



Bob Pope

EDUCATION

University of Central Florida
Orlando, FL

Building Construction Technologies
Valencia Community College
Orlando, FL

PROFESSIONAL EXPERIENCE

2008-present
Principal
Entertainment Development Group, Inc. (EDG)
North Hollywood, California

2001-2008
Co-Founder, Principal
Total Park Projects
Valencia, California

1990-2001
Project Manager
Walt Disney Imagineering
Orlando, Florida

1977 - 1989
Operations Management
Walt Disney World, Co.
Burbank, California

Bob Pope is a seasoned professional with extensive experience in zoo and theme park design, construction, project management and operations, having worked for The Walt Disney Company for over twenty-four years. He is a successful, results-oriented motivator of teams with a great record for on-time and on-budget projects. He is a proven initiator and strategic thinker with effective leadership, analytical and organizational skills.

In his current role at EDG, Mr. Pope directs development and project programming and establishes and implements project controls processes for zoos and theme parks of all sizes around the world. Recent work has included Dubailand Parks & Resorts in the UAE, Hangzhou Amusement Park in China, Ocean Park redevelopment in Hong Kong, and Sharm El-Sheikh in Egypt.

Prior to EDG, Mr. Pope was co-founder and partner of Total Park Projects, a design and project management company which was profitable for all seven years since inception. In his role at Total Park Projects, he led the development and implementation of projects for major zoos and theme parks located within the US, Europe and Asia, including clients such as the Houston Zoo, Nashville Zoo and Ocean Park Hong Kong where he lead the overall program development for their US\$750 million redevelopment project.

At Walt Disney Imagineering, he was responsible for setting the strategic direction for over 150 projects from conception to closeout. He developed and managed the business plans, park and attraction programming, creation of scope documents, budgets, estimates, schedules, design, and construction for projects ranging in value from US\$100 thousand to 90 million.

As a primary project manager at Disney's Animal Kingdom, Mr. Pope managed the design and construction of multiple projects for the opening day menu in addition to several other post-opening projects. Mr. Pope was responsible for making key decisions throughout the lives of the projects while managing the creative and technical core team members.

Prior to his role on Animal Kingdom, Mr. Pope worked with Walt Disney World Industrial Engineering and was key in the development of the program for the expansion efforts of the Disney-MGM Studios Theme Park; which included the plans for MuppetVision 3D, Honey, I Shrank the Kids Playground, The Soundstage Game show, The Tower Of Terror thrill ride, the Theater of the Stars, Sunset Blvd. and the supporting restaurant and retail facilities. He then managed the design and construction teams for the infrastructure projects portfolio with an overall budget of over US\$60 million. Once the infrastructure projects were in place, Mr. Pope managed the implementation of Sunset Blvd, functioning in a dual capacity as the Project Manager and Estimator for the project.

Mr. Pope has led the design and construction teams for multiple project types including attractions, retail locations, restaurants, live entertainment venues, office facilities, site development, and utility infrastructure installations. Mr. Pope's broad range of project experience provides him with an overall perspective, which supports his leadership strengths in all aspects of each project.

Memberships & Affiliations

Association of Zoos & Aquariums (AZA), 2001 - present

International Association of Amusement Parks & Attractions (IAAPA), 1977 - present

Themed Entertainment Association (TEA), 1988 - present

Select Project Experience

Entertainment, Resorts, Tourism, Zoos and Theme Parks

Dubailand Parks & Resorts

Dubai, UAE

Estimated Total Investment: US\$7 billion

Responsible for the development of the overall park programs to define the opening day facility menus and to guide growth for attractions, retail and restaurants/event spaces inside six different theme parks planned for Dubailand covering several years of growth. Developed the overall program for the retail, dining and entertainment area. Established the overall budget structure and developed timelines incorporating integration of ride systems and shows.

Ocean Park

Aberdeen, Hong Kong

Estimated Total Investment: US\$750 million

Provided overall project management for the park redevelopment project, adding four new themed lands and redeveloping the existing park entrance. Consulted on the project budget and schedule and developed the overall park program to guide growth for attractions, retail, restaurants, and event spaces inside the park.

Walt Disney Imagineering

Orlando, Florida

Responsible for setting the strategic direction, leading design and construction teams, and implementation of over 150 Walt Disney Company projects from conception to closeout; developing and managing the business plans, scope documents, budgets, estimates, schedules, design, and construction for projects ranging in value from US\$100 thousand to 90 million. Projects include the attraction venues, retail shops, food and beverage projects, resort projects, guest interactive special effects, office buildings, and utility infrastructure. Several projects were designed to be environmentally sensitive developments. Following is a list of projects by park/resort:

Disney's Animal Kingdom

Attraction Venues at Animal Kingdom

- Butterfly House exhibit design
- Gorilla exhibit expansion at "Pangani Forest" attraction
- "Grandmother Willow's Grove" theater and animal holding facilities
- "Safari Village" kangaroo and deer animal viewing structures
- "Dinosaur Jubilee" museum exhibit attraction and "Sue" t-rex dinosaur museum display
- "Camp Minnie-Mickey" land design/build
- "Festival of the Lion King" entertainment theater facility and facility expansion
- Conversion of "Countdown To Extinction" attraction to "Dinosaur"

- “Cretaceous Trail” children’s play area rehab and renovation
- “The Boneyard” attraction rehab and renovation
- “Kilimanjaro Safari” production of additional ride vehicles
- “Discovery Riverboat Radio Disney Show” development and production
- “DinoRama!” land design and production
- “Safari Village” circulation study and area development modifications
- Park-wide way finding icon sculptures design and installation
- Audio-animatronic “Iguanodon” exhibit relocation
- “Asia” interactive water feature

Retail Stores at Animal Kingdom

- “Conservation Station” shop design and construction
- “Dino Institute” shop design

Food and Beverage Projects at Animal Kingdom

- “Sundowner Lounge” bar and service facility
- “Chip N’ Dales Cookie Cabin” fast food facility
- “Funnel Cake Cabin” fast food facility
- “Dino Bites Diner” fast food facility
- “Flame Tree Barbecue” kitchen and seating expansion
- Themed food and beverage carts for Safari Village

Magic Kingdom

Attraction Venues at Magic Kingdom

- “Sword in the Stone” entertainment venue
- “Cinderella’s Golden Carrousel” ride rehab and renovation
- “Cinderella’s Wishing Well” at the castle entrance
- “Tomorrowland Light & Power Co.” arcade rehab and renovation
- “Tomorrowland” interactive water feature fountain
- “Partner’s Statue” at the Cinderella’s Castle hub
- “Alice in Wonderland’s Enchanted Grove” interactive garden play area
- “Pocahontas Indian Village” show venue
- “Main Street Horse and Car Barn” show venue
- “Space Mountain” Federal Express identity
- “Splash Mountain” water cannons
- “It’s a Small World” upgrade
- “20,000 Leagues Under the Sea” rehab and renovation
- Liberty Square Riverboat “Richard Irvine” & ferry boat landing rehab and renovation
- “Grand Prix Raceway” attraction rehab and renovation
- “Mad Tea Party” tea cups attraction rehab and renovation
- “Main Street Train Station” rehab and renovation
- “Liberty Square Bridge” entrance venue
- “Haunted Mansion Courtyard” rehab and renovation
- “Big Thunder Mountain” interactive fountain and geysers
- Ticket and transportation water feature fountain
- Park-wide “Participant Identity” graphics change out

Retail Stores at Magic Kingdom

- “Disneyana Art & Collectibles Gallery” shop on Main Street
- “Main Street Cinema” shop rehab and renovation
- “The Firehouse Gift Station” shop rehab and renovation
- “Main Street Market House” shop rehab and renovation
- “Sir Mickey’s – Brave Little Tailor” shop rehab and renovation
- “Island Supply” shop rehab and renovation
- “Town Square Exposition Hall” shop rehab and interactive exhibits
- “Royal Candy” shop rehab and renovation
- “Seven Dwarf’s Mine” shop rehab and renovation

Food and Beverage Projects at Magic Kingdom

- Fantasyland’s “Lumiere’s Kitchen” restaurant rehab and renovation
- “Crystal Palace Restaurant” rehab and renovation

Disney/MGM Studios

Sunset Blvd Project at MGM Studios

Served as project manager and estimator for the implementation of the US\$60 million Sunset Blvd. project.

- Substantial infrastructure efforts
- Three high end retail locations
- Large restaurant
- A 1,500-seat covered live entertainment amphitheater
- Specialty water features
- 15 acres of intricate area development

Attraction Venues at MGM Studios

- “MuppetVision 3D”
- “Honey, I Shrunk the Kids” playground
- “The Soundstage” Game Show
- “Tower of Terror” thrill ride attraction
- “Backstage Pass to 101 Dalmatians” attraction
- “Goose Bumps Horror Land Amusement Fun House” attraction
- “Theatre of the Stars” live entertainment stage facility
- “The Back Lot Theatre” live entertainment stage facility
- “ABC One Saturday Morning” at The SuperStar Theatre attraction
- “Making of...” Animation Theatre facility
- “Studio Showcase Museum & Gallery” rehab and renovation
- “ATAS (Academy of Television Arts & Science) Plaza” courtyard with celebrity busts
- “New York Street” forced perspective venue
- “Journey Into Imagination – Image Works” interactive area rehab and renovation
- Main marquee at entrance road
- “Singing in the Rain” water play feature
- Relocation and display of Walt Disney’s airplane
- Mist/fog system for Tower of Terror area development and queue
- Renovation of the “Animation Gallery” museum and artifact cases

Infrastructure Projects at MGM Studios

- Park-wide directional and way finding graphics
- Animal kennel facility
- Guest and employee parking lot expansion and wetlands mitigation
- Security and cash control facility expansion
- Entertainment rehearsal, storage and office facility
- Operations office facility
- Park maintenance storage and office facility
- Bus information facility
- Chiller plant expansion
- Overall utility loop infrastructure expansion
- Employee parking lot expansions
- Employee wardrobe storage and locker room facility

Retail Stores at MGM Studios

- "Tower of Terror" merchandise shop
- "Planet Hollywood" shop on Sunset Blvd.
- "Mickey's of Hollywood"
- "Ellen's Buy the Book"
- "Little Mermaid – Under the Sea"
- "Legends of Hollywood"
- "L.A. Cinema Storage"
- "Mouse About Town"
- "Movieland Memorabilia"
- "Once Upon A Time"
- "Sunset Club Coutures"
- "Toy Story Pizza Planet"
- "The Studio Store" at the Animation Courtyard
- "The Animation Gallery" shop rehab and renovation
- "Star Tours Store" shop rehab and renovation
- "American Film Institute" (AFI) shop at the Studios Showcase
- "Cover Story" shop rehab and renovation
- "Sci-Fi Dine In" restaurant entrance photo op and billboards

Food and Beverage Projects at MGM Studios

- Sunset Blvd. "Sunset Ranch Market" food pavilion and storage facilities
- "Cast Commissary Restaurant" rehab and renovation
- "Soundstage Restaurant" rehab and renovation
- "Hollywood & Vine" restaurant rehab and renovation
- "Toy Story Pizza Planet" restaurant/arcade rehab and renovation
- "Copperfield's Magic Underground Restaurant" program management

Epcot

Retail Stores at Epcot

- "Norway Art & Collectibles" gallery rehab and renovation
- "Mexico Art & Collectibles" gallery rehab and renovation
- "China Art & Collectibles" gallery rehab and renovation
- "Japan Art & Collectibles" gallery rehab and renovation

- “Arribas Brothers Glass” shop rehab and renovation
- “Holly Hansen” shop rehab and renovation
- “Met Life’s “Well-N-Goods” shop rehab and renovation
- “Future World Gateway Gifts” shop rehab and renovation
- “Future World Camera Center” shop rehab and renovation
- “Future World Art of Disney” rehab and renovation

Food and Beverage Projects at Epcot

- “Food & Wine Festival” facilities
- “German Beirgarten Restaurant” rehab and renovation
- “Alfredo’s Italian Restaurant” rehab and renovation

Pleasure Island Resort

- “West End Stage” entertainment and dressing room facility
- “Front Street” outdoor restaurant and entertainment venue
- “Jazz Club” night club rehab and renovation
- “Comedy Warehouse” night club acoustical treatment installation
- “Central Hub” live entertainment stage facility
- “Midway” game interactive play area
- “Fireworks Factory Restaurant” exterior theming
- “8 Trax” night club rehab and renovation

Typhoon Lagoon & Blizzard Beach Waterparks

- “Beach House Clock Tower icon
- “Ice Gator” character venues
- “Beachcomber Shack” snack facility
- Children’s interactive sand dig play area
- “Castaway Creek” entertainment elements
- “Family Raft Ride” entertainment elements
- Queue line cooling water elements
- “Sand Tug” water playground and filtration system
- Wayfinding and directional graphics
- Children’s interactive play pond at River Country
- River Country main entrance interactive water tower

Discovery Island

- “Live Bird Show Theatre”
- Wayfinding and directional graphics
- Giant Tortoise enclosure theming

Herschend Family Entertainment Group

Branson, Missouri

Estimated Total Investment: US\$20 million

Provided project estimating services for the rebranding and new theme of an existing theme park.

Stone Mountain Water Park

A Herschend Family Entertainment Group Project

Stone Mountain, Georgia

Estimated Total Investment: US\$15 million

Provided overall project management responsible for execution strategy, concept development, program development, production management, schedules and contracts for a new water park in Georgia.

Bearfire Resorts

Fort Worth, Texas

Estimated Total Investment: US\$550 million

Led team to provide overall project management responsible for execution strategy, schedules and contracts. Developed the overall park program guide required for attractions, retail, dining, and event facilities to support projected attendance. Developed park attraction mix working with the attraction manufacturers to procure rides for the park.

The Nashville Zoo

Nashville, Tennessee

Work included design, direction and/or management for several projects for the Nashville Zoo including:

- Design for re-theming of reptile and amphibian house, "Unseen New World" and surrounding area development and food facility – US\$50,000
- Overall project management for "Wildlife Carousel" – US\$1.5 million
- Design and build of "Lorikeet Exhibit" hand wash station – US\$25,000
- Design package for "Alligator Cove" exhibit – US\$25,000
- Design package for new themed restroom facility at "Bamboo Trails"
- Design for new front entry complex to be constructed in 2009
- Designed interactive marquee and water play areas for the "Jungle Gym"

Houston Zoo

Houston, Texas

Work included involvement in several projects for the Houston Zoo including:

- Program development, design management, owner's representation, production management and overall project management of "African Forest Exhibit" project featuring gorillas and chimpanzees – US\$80 million
- Design and build of children's themed water play area in children's zoo – US\$500,000
- Concept design and project management for a new small mammal exhibit building, "Natural Encounters" – US\$5 million
- Design and project management for "Wildlife Carousel" – US\$2 million
- Led concept development and design for new front entry, administrative offices and guest services – US\$1.1 million

Jacksonville Zoo

Jacksonville, Florida

Estimated Total Investment: US\$1.2 million

Responsible for project management and on-site management for new Children's Zoo, including the water play area, small animal exhibits and artificial rockwork playground.

Phoenix Zoo

Phoenix, Arizona

Estimated Total Investment: US\$50 million

Responsible for master plan, overall concept development and overall park programming for the redevelopment of the "New Phoenix Zoo".

Columbus Zoo

Columbus, Ohio

Design consultant for future park expansion, program development, and acquisition and expansion of adjacent theme park. Responsible for concept development of new thematic overlay combining the zoo and theme park.

Mesker Park Zoo

Evansville, Indiana

Estimated Total Investment: US\$30 million

Project manager for the master plan development for the zoo's redevelopment and expansion program. Responsible for the design and build of a land of activities for children, "Enchanted Forest", including an otter pool, water play area, children's interpretive area and several other small animal exhibits and facilities.

Brevard Zoo

Melbourne, Florida

Estimated Total Investment: US\$30 million

Project management consultant for "Expedition Africa" exhibit

The Living Desert

Palm Springs, California

Estimated Total Investment: US\$25 million

Project manager for the design and build-out of guest interactive exhibits for the new veterinary hospital attraction facility.