

Dallas Business Journal - March 27, 2006

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Dallas Business Journal

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Year-round winter theme park planned for Dallas

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A North Texas development group aims to bring the Dallas-Fort Worth area its first year-round winter sports theme park.

[Bearfire Group L.L.C.](#), formed in 2004, says it has put together a team of professionals, including Orlando, Fla.-based [Baker Leisure Group](#), Long Beach, Calif.-based [Kirk Design Inc.](#) and Burbank, Calif.-based [Thinkwell Design & Production](#), to design and develop the Coolzone Winterplex.

The park has a \$375 million pricetag and is slated for completion in late 2008. Construction is expected to begin in the fourth quarter. Bearfire, based in the Dallas suburb The Colony, has identified several possible sites in the Dallas area for the park and is finalizing negotiations, a spokeswoman said Monday.

The theme park will use snowflex, a new technology developed by Briton Engineering in Great Britain that uses a hydrogenated, multi-layered skiing mat that mimics qualities and conditions like those of mountain snow.

The project manager for the park will be [McGillivray Consulting Group](#) of Orlando.

Coolzone Winterplex is raising capital for the project and has reached an agreement with former House Majority Leader Dick Arney, who will assist in finding potential equity investors and will act as an adviser to the company.

Web site: www.winterplex.com

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