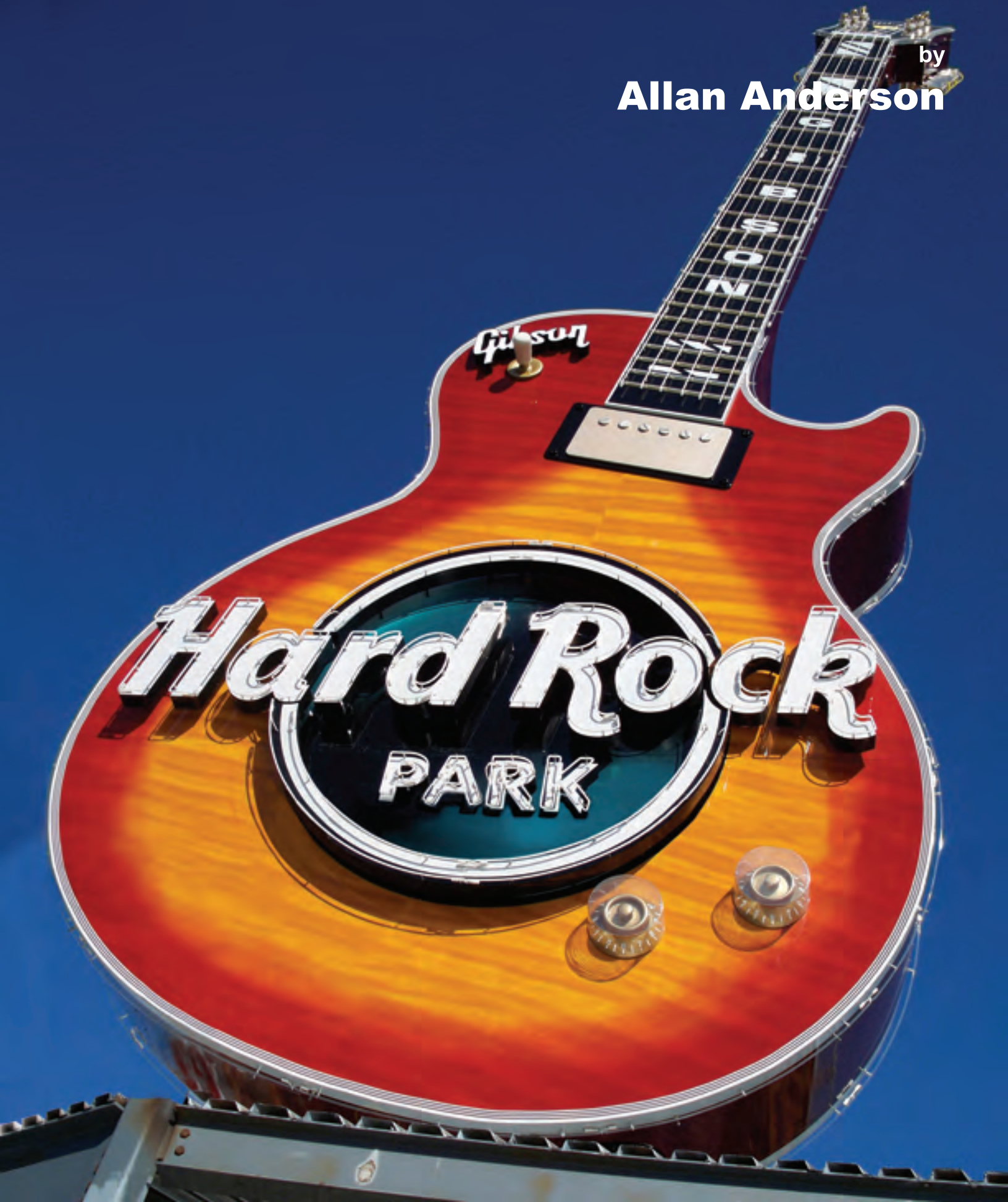


Hard Rock Park

by
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Every effort has been made to insure that the information in this book is as accurate as possible. The information was compiled from press releases, interviews and other media sources including the internet. Information is updated on a monthly basis.

For a complete listing of casino chips, purchase Hard Rock Casino Chips at www.anderson-design.org

All property information is always up to date but some of the flyers, brochures, ads, postcards, collectibles, etc. can be from years past and are shown to give some history to the property as well as information for collectors.

May, 2026



Hard Rock Park, Myrtle Beach, South Carolina (closed)

Low attendance and little advertising forced the Hard Rock Park to close in September 2008 and the owners filed for chapter 11 bankruptcy protection. Unable to find a buyer, Hard Rock Park asked the bankruptcy court to change its chapter 11 filing to chapter 7.

On February 19th, 2009, the Park found a new buyer in FPI MB Entertainment LLC. The new owners added new kids rides to make the park more family friendly. The two roller coasters named after Led Zeppelin and The Eagles had been renamed and many of the other rides, restaurants and areas throughout the Park had been re-themed to better fit into the vision of Freestyle Music Park. Nights in White Satin was also closed. The Park's musical and live stage show acts were also changed.

This article describes what the Hard Rock Park looked like in its first and only year. It was re-branded in 2009 to Freestyle Music Park with the theme being changed from strictly rock 'n roll music to include other genres of music including country, reggae, beach music, pop, R&B, alternative, Christian, and disco. FPI MBE planned to open additional new attractions and entertainment venues in the coming years, under the Freestyle Park banner. Unfortunately Freestyle Music Park also closed after the 2009 season.

Opening in June 2008, Hard Rock Park, the world's first rock 'n' roll theme park, was the first new major attraction to be built in the United States in nearly a decade. Hard Rock Park celebrated the spirit of rock 'n' roll through a myriad of more than 50 unprecedented, world class rides, shows and attractions, marking the single largest tourism investment in South Carolina's history.

Spanning 55 acres, Hard Rock Park was located in beautiful Myrtle Beach, South Carolina. Myrtle Beach "America's Beach Playground" is one of the most popular family vacation destinations in the United States, with 14 million annual visitors. Hard Rock Park was a first-of-its-kind attraction that boosted the area's appeal and increased the number of travelers.





All Access Entry



South Carolina Governor Mark Sanford (left) celebrates the official groundbreaking of the new Hard Rock Theme Park with Oliver Munday, Vice President Hard Rock International (middle) and Steve Goodwin, CEP HRP Global Management LLC (right), during a special ceremony in front of Mount Rock-More. The three officially opened the site with specially designed Gibson Guitar ground-breaking instruments.







Stone guitar statue that actually plays notes when you run your hand under the water.

One of the many interactive things around the park for kids to play with.



Tech talk

Origins Theater

This state-of-the-art theater will take visitors on a trip through the history of rock-'n'-roll and the Hard Rock brand. It features a 12-minute film presentation about how the company has evolved over the past 35 years.

Things to see

Heavy Metal Bears

Move over, Paddington and Winnie, and make way for the Heavy Metal bears: Heavy Dad, Maiden Mom, Glam Gal and Speed Boy. They're teddy bears with a twist: glittering shoulder pieces, colorful guitars, fluorescent hair and shiny, light-up objects dangling from everywhere. The bears, which were conceived by the park's Chief Creative Officer Jon Binkowski, will make appearances throughout the park at set times.



BEHIND THE THEMES

All access Entry plaza

The All-Access Entry Plaza serves as an introduction to Hard Rock Park with a variety of shopping and gathering places that offer up plenty of Hard Rock-branded merchandise as well as some cool refreshments.



Other attractions

1. All Access Merchandise
2. Amp'd Coffeehouse
3. Gibson Vegas High Roller Plaza
4. Guest Services
5. Hard Rock Park Car
6. I Want Candy! Shop
7. In Through the Out Store
8. Main Entrance
9. Ticket Booths
10. The Whammy Bar & Peavy Lounge

By the numbers

1972

Year the original Hard Rock Cafe opened in London, one of many Hard Rock trivia tidbits to be learned at Origins Theater.

All Access Entry Plaza



Origins Theater

A perfect introduction to the world's first rock 'n' roll theme park, this theater features short multi-media presentations celebrating the history of rock 'n' roll and Hard Rock Park.

Interactive Car

A 1934 Ford Coupe that is not only a cool photo opportunity, but children can jump inside this hot rod to change the radio dial "as much as they want" to find their favorite road song.

Dining

Amp'd (Coffee)

Guests can get their caffeine fix at this full-service coffee bar, serving an extensive menu of specialty coffees, fresh-baked desserts and ice cream. The inspiration for Amp'd comes from the classic Seattle-style coffee house. Get your java on!

I Want Candy!

Sweet treats galore will satisfy any craving at this ultimate candy store.



Hard Rock Park

The Whammy Bar

This warehouse-turned-biker bar is the place to be for a lively environment, refreshing beverages and an eclectic selection of finger-food, ranging from chicken tenders and jalapeño poppers... to fried pickles! Featured element of this bar is The Whammy Bar Stage where Top 40 cover bands and other acts will rock the night away.

Retail

All Access Merchandise

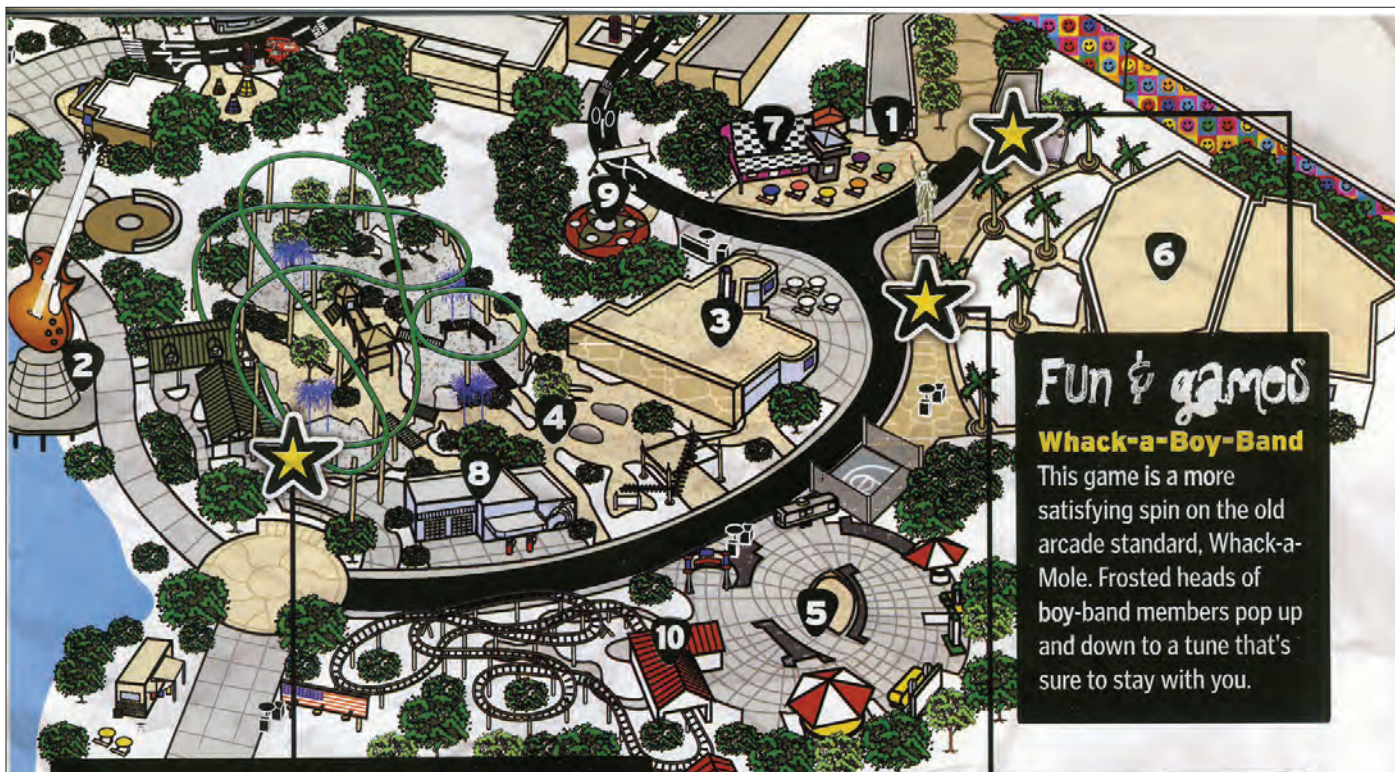
Surrounded by Hard Rock's renowned memorabilia, guests can explore a vast selection of Hard Rock gifts, pins, collectibles and apparel that millions of fans worldwide have been collecting for more than 35 years



All Access Merchandise



Gibson guitar donated to the Hard Rock Park. It is the 2nd largest guitar in the world.



Fun & games

Whack-a-Boy-Band

This game is a more satisfying spin on the old arcade standard, Whack-a-Mole. Frosted heads of boy-band members pop up and down to a tune that's sure to stay with you.

Featured Ride

Slippery When Wet

The most inventive ride in an area focused on younger visitors, Slippery When Wet is a cross between a hanging bucket ride and a traditional roller coaster. It gives kids the feeling of swinging from the treetops while traversing the wilderness campground setting of the Kids Rock! State Park active area.

Things to see

Statue of Liberty

The Statue of Liberty replica stands about 20 feet tall, from its sandals to its thumb, and the platform it rests on is an additional 28 feet. She stands in front of the amphitheater and holds a Zippo lighter in her right hand.

Other attractions

- | | |
|--|------------------------------------|
| 1. Funkytown Midway | 6. Live Amphitheater |
| 2. Gibson Les Paul Sunburst and guitar gallery | 7. Love Shack Snacks |
| 3. Great Meals Diner | 8. Main Street Gas & Gifts |
| 4. Kids Rock! State Park | 9. One World Place |
| 5. Kidsville | 10. Shake Rattle 'n' Rollercoaster |

By the numbers

10,000

Number of standing concertgoers that park officials say this area's Live Amphitheater, the park's main live music venue, can hold.

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BEHIND THE THEMES



This area recognizes American music from all decades. Rides take names of famous songs such as the Shake Rattle 'n' Rollercoaster — think Bill Haley & His Comets' "Shake, Rattle and Roll," — and Slippery When Wet, a tribute to Bon Jovi's breakthrough album from 1986.

BORN IN THE USA

Saluting the birthplace and melting pot of Rock



FunkyTown Midway

A celebration of soul from the '70s to today, rockers of all ages will want to see "What's Goin' On" at this hip-hop block party featuring a variety of carnival style games and attractions with a rock 'n' roll twist. The games have been specially customized to reflect many of the famous music and pop-culture icons. Everyone can play games ranging from "Whac-a-Boy Band" to "Hoop! There it is!"

Garage Jam!

Designed especially for children and tweens, this multi-level playground resembles the inside of an auto shop-turned-rock rehearsal space. Young rockers will have a blast jamming in this wildly interactive musical play area. On the bottom floor, the foam ball pit contains vacuum hoses for the children to transport the balls to the next level. After successfully climbing to the second story, they will discover blast launchers to shoot foam balls at unsuspecting grown-ups!

LIVE Amphitheater

This outdoor concert and show facility provides a premium venue for touring productions as well as daily performances and tribute acts. (Max. capacity – 10,000)



Whac A Boy Band

Kids Rock! State Park

Rock stars love the great outdoors! Here, kids can climb rock walls and explore an elaborate log fort made up of ramps, nets and rope bridges. Young ones will love "cooling their jets" in the popping water-jet fountains. More fun is provided by water cannons that can be blasted at the passengers of the nearby Slippery When Wet rollercoaster.

Shake Rattle 'n' Rollercoaster

You never forget your first rollercoaster ride! "Happy days are yours and mine" at this rockin' and reelin' rollercoaster that takes youngsters (of all ages) back to the sun and fun days of Coney Island and Palisades Park.



Shake Rattle 'n' Rollercoaster

BEHIND THE THEMES

BRITISH Invasion

In this area, The Moody Blues take center stage with Nights In White Satin: The Trip, a ride set to the group's biggest hit. This part of the park marks the multiple decades of music that "invaded" the United States, from the Beatles and Rolling Stones to Coldplay.

Featured Ride

Maximum RPM

Sure, plenty of theme parks have Ferris wheels and roller coasters. But Hard Rock Park is the only one to have a Ferris wheel and roller coaster in one ride. The cars on Maximum RPM take a loop around a Ferris wheel before being dropped onto the track of the roller coaster.

By the numbers

five

Number of full-scale rides featured in the British Invasion section, the most of any section in the park. This includes the Maximum RPM, Nights in White Satin: The Trip, Magic Mushroom Garden, London Cab Ride and the All the King's Horses carousel.

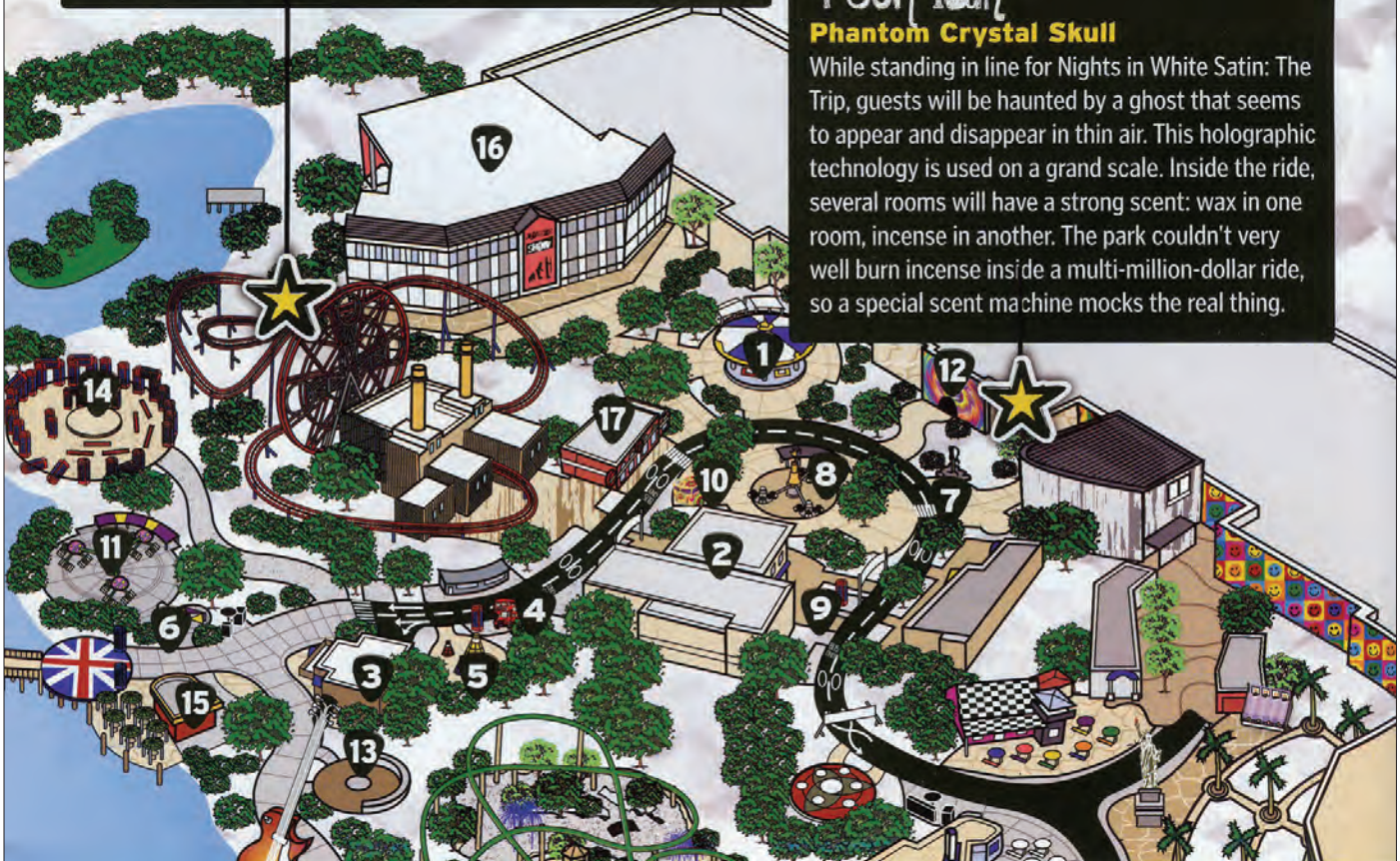
Other attractions

- | | |
|----------------------------|-------------------------------------|
| 1. All the King's Horses | 10. Magical Mystery Tour Bus |
| 2. Carnaby Street Cafe | 11. Magic Mushroom Garden |
| 3. Cod Piece Fish-N-Chips | 12. Nights in White Satin: The Trip |
| 4. Double Decker Bus Stage | 13. Peace Park |
| 5. English Faire | 14. Phonehenge Stage |
| 6. Gnome Garden | 15. Queen's Head Pub |
| 7. Guitar in the Stone | 16. Roadies Stunt Show |
| 8. London Cab Ride | 17. Underground Souvenirs |
| 9. London Calling | |

Tech talk

Phantom Crystal Skull

While standing in line for Nights in White Satin: The Trip, guests will be haunted by a ghost that seems to appear and disappear in thin air. This holographic technology is used on a grand scale. Inside the ride, several rooms will have a strong scent: wax in one room, incense in another. The park couldn't very well burn incense inside a multi-million-dollar ride, so a special scent machine mocks the real thing.



Slippery When Wet

Life in the treetops just got a whole lot more exciting! This suspended coaster zooms along a track high above Kids Rock! State Park, tipping side to side as the passengers' legs dangle freely. Watch out for those on the ground as they blast water cannons. But riders can settle the score by giving shooters a taste of their own medicine. It's a splash!



Slippery When Wet

Dining

Great Meals Diner

Break out the black leather jackets but put away the poodle skirts for this edgier Car Hop-style diner. Burned out neon letters dub this the "Eat Me" Diner, serving up all-American comfort food, such as mouth watering burgers, meat loaf, and mac 'n' cheese. This classic diner celebrates the restless generation of rock 'n' roll originators.

Love Shack Snacks

Tangy, saucy and a little cheesy... this totally '80s eatery offers sandwiches from the heart of the USA, like Philly cheese steaks, BLTs and meatball subs.

Retail

Main Street Gas & Gifts

Located on Born in the USA's Main Street, this old Gas Station-turned-Surf Shop sells a variety of souvenirs, collectables and memorabilia that will have the whole family stoked.



The look and feel of London creates a backdrop to explore some of Rock's most influential artists and musical genres, inviting guests to celebrate rock 'n' roll -- English style!



All the King's Horses Carousel

This traditional carousel-ride draws its inspiration from the English lore of knights in chain-mail and armor that the heavy metal bands of the 80s found so appealing. The ride soundtrack features whimsical callopie versions of British rock hits.



All the King's Horses



London Cab Ride

This fast and furious roundabout-ride puts guests in a speeding London taxi cab as if they were a band of rock stars zooming past their screaming fans. The cabs bank and turn to simulate crazy London traffic in world-famous Piccadilly Circus.



London Cab Ride

Magic Mushroom Garden

The world's largest "living black-light poster," this fanciful ride is nestled in a secret garden of English gnomes and fairies. The ride cars resemble rustic garden baskets that can spin, tilt and rise into the air. The attraction also features a shaded toddler play area made up of charming climbable clusters of mushrooms.



Magic Mushroom Ride



Maximum RPM!

Race to British New Wave hits with this convertible car-coaster. Guests queue in a brick and steel manufacturing plant to take English mini-sports cars on a special test spin. Dominating the attraction is a first-of-its-kind Ferris Wheel structure that lifts cars and riders up into place high above the plant. Once at the apex, cars are released onto a high-speed test track, hurtling through steeply banked turns as the car stereo cranks. Oh, and look out for the carwash at the end!



Maximum RPM

Nights in White Satin - The Trip

This psychedelic dark ride is a mind-bending journey choreographed to the quintessential symphonic rock masterpiece "Nights in White Satin." The Trip weaves between reality and illusion with an onboard audio track specially re-orchestrated by The Moody Blues. Masterfully blending sights, sounds, smells and techniques, riders of all ages are immersed in one of Rock's most imaginative and emotional classics

Phonehenge

Red British telephone booths are stacked to form a surreal replica of England's mystic Stonehenge. A central stage is suitable for special events and seasonal productions like a magic show sure to mesmerize the whole family.

Roadies Stunt Show

On this rock 'n' roll stage, the roadies are the show! This crazy adventure features incredible high-action stunts, amazing pyrotechnics and outrageous physical comedy. Set to "sound checks" from Heavy Metal giants, the show follows



the misadventures of a hapless rookie roadie-wannabe on his first day on the job. When the newbie meets the vets, fireworks are sure to fly!

The English Faire

Designed to resemble a vintage English playground, this delightful children's area is reminiscent of a simpler, more carefree time. The play elements are traditional and after all these years, still a lot of fun that kids can discover all over again.

The Punk Pit

Mosh and slam in this custom-designed bounce-house. Made for anarchists of all ages, this attraction features two screened-in, inflatable play areas, one for little punks...and even one for the "big kids".

Bear Metal Family

Look out Yogi, watch out Smokey, Goldilocks wants a pack that Rocks! Hard Rock Park's original costume character band includes Heavy Dad, Maiden Mom, Glam Girl and Speed Boy...and don't forget Winston, the punk rock bulldog, who together put a rock 'n' roll attitude on the typical warm and fuzzy character.

Dining

Carnaby Street Café

Vibrant colors, go-go cages, swirling lights and 6 foot lava lamps make up this swinging '60s café. A smashing selection of menu items including prime rib sandwiches, lasagna, and even bangers-and-mash can be found in this absolutely fabulous London eatery.

Queen's Head Pub

Inspired by a 17th Century coach-house, guests can quench their thirst at this rural tavern with a royal patio view of the Hard Rock Park Lagoon. A variety of popular ales, lagers and stouts are on tap.

The Cod Piece - Fish-n-Chips

Battered and fried. Fish, chicken, and shrimp make up the menu of this traditional English food stand.

Retail

Underground Souvenirs

Mind the gap as you enter the "tube" for a fun-filled shopping experience! This distinctive railway retail area, chock-full of British Invasion souvenirs, celebrates the famous London Underground subway system.



Punk Pit



Phonehenge



Fun & games

RC Cars

Located just outside the country-and-rock-fused The Ice House Theater, the RC Cars offer racers of all ages a chance take some rock 'n' roll radio-controlled cars for a few laps around a track.

Featured Ride

Life in the Fast Lane

The Eagles' Life In The Fast Lane coaster is named after one of the band's singles from 1977. In fact, the band's members recorded a special version of the hit song exclusively for this ride. The coaster is two minutes of speed and turns, with a double lift and drops of 39 and 46 feet highlighting the experience.

Other attractions

- | | |
|--------------------------|----------------------------|
| 1. C.C. Trading Co | 7. Muddin' Monster Race |
| 2. Checkerboard | 8. Rockabilly BBQ |
| 3. Cool Country stage | 9. Rock-Cow-Billy |
| 4. Heavy Metal Graveyard | 10. The Thundering Hog |
| 5. Ice House Theater | 11. The Wheelhouse Canteen |
| 6. Just a Swingin' | |

By the numbers

2,234

Length, in feet, of the Life in the Fast Lane coaster track, making it the longest ride in the park, clocking in at two minutes.

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BEHIND THE THEMES

Cool Country

This section highlights the uniquely American forms of music perfect for the Southern rebel in all of us. Between rockabilly, swamp rock, new country and classic country, this area is inspired by a variety of influences.





A boot scootin' good time in a place that expresses a distinctively American form of music (and its incredible lasting popularity) particularly in the South. Rock 'n' roll with a rebel yell!



Ice House Theater

"Country on the Rocks" is an original live, multimedia ice show featuring world-class professional skaters slicing, spinning, flipping and twisting to a wide range of country/rock hits. Set in an 860-seat theater that resembles a turn-of-the-century ice factory, the show is fast-paced, exciting and funny, boasting dramatic concert-style lighting and effects.

Just A Swingin'

Guests are transported to the old south with a front-porch adaptation of the traditional giant swing ride.

Life in the Fast Lane

On March 16th, 2008, Hard Rock Park announced another partnership. Not only did the Eagles partake in Hard Rock's Grand Opening Extravaganza in June, but they are also lending their name to the dual lift roller coaster, formally known as Midnight Rider. Now titled Eagles Life in the Fast Lane, the 2,234 foot coaster takes guests on a two minute mind-bending journey, featuring on-board audio, while going 50 mph. The Eagles band members have even gone back into the studio to re-record their famed smash hit, turning it into a one-of-a-kind version exclusive for the new ride!



Ice House Theatre



Life in the Fast Lane

Muddin' Monster Race

For every four-wheelin' wannabe who has dreamed of driving a jeep, truck, or swamp buggy, this round-ride offers the chance to go hog-wild with a whirl through the bayou. Mud-soaked trucks plow through a 'muddy dirt road course'. Get er' done!

Heavy Metal Graveyard

Bluegrass covers of heavy metal music provide the atmosphere for this graveyard full of junk art and original sculptures.

Rock Cow Billy

A bronze statue of a rockabilly bovine interacts with guests in a special way.

Dining

Rockabilly BBQ

Hard Rock Park's largest restaurant serves up everybody's favorite southern delicacy from large open-barbecue pits. Ribs, pulled pork and turkey legs paired in all sorts of BBQ styles and sauces are just a taste of what's cookin' at this authentic roadhouse barbecue.

The Wheelhouse Canteen

Belly up and chow down at this ramblin' waterwheel homestead that dishes up Tex-Mex with a kick. Menu items include chicken tacos, beef burritos, and our award-winning Kick-Ass Chili.

Retail

CC Trading Co.

A musty old general store offers a bizarre take on the old-fashioned curiosity shop. Amidst the jackalopes and cattle skulls, you can find everything from rubber snakes to gold nuggets! Step into a time warp where Britannia and Americana converge in eclectic mix of music, culture and fashion.



Muddin' Monster Race



Rockabilly BBQ

BEHIND THE THEMES

Rock & Roll Heaven

By the numbers

65

Miles per hour Led Zeppelin: The Ride travels, the fastest of any ride in the park.

This section of the park embodies the spirit of rock music with the park's biggest attraction, Led Zeppelin: The Ride, as well as a wet area for those scorching summer days. Megan Winnett, Hard Rock Park's public relations manager, said the area gives special attention to hit songs with "heaven" in their titles.

Featured Ride

Led Zeppelin: The Ride

Hard Rock Park's signature coaster, this ride sends you 15 stories high and loops around six times during its wild journey, all of which is set to the band's hit "Whole Lotta Love."

Fun & Games

Reggae River Falls

With plenty of things to climb on, swing from and swim in, this Caribbean-themed playground has gallons of cool water to keep kids refreshed on hot summer days.

Other attractions

1. Cloud 9 Provisions
2. The Garden Party Stage
3. Irie Crafts kiosks & stage
4. The Island
5. The Kitchen Below
6. Malibu Beach Party
7. R.C. Boats
8. The Rock Garden
9. Taste of Paradise Grill



Celebrate rock 'n' roll's greatest legends in a tropical paradise where you can explore Rock's enduring spirit amidst the wild fun of the islands and the beach!



Led Zeppelin – The Ride

Towering 155 feet into the sky, Hard Rock Park's signature roller coaster will thrill riders with a six and a half minute multi-media and ride experience. Reaching speeds of 65 mph, the coaster boasts six breathtaking inversions, the largest of which is a 120-foot loop. Thanks to a high-fidelity on-board audio system for each passenger, every moment of the ride is timed to Led Zeppelin's megahit "Whole Lotta Love." It's an unprecedented sensory experience and an adrenaline rush rivaled only by a live Led Zeppelin concert!

Jimmy Page named the attraction and selected "Whole Lotta Love" for the on-board song. A Bolliger & Mabillard sitting coaster, each train holds 32 people (four wide, eight rows) and weighs 26,345 pounds. Each train is equipped with on-board audio - 64 speakers and 1200 watts per train

The total length of the track is 3,738 feet (0.7 mile) The Lift height is 155 feet which is 13 inches below the FAA envelope (essentially, built as high as the FAA will allow).



Led Zeppelin

There are six inversions, a 120-foot-tall loop, a 95-foot-tall cobra roll, and a 75-foot-tall zero G roll. Maximum speed is 65 mph, partially over water

Led Zeppelin is an English rock band formed in 1968 and composed of guitarist Jimmy Page, vocalist Robert Plant, drummer John Bonham, and bass guitarist and keyboardist John Paul Jones. Over 25 years after disbanding in response to Bonham's 1980 death, Led Zeppelin continues to be held in high regard for their artistic achievements, commercial success, and broad influence. Led Zeppelin is ranked No. 1 on VH1's list of the 100 greatest artists of hard rock.

"Whole Lotta Love" is a song from their second album, Led Zeppelin II and was their first hit single. The song entered the Billboard Top 40 singles chart on December 6, 1969. It remained on the chart for 13 weeks, peaking at #4 and becoming the band's only Top 10 single in the U.S. A famous show closer at Led Zeppelin concerts, it was usually performed as a medley of blues and R&B covers favored by the band.

Malibu Beach Party

Malibu Beach Party is a musical romp celebrating the California beach scene. This fast-paced show features aerial acrobatics, springboard diving, motorcycle stunts, and off-the-wall comedy. Hot hunks, bad-boy bikers and beautiful beach bunnies.



Malibu Beach Party

Reggae River Falls

Set in a delightful Jamaican fantasyland, this wet and wonderful island adventure features a variety of swings, rope pulls, hoses, water blasters, and a ginormous water dump bucket!



Reggae River Falls

The Garden Party Stage

Hidden behind the Irie Crafts Bazaar, this charming area is suitable for picnics, special occasions, and seasonal productions including "Pirate Booty Camp", a silly sassy comedy (with a message) where happy Buccaneers battle bad-guy Internet pirates.



Dining

Taste of Paradise Grill

Tiki-licious tropical treats like coconut shrimp and grilled grouper sandwiches await at this awesome island hideaway where Rock Legend tikis surround a sizzling open-flame grill.

The Kitchen Below

The heat is on at this fast food eatery that offers fiendish fare and devilish delights. Fiery menu items including pizzas, wings, and chili fries are served "hot, hot, hot!" The restaurant is gothic meets Victorian, "toasting" some of Rock's most infamous hell-raisers.



Retail

Cloud 9 Provisions

A corrugated steel Quonset hut (that would be found

on a remote South Pacific island) is the place to go for your Rock & Roll Heaven swag and everything Led Zepelin.

Irie Crafts Bazaar

A cluster of small huts – inspired by the colorful Caribbean straw markets – house a series of hands-on craft attractions. Just right for some laid-back shopping.



One of the many statues in the park



Cloud 9 Provisions



Phonehenge



Pinball Wizard Arcade

Guests will feel as though they've stepped back into the '70s with colorful graphics, flashing lights and fanciful sounds in this retro arcade. The most excellent selection of games from yesterday and today includes pinball machines and old-school video games as well as modern interactive stations and dance machines.

Dining

The '70s Wall of Fame, features hundreds of album covers, spanning the decade, leading to this exciting restaurant

Retail

King's Road Boutique

Guests are cordially invited to browse for interesting curiosities and fashions at this intimate retail shop. The Pop Art interior evokes memories of '70s bell bottoms, miniskirts, and mood rings!



Pinball Wizard Arcade



Park bathroom



Hard Rock Park



Almost Everything Hard Rock

What could have been

The following describes the plans for the park as designed by Jon Binkowski and his team with text provided by Josh Young. Josh has a website called Theme Park University which is a must for anyone who likes theme parks from Disney, Universal and beyond. He covers old, new and future with great stories, up to date news and behind the scenes information. You can visit his website here:

<http://themeparkuniversity.com>. Permission granted for use of the artwork by HRP USA LLC.



The parade route

The walkways in Rock N Roll Heaven and British Invasion on the left, are narrower than those found in Cool Country and Born in The USA on the right. These paths were intentionally designed wider to drive parade floats through the middle, allowing room for thousands of guests to view it from either side. The parade would have stepped off beside the Ice House Theater in the lower left and travelled up to the Live Amphitheater in the upper right.

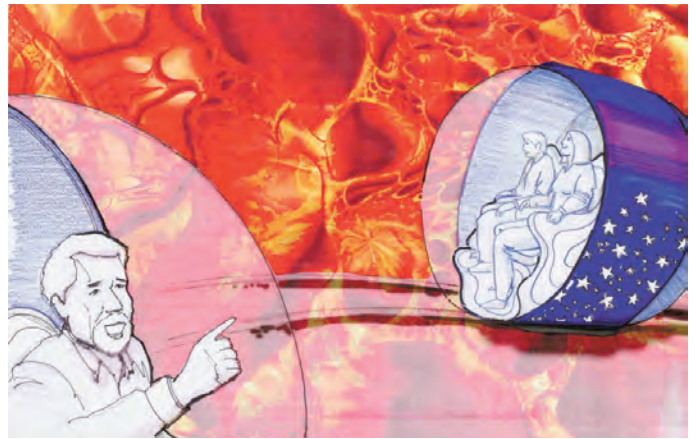




Welcome to the Jungle

Jon Binkowski also wanted another idea to get pushed out into the parking lot. Rock N Roll Heaven was always designed to be a lush, tropical landscape perfect for water attractions. Welcome To The Jungle was going to be a water rapids ride set to Guns and Roses most famous hit. It would have been the world's first rapids attraction featuring on-board sound.

Adjacent to Welcome to The Jungle, would have been Many Rivers To Cross, based on the reggae song Jimmy Cliff wrote in 1969. This would have been an outdoor slow-moving boat ride that would have taken guests on a musical history of



Beatles Magical Mystery Tour

rock n roll. Many Rivers would have dropped riders off at the Rock Garden in Rock N Roll Heaven.

For what eventually became Nights in White Satin The Trip included the Magical Mystery Tour dark ride themed to classic Beatles tunes. Once the creative team from Hard Rock Park approached Apple Corps Ltd., the group responsible for the Beatles catalog, they discovered Apple was only interested in an entire park centered around the four lads from Liverpool. Jon and his team kicked around a few ideas, including this Yellow Submarine Carousel, based on one of their classic hits.

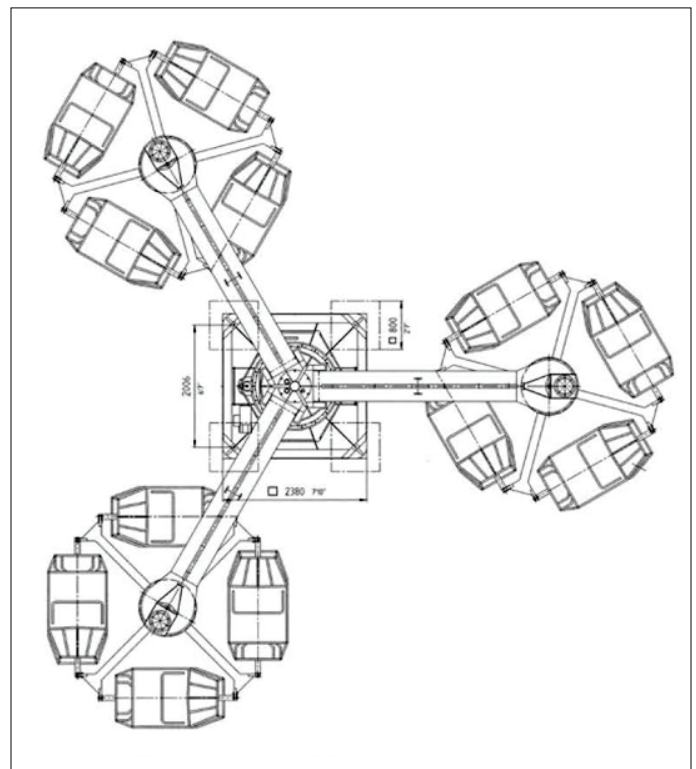


Yellow Submarine Carousel



The Magic Roundabout

The movie “Doogal” that debuted in 2006 or the children’s series called “The Magic Roundabout” produced for the BBC that also aired on Nickelodeon during a children’s variety show called “Pinwheel”. The concept above was drawn up before the movie debut of “Doogal”, Jon and the team loved the idea that adults who grew up with the series of 5 minute shorts would be able to bring their kids, who could discover the characters for the first time through the new movie and this new attraction. However, research showed that only residents of Great Britain were familiar with the show. Americans had no idea who they were – especially after the film tanked at the box office in 2006. The idea was scrapped, but keen eyed fans of Hard Rock Park will notice that the concept looks dangerously similar to the Magic Mushroom attraction that opened in the summer of 2008.





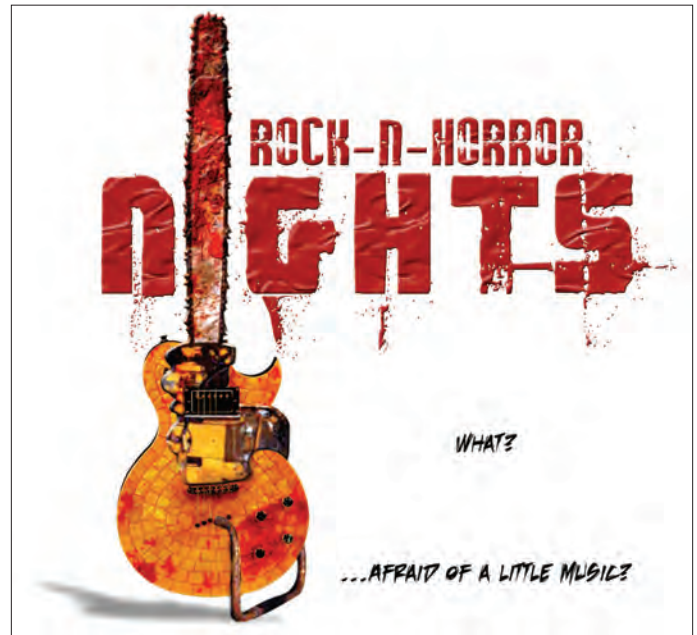
Bump N KISS Bumper Cars

Rock N Horror

It's kind of crazy to think that Hard Rock Park didn't open with anything centered around one of the most recognized and marketable bands of all time. Secretly, Jon Binkowski and Steven Goodwin had several meetings with Gene Simmons, the frontman and marketing genius behind KISS. Gene toured the park before it opened and fell in love with the place, he kept commenting that everything in the park should have been themed around his group.

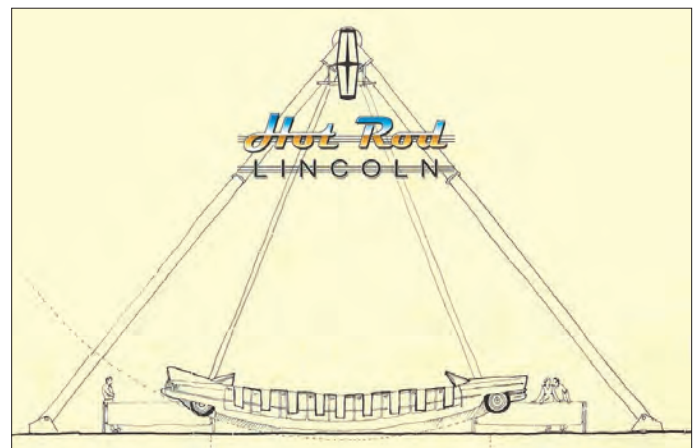
Jon later put together an entire book of proposals and pitched it to Gene Simmons. Jon sold Gene on a brand new section of Hard Rock Park centering on KISS. Pictured above is the Bump N KISS Bumper Cars attraction that would have gone in the Waccamaw Mall alongside Nights in White Satin The Trip. The former strip mall was less than 50% occupied and had plenty of space for new additions. A new KISS themed dark ride, a restaurant, and even a location where the entire family could have their faces painted to resemble the band were all in the works as the next major park expansion.

Not all additions to the park were going to be permanent fixtures. Jon has always been a fan of haunted houses, so one year before the park opened, his team sampled all the major haunts found in theme parks around the southeast. The plan was to get through the 2008 season and then focus on Halloween in the Fall of 2009. With the Hard Rock name, getting bands to help create haunted houses would be like shooting fish in a barrel. Since his team had time to kill before they needed to reach out to anyone, a short list of performers to eventually collaborate with – including Alice Cooper, Marilyn Manson, and Iron Maiden – was made. Sadly, the park never made it to the Fall of 2009.



Hot Rod Lincoln

Hot Rod Lincoln was a twist on the classic pirate ship swing ride, substituting a Lincoln convertible for the boat and pumping in the catchy tune written by Charlie Ryan in 1955. It would have been a clever Hard Rock Park spin on a standard ride you have seen at nearly every amusement park and state fair in the world.



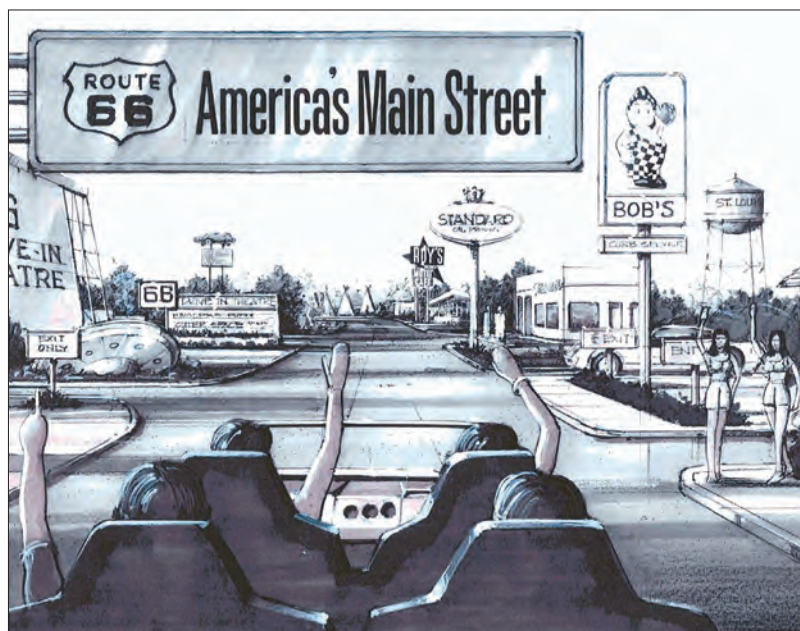


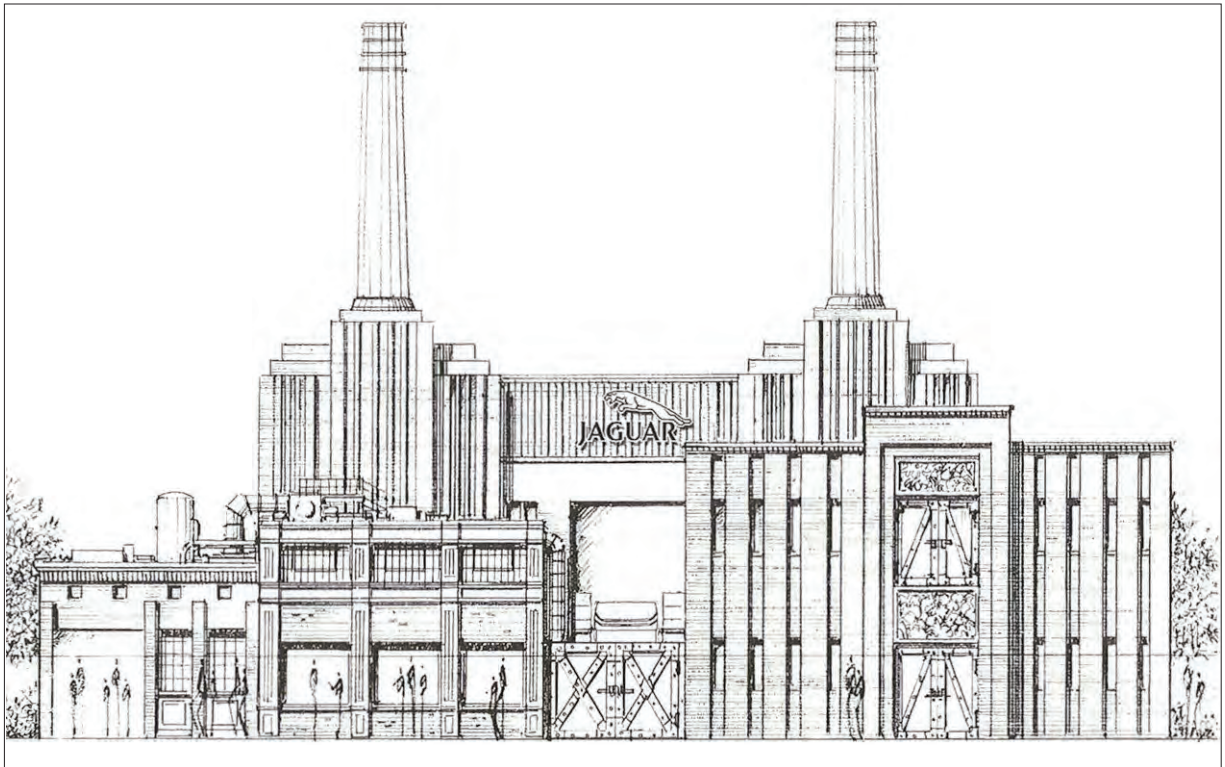
Mustang Sally

The six-passenger Mustang-inspired vehicles would have presumably had an on-board sound system provided by JL Audio. Your Mustang's radio would play songs from American artists like Bob Seger, Huey Lewis, Joe Cocker and many more. The dark ride portion of the journey would have started off in Chicago, the east side of Route 66. Once guests left load, they would stop by a drive through to pick up some food before tearing off towards a drive in movie theater. Just before the car barreled through the screen, it would have made a sharp turn to avoid getting "flushed" by the paparazzi. Riders would have then careened down a street where some of their fans would've asked them to slow down to catch a glimpse of their bitchin' new ride. "Accidentally" the car would hit a puddle, splashing the admirers as it peeled out!



Finally the Mustang would have stopped at a red light at the entrance to a tunnel. Some "bad guys" in a car would have pulled up alongside the Mustang and challenged the riders to a race. The "hero" car would have floored it leaving the challengers in the dust, zooming outside for the high speed portion. Leaving the tunnel at a speed of 70 mph in less than four seconds, the car would have passed famous Route 66 landmarks, maneuvering through hairpin turns and catching airtime over hills before reaching the West Coast. Upon reentering the show building, guests would have found themselves in Los Angeles, the other end of Route 66 where they would disembark from their one of a kind coaster experience.





Jaguar Entry

Jaguar

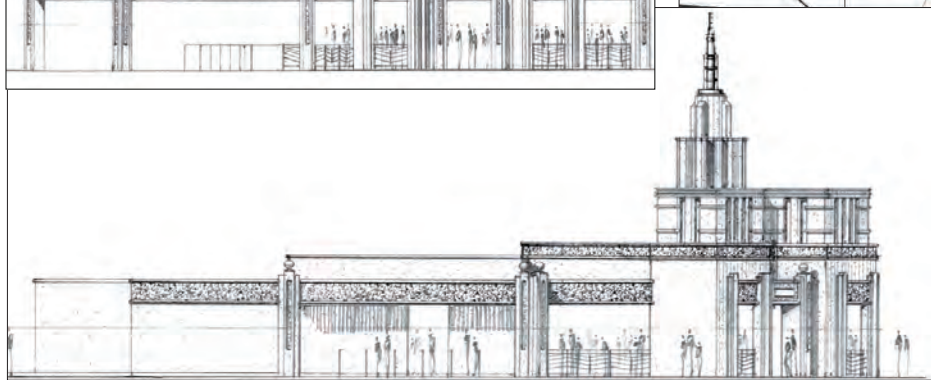
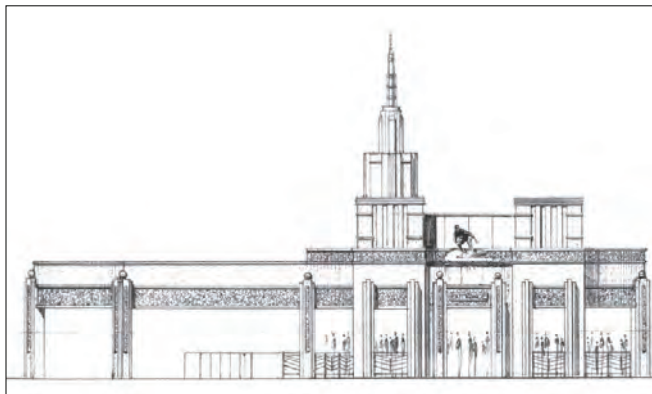
As part of this car-themed proposal, Jon also pitched a retrofit of the Maximum RPM roller coaster. The idea was to expand the queue and turn it into a Jaguar factory/showroom. While waiting in line, guests could check out the latest designs of Jaguar vehicles that have been pre-assembled in the showroom. Further into the queue, guests would be entertained by a factory assembly line. Robotic arms would grab various car parts and place them on conveyer belts. Every few minutes, a buzzer would sound for “dance break time.” One of the robotic arms would turn to a stereo and crank up one

of its favorite tunes like “Baby You Can Drive My Car” by the Beatles and guests waiting in the queue would be treated to a synchronized dance routine performed by factory robots!

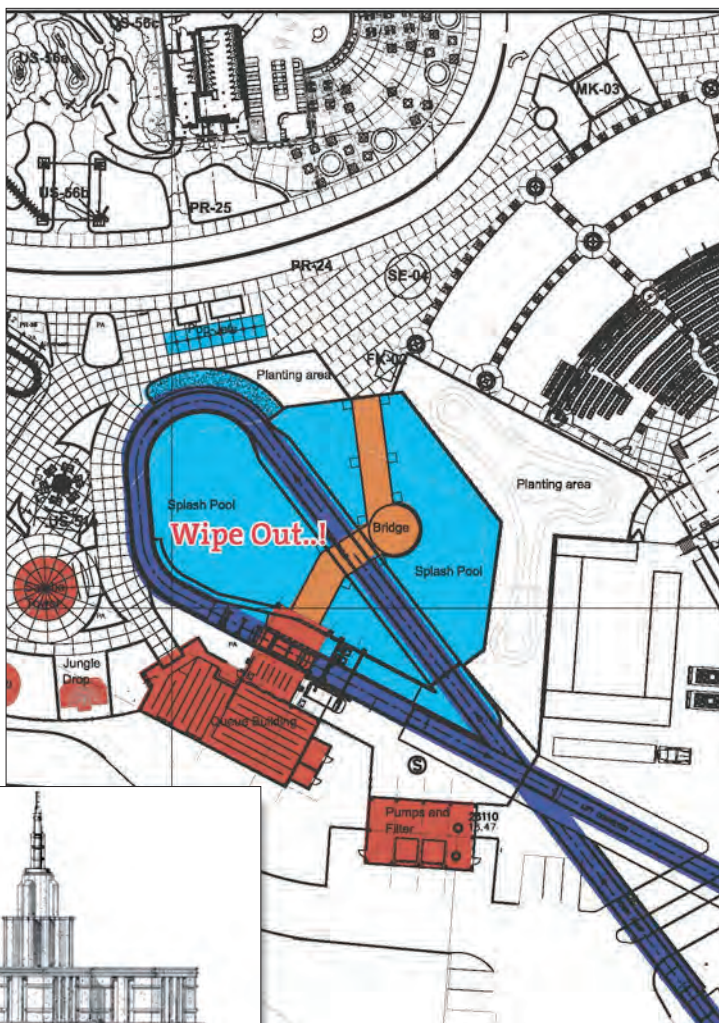
Once guests boarded the vehicle, it would essentially be the same ride as Maximum RPM, having the new car roll off the “assembly line” and into the ferris wheel lift. Secretly, had Ford signed on to sponsor the new version of the attraction, Jon wanted to use that funding to lengthen the track. He knew the coaster was short, and he had the land to add a magnetic launch system halfway through, essentially doubling the length of the ride and adding a surprise burst of speed.



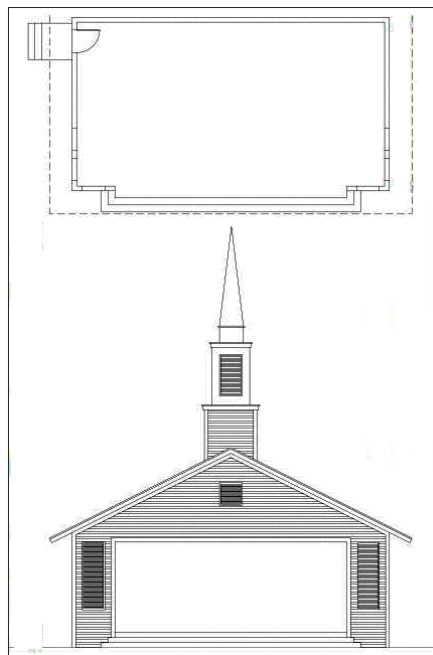
The biggest competition for Hard Rock Park was not another theme park, it was the beach. Since they were only a few miles inland, the HRP team knew there would be a huge demand for water attractions, which would appeal to the local audience of sun worshipers. A splash-down boat attraction would have been a natural fit. This boat ride would have been themed after the 1964 classic, “Wipeout” by the Surfaris. The flume would have fit perfectly beside the Live Amphitheater concert venue in the Born In The USA section of the park.



Wipeout Entry



The Little White Chapel was an idea created for couples wanting a slightly less traditional wedding ceremony. Possibilities for a Hard Rock Park wedding were virtually endless – since they had plenty of bands, magicians and characters that could be used to entertain the wedding party before and during the ceremony.



The Little White Chapel



Hard Rock was planning to open their own hotel on the other side of the Intracoastal waterway. The design resembled a southern plantation from the outside, similar to Port Orleans Riverside Resort at Walt Disney World. Concepts for the resort were drawn up that included restaurants, convention rooms and a massive swimming pool complete with a lazy river that Hard Rock Hotels are known for.

Paradise City was designed to be a multi-purpose complex that would have eventually ended up in the parking lot of Hard Rock Park. The idea was for guests to park their car in a new garage just beyond this new area, then walk through Paradise City to get to the entrance turnstiles, much like Citywalk at Universal in Orlando and Hollywood.



