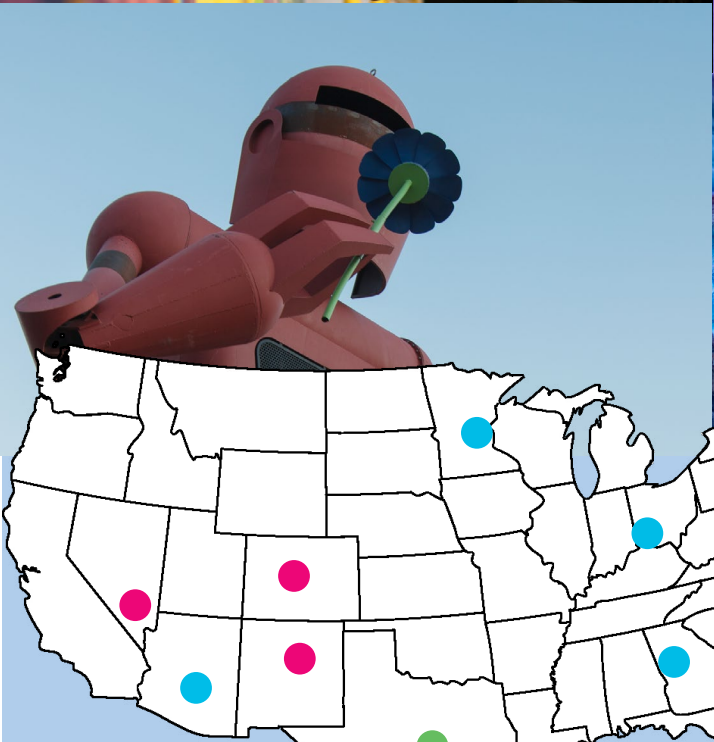


- 2023 NORTH AMERICAN OPENINGS:
SAN FRANCISCO • SACRAMENTO
OKLAHOMA CITY • MIAMI • BATON ROUGE

- 27 STATES
- OVER 100 STORES
- OVER 25M ANNUAL VISITORS!

LESS
RULES
MORE
SUGAR





M E O W
W O L F E

2023 2024

• Dallas • • Houston •

committed growth

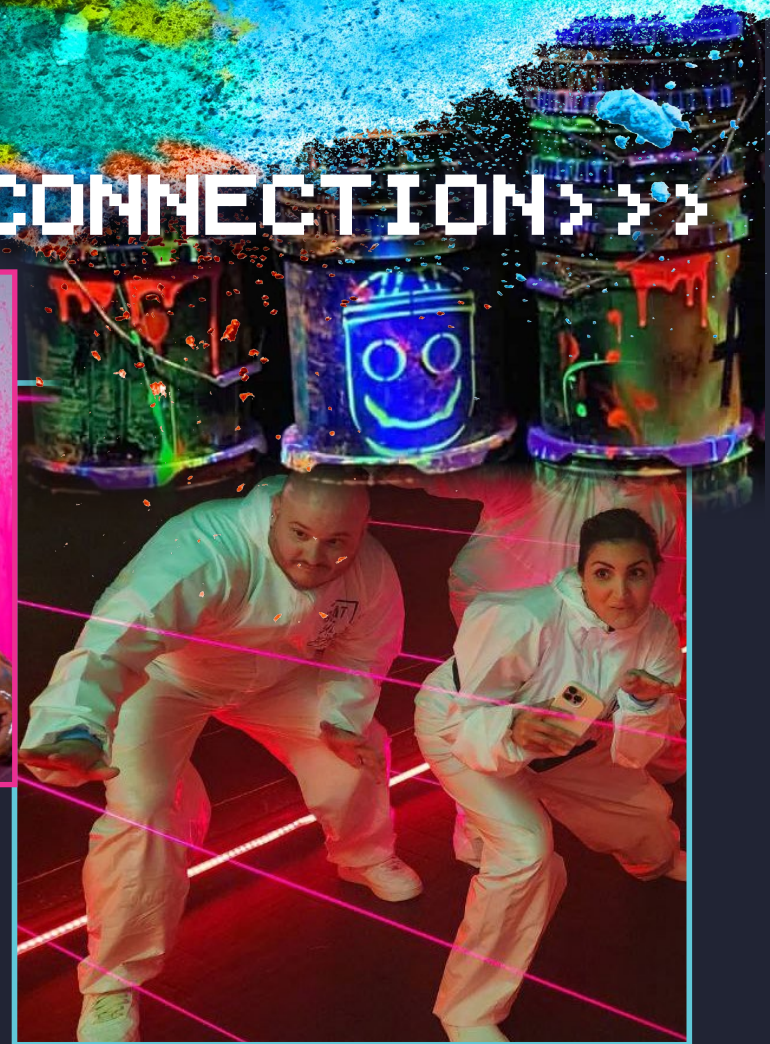
- open
- new openings
- future markets

To inspire creativity in people's lives through art, exploration, and play. . .

. . .so that imagination will transform our worlds.

BEAT THE BOMB

« « « ENGINEERING HUMAN CONNECTION » » »



SUIT UP >>>

Grab your friends and family. Get ready to dodge lasers, crack the code, and level up the gaming competition.

And if you can't beat the bomb? Prepare to get blasted!

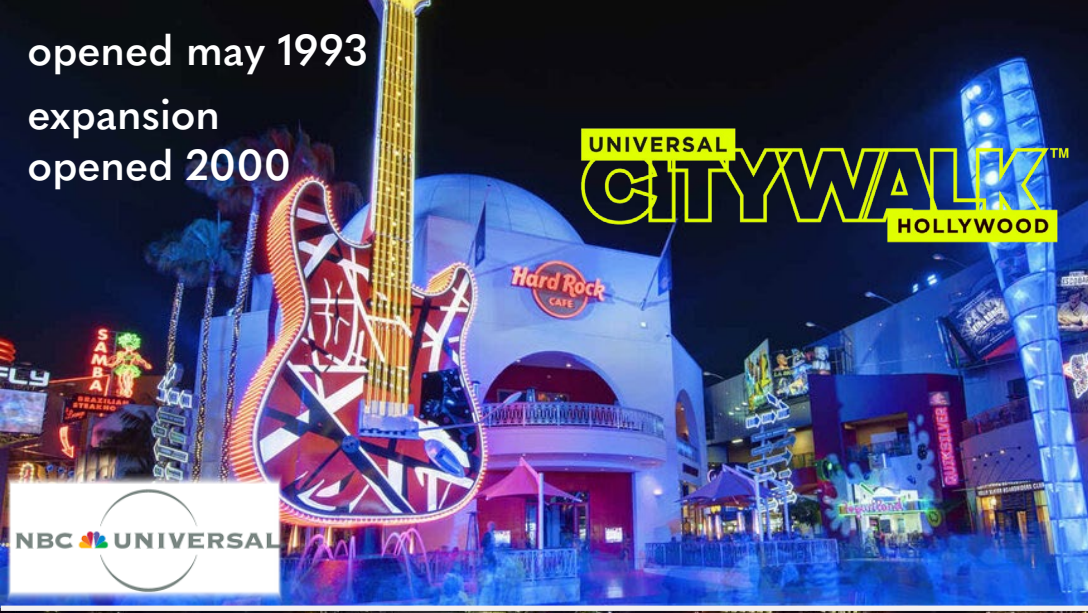
Brooklyn Opened 2018 • Atlanta Opened 2022 • Washington D.C. Opened 2023



Time stops at Butterfly Wonderland, as nature envelops you in its wonder. Live exhibits connect people to nature through a sensory experience that educates, entertains, and provides a refuge from the outside world.



opened may 1993
expansion
opened 2000



UNIVERSAL
CITYWALKTM
HOLLYWOOD



THE
MOUNTAIN MILE
PIGEON FORGE, TENNESSEE



tennessee
phase II

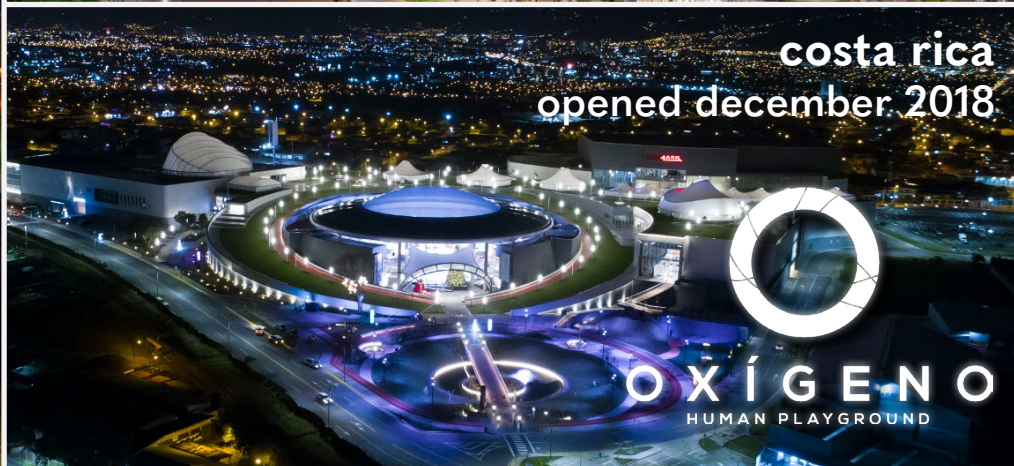
puerto rico
opened december 2019

EL DISTRITO
SAN JUAN



opened
october 2007

costa rica
opened december 2018



OXÍGENO
HUMAN PLAYGROUND

