

THE OPRY THEATER

2046 PARKWAY | PIGEON FORGE, TENNESSEE



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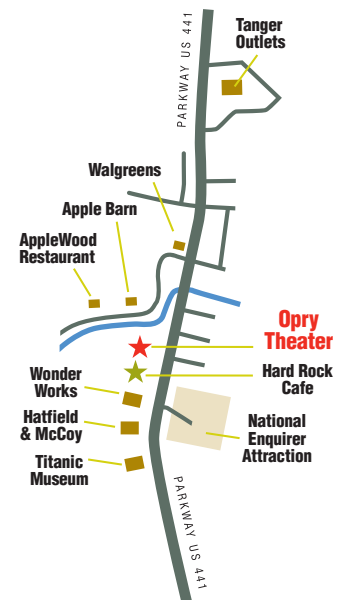


■ The theater is a **Top Tourism Asset** positioned among The Titanic Museum, The Apple Barn, The Hard Rock Cafe, Tanger Outlets, and Wonder Works.



■ **The Opry Theater** is a 35,610 square foot theater located on approximately 5.99 acres of land at 2046 Parkway in Pigeon Forge, Tennessee. The parcel is located in the city's Music Road Development Park.

■ Parkway Road is the main thoroughfare of Pigeon Forge, a major tourist destination with over **10 million visitors a year**. The theater is centrally located as a major component of the total Pigeon Forge Visitor experience and is a major tourist asset in the heart of the Pigeon Forge development corridor.





Aerial View of Music Road, Opry Theater, and Surrounding Attractions



Opry Theater Sign

■ Location

The theater is located in the heart of the Music Road Theater Park and is adjacent to two of the most popular attractions in the area, The Hatfield and McCoy Dinner Show and Wonderworks.

The property is zoned C-2, Tourist Commercial District. According to the Flood Insurance Rate Map as published by the Federal Emergency Management Agency (FEMA), the property is not located within a designated 100 Year Flood Zone and is not subject to flooding.

The acreage to the rear of the property is still owned by the City of Pigeon Forge and is part of the Music Road Development Park. Tony Roma's Restaurant is immediately adjacent to the theater on the right. This business is also owned by David Fee and Jim Hedrick.

■ Signage

A new sign was erected in front of the theater in 2006. This modern stone electronic bill board has the capability to show streaming video as well as full color wording and graphics. The electronic portion of the sign is controlled by a computer installed in the administration area behind the box office. The

sign is designed to catch the eye of travelers passing by the theater in either direction. It's stone façade enhances the overall image of the theater. The sign is located immediately adjacent to the Parkway. The upgrade to this sign and the addition of the stone works cost \$457,177.

■ Building

The main portion of the theater, including the stable addition, is one story. Over the stage a high bay has been added in order to fly curtains and other scenery screens etc.

The main building, the stable, and the exercise arena are all fully sprinkled for fire protection. The roofs are typical Bar Joist/Built Up Commercial. The walls of the main building are pre-engineered steel structure with stucco exterior. The dressing room areas are finished with sheetrock walls, acoustic drop tile ceiling and vinyl flooring. .

The main lobby of the theater has a full service concession stand equipped with a popcorn popper, small refrigerator for bottled drinks, coffee maker, hot dog cooker and sink. Cash registers are equipped with the BizTracker POS System. A storage area for the **concession stand** inventory is located immediately behind the concession stand.



Control Booth



Theater Stage