

The
**PALM
SPRINGS
SURF
CLUB**



P

S

S

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An aerial architectural rendering of the PSSC resort complex. The scene features a large, modern white building with a flat roof and a covered entrance area. To the right of the building is a large, rectangular swimming pool with a curved edge, surrounded by palm trees and lounge areas. Further back, there's another pool area with a slide. The entire complex is landscaped with numerous palm trees and tropical plants. The sky is clear and blue. In the foreground, a paved area with a red curb is visible. The text "SURFING FOR EVERYONE @ PSSC" is overlaid on the top left in white, bold, sans-serif font.

**SURFING
FOR EVERYONE
@ PSSC**

PSSC incorporates the best features of resort & leisure attractions and creates a completely new community-based destination built around surfing and the beach lifestyle.

A LOOK AT THE PROPERTY

- Broadly appealing active lifestyle concept incorporating surfing, entertainment, hospitality, dining, fitness, social events, and health & wellness
- Targeted site strategy focused on warm weather and densely populated urban market with a mix of strong local and visitor demographics
- Proven wave technologies by industry veteran and out-of-ocean surf pioneer, Tom Lochtefeld of Surf Loch Wave Systems
- Scalable destination concept easily adapted to fit local market character to create a true community focal point and gathering place



THE WATERPARK & GROUNDS



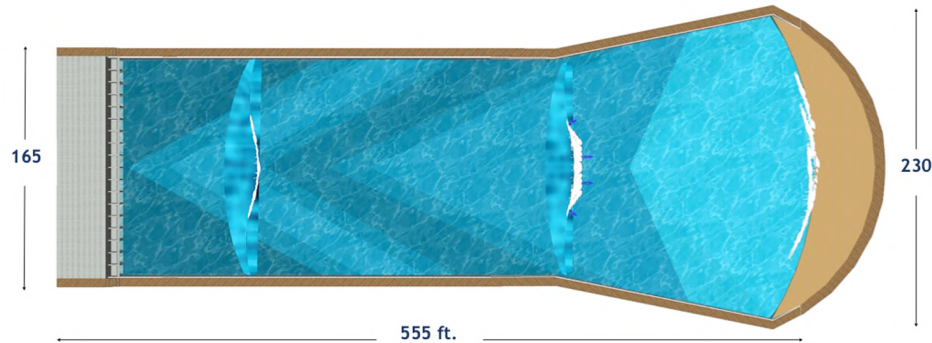
THE WAVE

- The PSSC concept is built around state-of-the-art wave pool technology with oversight and management from Cheyne Magnusson. Cheyne brings a wealth of knowledge and experience having spent a year operating the wave at BSR in Waco, TX. Kalani Robb will have an active role in the wave at PSSC. Kalani has invaluable experience being a WSL professional surfer for 15 years and subject of the 2018 HBO documentary film Momentum Generation.

- PSSC's wave will raise the bar and set a new standard for surf pools, delivering on demand waves designed by true surfers that can be pre-programmed by the customer to their exact liking – ensuring that everyone, regardless of skill-level or ride preference, has a great time and creates memories unlike anywhere else.



POWER/ENERGY	Low	High
AVG ENERGY	600 kWh	1,100 kWh
WETTED AREA &	Feet	Meters
TOTAL WETTED AREA	86,100 ft ²	8,000 m ²
TOTAL AREA (not including	2.0 acres	0.80
MAX WATER DEPTH	10 ft.	3.00 m
WATER VOLUME (approx.)	3,500,000	13,250 m ³



- Surf Loch Wave Systems will provide: wave technology & equipment, surf pool design, project management, equipment installation & testing, wave control software
- Customizable wave settings to meet a wide array of skill levels and user types
- Large LED displays so the surfing action won't be missed regardless of where you are on the property



Photo: Jimmy Wilson





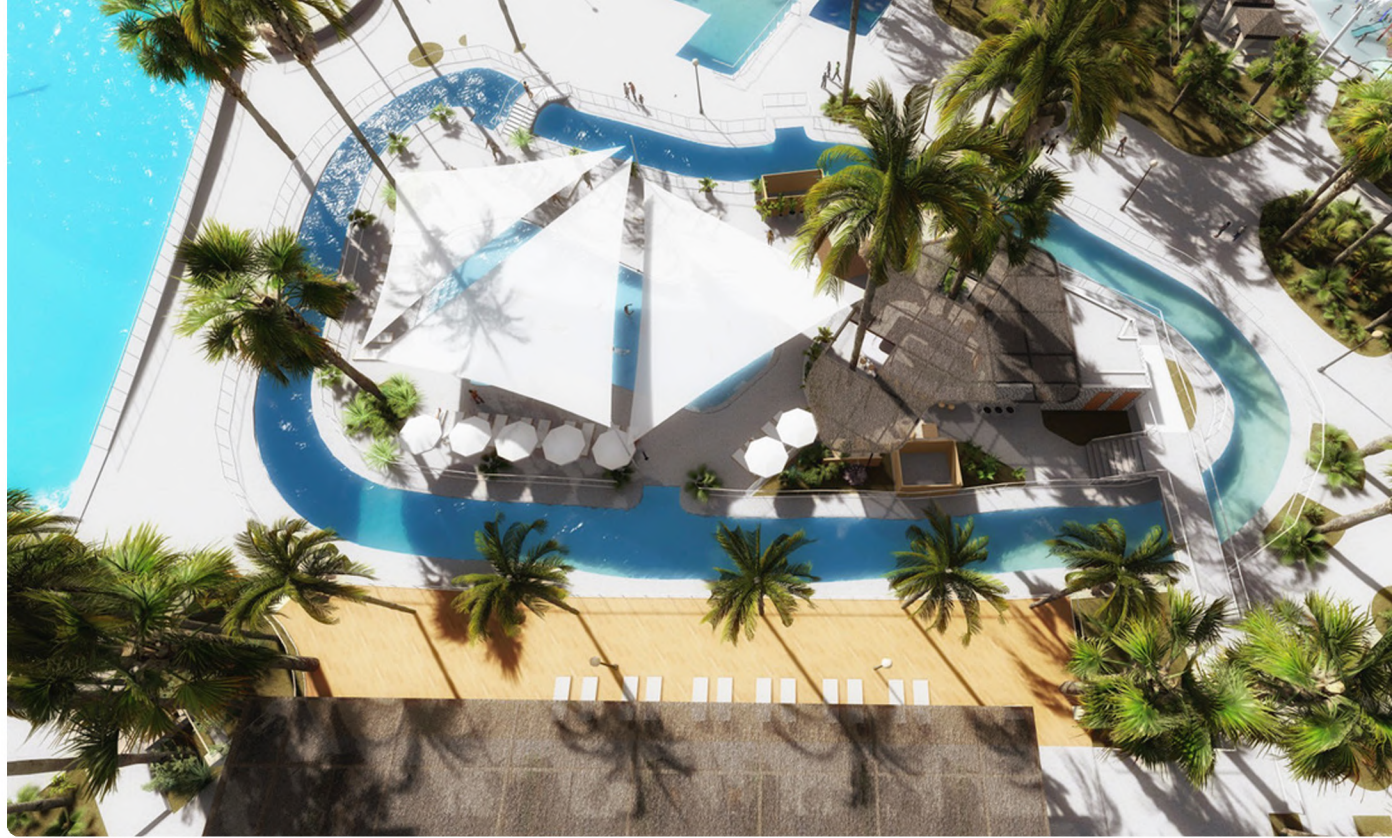


Photo: Jimmy Wilson

THE WATERPARK & GROUNDS

• PSSC has the non-surfer, kids and families in-mind as well. We have several attractions that will surely keep everyone busy and entertainment all year round.

- Lazy River
- Waterslide Attractions
- Adult & Kiddie Pools
- Cabana's for Daily & Nightly Rentals
- Flexible Special Event Spaces with On-site Production Capabilities
- Three Full Bars Throughout the Park
- Sunset Grill Restaurant
- Child Care
- ADA Accessible Facility
- Free High-Capacity WIFI
- Parking for 750 cars and Easy Ride Sharing Access



SUNSET GRILL & BAR

- An open indoor/outdoor design takes strategic advantage to view the park. The mountain ridgeline gives context for the stone and timber finishes that mix tropical latitude vibes to combine with the desert location of PSSC.



- Food will be an intersection of tasty & healthy
- Sustainable eating options that will fuel a day of surfing
- Enjoy 3 full bars with custom cocktails and beers on draft





EXPERIENTIAL RETAILING

- Curated retail space to provide a platform for PSSC merchandise and select surf brand products, gear and surfboards. We will provide the option to surf-test a board then purchase along with a wide selection of rental boards.



- Rent, buy and test surfboards from the world's best shapers
- Curated selection of wetsuits, clothing, and accessories
- Expertly trained staff to answer all your questions and get you dialed-in

LOCATION

PALM SPRINGS



THE RIVIERA



GENE AUTRY TRAIL

PALM SPRINGS
INTERNATIONAL AIRPORT



THE RENAISSANCE

ACE HOTEL
& SWIM CLUB



THE
SAGUARO



PSSC



PARKER
PALM SPRINGS

- Located off the I- 10 freeway and Gene Autry Trail
- 2.5 hours or less from major cities in LA, OC, IE and SD
- 21-acre site
- Free on-site parking for 750 cars

The PALM SPRINGS SURF CLUB

For More Information Please Contact Us!

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