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Project Name:	Grauman's Chinese Hollywood Haunt	Date: 01-02-13
Drawing Title:	Conceptual Art	Event Date:
Project Number:	01131013	October 2013
Designed and Drawn By:	James W. Thompson	Rev: 1.0
Preliminary Design Concept By:	Jonathan Theriault	

Barham Lounge Productions • 1251 N. Las Palmas Avenue • # 201 • Los Angeles • CA 90038 • Telephone: 818-421-4184 • E-mail: jwtproductions@icloud.com
JWT Productions • Telephone: 323-397-6476 • E-mail: James@JWTProductions.com



HOLLYWOOD

TCL's Chinese Theater

HOLLYWOOD HAUNT

COMING SOON

PROPOSAL FOR HAUNT ATTRACTION

LOCATION: TCL Chinese Theater Ballroom (Six-Plex)

CAPACITY: 1,500

SIZE: We would use approximately 5,000 square feet of the total 9,000 sq. ft. of available space

- This includes the maze, ticket office, and space for guests to line up to go through the attraction.
- All 6 theaters, concessions, and the VIP lounge would still be able to operate under normal circumstances.

DATES OF OPERATION: September 20th – October 31st (35 NIGHTS TOTAL)

ATTRACTION OPERATING TIMES: 19 DAYS, 3PM – 9PM / 15 DAYS, 12:30PM – 1AM / 1 DAY, 12PM – 10PM

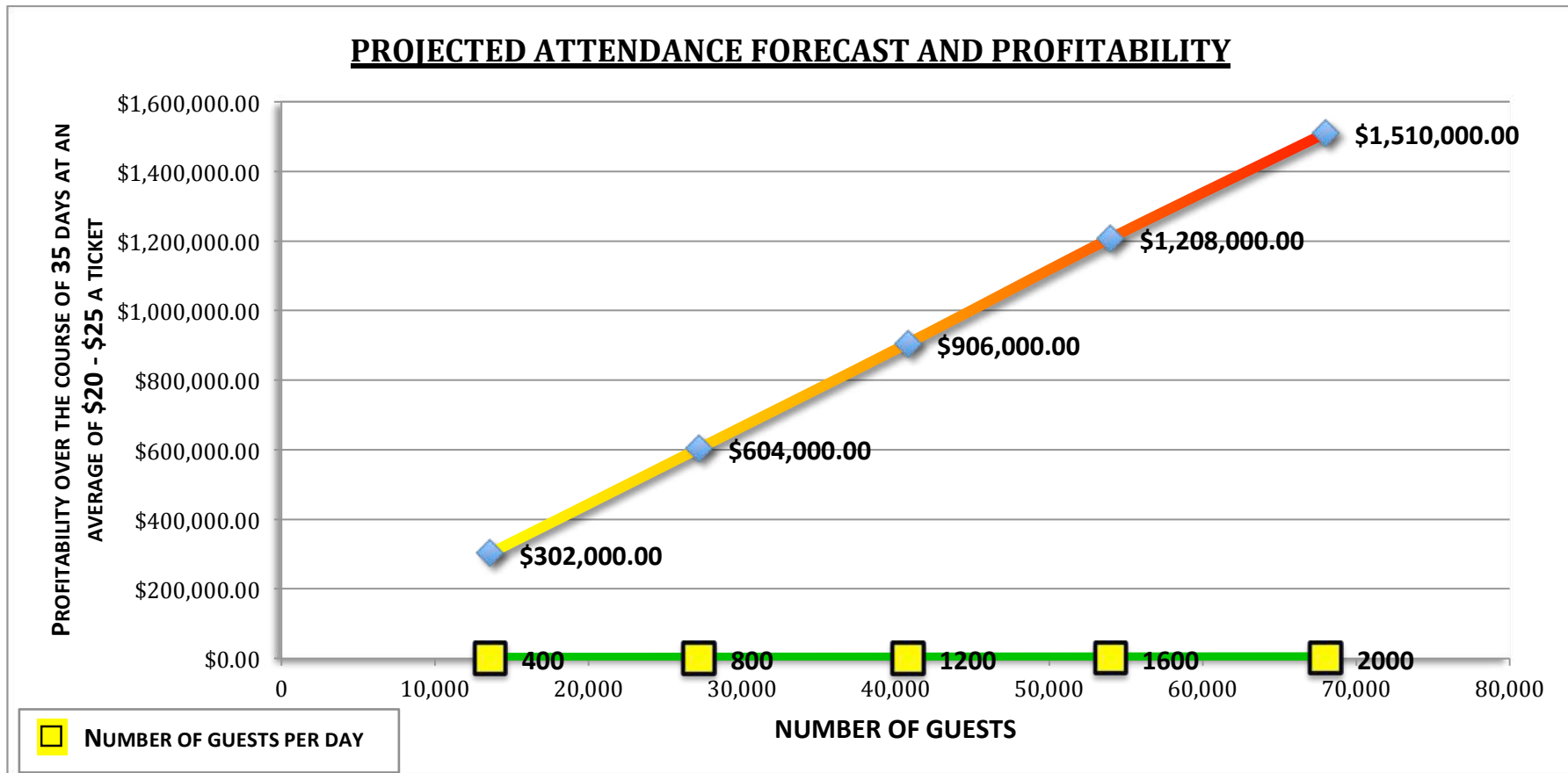
SEPTEMBER						
SUN	MON	TUES	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
SUN	MON	TUES	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Nov. 1	

TIMELINE OF BUILD, INSTALL, OPERATION, & TEARDOWN:

1 ½ -MONTH BUILD.....	(July 23 nd – August 31 st)
AUDITIONS/PRESS RELEASE.....	(August 1 st)
2-WEEKS INSTALL.....	(September 1 st – 13 th)
ORIENTATION & FITTING.....	(Thursday, September 5 th)
DRESS REHEARSAL.....	(Thursday, September 12 th)
RED CARPET/PRESS JUNCTION.....	(Thursday, September 19 th)
35-NIGHTS TOTAL.....	(September 20 th – October 31 st)
TEAR DOWN.....	(October 31 st – November 1 st)

PROFIT POTENTIAL:



Based from online statistics taken for the area over the last 3 years, we could easily double, and very well triple the projected attendance, if marketed correctly to the core demographic.

The attraction will run a total of 35 days. Of those 35 days, we suggest selling 2 basic ticket prices with available discount coupons. One ticket, for 19 “off-peak” days, would have a base price of \$25 with a \$5 coupon. The second ticket, for 15 “high-peak” days, would have a base price of \$28 with a \$3 coupon.

To meet our budget, we’d simply have to bring in 400 guests per day. As we stated above, and as you can see in the graph, this Haunt Attraction can easily triple and even quadruple that attendance figure.

The profit generated could easily surpass \$1 million dollars, just by taking in a little under 2,000 guests per day.

GUESTS PER DAY/MONTH RATIOS:

GUESTS PER DAY	MULTIPLIED BY 35 DAYS OF OPERATION	PROFIT
400	14,000	\$315,000

13,600 guests ÷ 35 days = 400 guests (avg.) per day for 35 days

400 guests x 19 days = 7,600 guests x \$20.00 = \$152,000
 400 guests x 15 days = 6,000 guests x \$25.00 = \$150,000  = \$302,000


GUESTS PER DAY	MULTIPLIED BY 35 DAYS OF OPERATION	PROFIT
800	28,000	\$630,000

13,600 guests ÷ 35 days = 400 guests (avg.) per day for 35 days

800 guests x 19 days = 15,200 guests x \$20.00 = \$304,000
 800 guests x 15 days = 12,000 guests x \$25.00 = \$300,000  = \$604,000

GUESTS PER DAY	MULTIPLIED BY 35 DAYS OF OPERATION	PROFIT
1200	42,000	\$945,000

13,600 guests ÷ 35 days = 400 guests (avg.) per day for 35 days

1200 guests x 19 days = 22,800 guests x \$20.00 = \$456,000
 1200 guests x 15 days = 18,000 guests x \$25.00 = \$450,000  = \$906,000

GUESTS PER DAY	MULTIPLIED BY 35 DAYS OF OPERATION	PROFIT
1600	56,000	\$1,260,000

13,600 guests ÷ 35 days = 400 guests (avg.) per day for 35 days

1600 guests x 19 days = 30,400 guests x \$20.00 = \$608,000
 1600 guests x 15 days = 24,000 guests x \$25.00 = \$600,000  = \$1,208,000

TICKET PRICE & HOUR BREAKDOWN:

SEPTEMBER						
SUN	MON	TUES	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
SUN	MON	TUES	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	Nov. 1	

19 DAYS AT THIS RATE

TICKET BASE PRICE: \$25.00
DISCOUNT COUPON: \$ 5.00
OFF-PEAK AVG RATE: \$20.00

HAUNT HOURS

3:00 PM – 9:00 PM
(Open 6 hours)

Shift Time

2:00 PM – 10:00 PM
(8HRS. & 20 TALENT/PAS)

Make-Up & Wardrobe

2:00 PM – 3:00 PM

Performing in Maze

3:00 PM – 9:30 PM

De-Costume

9:30 PM – 10:00 PM

15 DAYS AT THIS RATE

TICKET BASE PRICE: \$28.00
DISCOUNT COUPON: \$ 3.00
HIGH-PEAK AVG RATE: \$25.00

HAUNT HOURS

12:30 PM – 1:00 AM
(Open 12 ½ hours)

1st Shift Time

11:30 AM – 7:30 PM
(8HRS. & 20 TALENT/PAS)

2nd Shift Time

6:00 PM – 2:00 AM
(8HRS. & 20 TALENT/PAS)

Make-Up & Wardrobe

11:30 PM – 12:30 PM **6:00 PM – 7:00 PM**

Performing in Maze

12:30 PM – 7:00 PM **7:00 PM – 1:30 AM**

De-Costume

7:00 PM – 7:30 PM

De-Costume

1:30 AM – 2:00 AM

1 DAYS AT THIS RATE

TICKET BASE PRICE: \$25.00
DISCOUNT COUPON: \$ 5.00
OFF-PEAK AVG RATE: \$20.00

HAUNT HOURS

12:00 PM – 10:00 PM
(Open 10 hours)

Shift Time

11:00 AM – 6:00 PM
(7HRS. & 20 TALENT/PAS)

Shift Time

4:00 PM – 11:00 PM
(7HRS. & 20 TALENT/PAS)

Make-Up & Wardrobe

11:00 AM – 12:00 PM **4:00 PM – 5:00 PM**

Performing in Maze

12:00 PM – 5:30 PM **5:00 PM – 10:30 PM**

De-Costume

5:30 PM – 6:00 PM

De-Costume

10:30 PM – 11:00 PM

BUDGET BREAKDOWN:

ESTIMATED BUDGET: \$300,000

ESTIMATE BREAKDOWN:

\$30,000 Materials

- This includes all build materials (E.g., plywood, foam), props, dressing, and special

\$5,360 Wardrobe, Prosthetics, & Masks

- This includes all materials, special effects make-up, and props for each character's costume, and cleaning.

\$4,000 Off-Site Location for Build & Haul (TBD)

- This includes all build materials (E.g., plywood, foam), props, dressing, and special effects, plus transport for install and strike. Once the final design is approved, we will be able to provide a detailed breakdown of materials and costs.

\$90,000 Operations

- This rate covers complete operation and production of the haunt from start to finish, including the design, build, daily operation, and tear down of the attraction.

\$27,000 Build Crew Salary

- This is based on our crew of 5 individuals constructing and installing, the attraction for a total of 45 days, July 23rd – September 13th, and dismantling the attraction on October 31st – November 1st (completed by morning of). They'll be working with a flat day rate of \$120/day (10 – 12 hours per day).

\$143,640 Talent/PA Payroll

- This is based on two teams of 15 actors & 5 maze PAs working two separate shifts each night of operation. That's a cast of 30 actors & 10 maze PAs working 8 hours per shift, at a rate of \$10.50 an hour. This includes 35 days of the attraction being open to the public, 1 day for the orientation and fitting, 1 day for the dress rehearsal, and 1 day for a red carpet opening. There will also be a date for auditions however this is unpaid.

BUDGET INSTALLMENT PLAN:

	April 1 st	May 1 st	June 1 st	July 26 th	Aug. 2 nd	Aug. 9 th	Aug. 16 th	Aug. 23 rd	Aug. 30 th	Sep. 6 th	Sep. 13 th	Sep. 20 th	Sep. 27 th	Oct. 4 th	Oct. 11 th	Oct. 18 th	Oct. 25 th	Nov. 1 st	TOTALS	
Materials		\$15,000	\$15,000																	\$30,000.00
W P M					\$5,360															\$5,360.00
Build-Site			\$2,000	\$2,000																\$4,000.00
Operations		\$4,720	\$4,720	\$4,720	\$4,720	\$4,720	\$4,720	\$4,720	\$5,696	\$5,696	\$5,696	\$5,696	\$5,696	\$5,696	\$5,696	\$5,696	\$5,696	\$5,696	\$5,696	\$90,000.00
Build Crew				\$1,800	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,000	\$3,600								\$600	\$27,000.00
Talent/PAs												\$5,040	\$3,360	\$8,400	\$21,840	\$26,880	\$31,920	\$46,200		\$143,640.00
TOTAL	\$0	\$19,720	\$21,720	\$8,520	\$13,680	\$8,320	\$8,320	\$8,320	\$9,296	\$8,696	\$9,296	\$10,736	\$9,056	\$14,096	\$27,536	\$32,576	\$37,616	\$52,496		\$300,000.00

PRE-PRODUCTION SCHEDULE:

ITEM	DATES	COMMENTS
Project Approval	APRIL 1 st	Project would need approval by April 1 st , 2013, so we can begin scheduling the project right away.
Design Approval	MAY 1 st	Once the project is approved, we will begin the design process immediately, with a final draft approval date of May 1 st .
Begin ordering Materials	MAY 1 st	Upon design approval on May 1 st , we will then immediately begin ordering all of the materials needed for the project. Materials can take time
Begin Build	JULY 23 rd	

CAST/PAs PAYROLL BREAKDOWN:

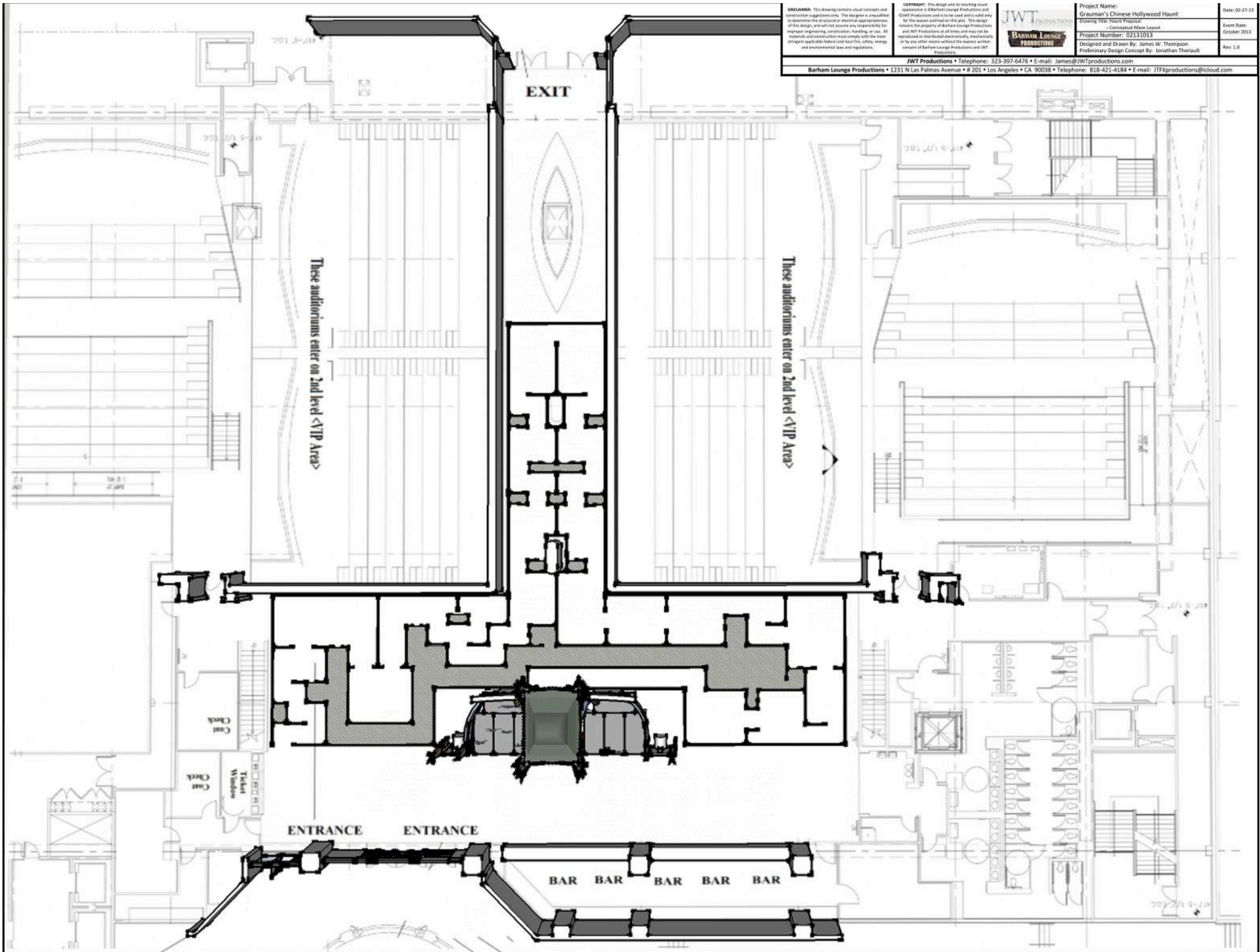
MONTH	PAY DATE	# OF EMPLOYEE	\$/HR.	HOURS/DAY	# OF DAYS	PAYDAY INSTALLMENTS
September	20 th	40	\$10.50	4	3	\$5,040.00
September	27 th	20	\$10.50	8	2	\$3,360
October	4 th	20	\$10.50	8	5	\$8,400
October	11 th	20	\$10.50	8	5	\$8,400
		40	\$10.50	16	2	\$13,440
October	18 th	20	\$10.50	8	4	\$6,720
		40	\$10.50	16	3	\$20,160
October	25 th	20	\$10.50	8	3	\$5,040
		40	\$10.50	16	4	\$26,880
November	1 st	40	\$10.50	14	1	\$5,880
		40	\$10.50	16	6	\$40,320
TOTALS	7 PAYDAYS	40	\$10.50 PER HOUR	122	38	\$143,640

19 Days x 8hrs = 152hrs x \$10.50/hr = \$1,596 x 20 employees = \$ 31,920

15 Days x 16hrs = 240hrs x \$10.50/hr = \$2,520 x 40 employees = \$100,800

1 Day x 14hrs = 14hrs x \$10.50/hr = \$147 x 40 employees = \$ 5,880

$\$31,920 + \$100,800 + \$5,880 = \$138,600$



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JTF Productions • Telephone: 323-397-6476 • E-mail: James@JTFproductions.com

Barham Lounge Productions • 1231 N Las Palmas Avenue • # 201 • Los Angeles • CA 90038 • Telephone: 818-421-4184 • E-mail: JTFproductions@icloud.com



Project Name:	Grauman's Chinese Hollywood Haunt	Date: 02-27-13
Drawing Title:	Haunt Proposal - Conceptual Mass Layout	Event Date: October 2013
Project Number:	02131013	Rev: 1.0
Designed and Drawn By:	James W. Thompson	
Preliminary Design Concept By:	Jonathan Theriault	



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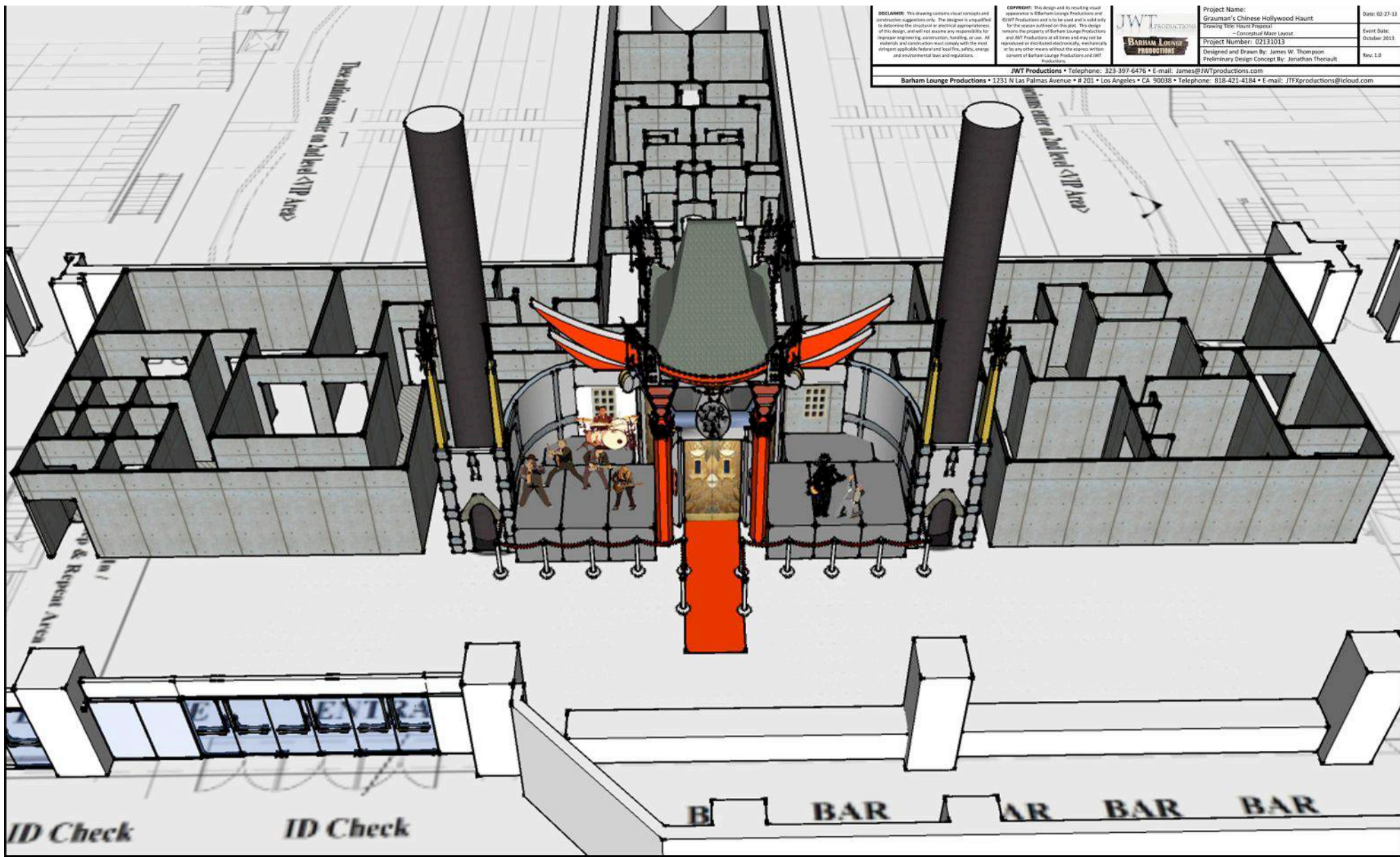
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Project Name:
Grauman's Chinese Hollywood Haunt
-Pricing / Visual Progress-
-Conceptual Main Layout-
Project Number: 02131013
Designed and Drawn By: James W. Thompson
Preliminary Design Concept By: Jonathan Theriault

Date: 02-27-13
Event Date: October 2013
Rev: 1.0

JTW Productions • Telephone: 323-397-6476 • E-mail: James@JTWProductions.com
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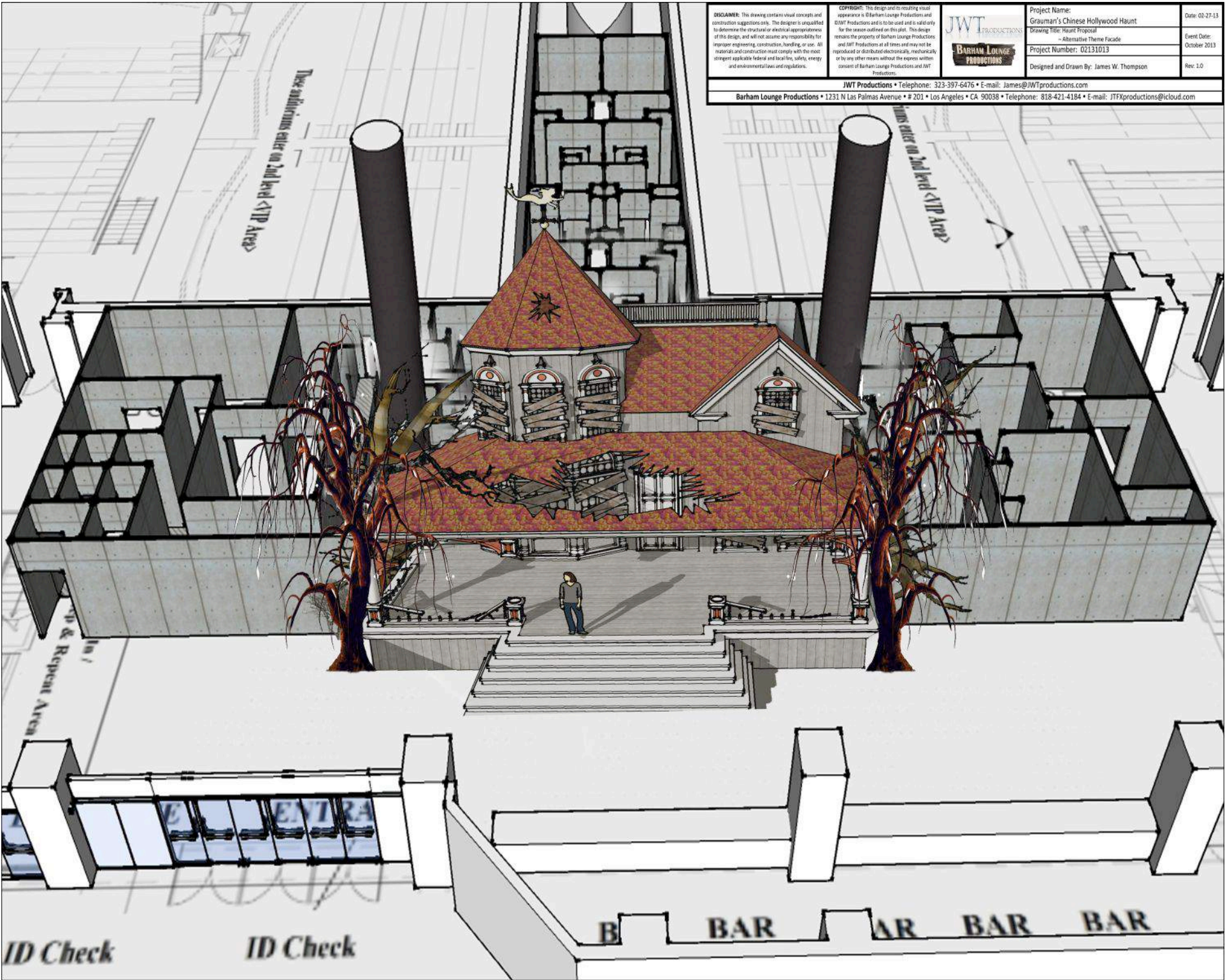
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Project Name: Grauman's Chinese Hollywood Haunt	Date: 02-27-13
Drawing Title: Haunt Proposal	Event Date: October 2013
Project Number: 02131013	Rev: 1.0
Designed and Drawn By: James W. Thompson Preliminary Design Concept By: Jonathan Theriault	

JFF Productions • Telephone: 323-397-6476 • E-mail: James@jffproductions.com
 Barham Lounge Productions • 1231 N Las Palmas Avenue • # 201 • Los Angeles • CA 90038 • Telephone: 818-421-4184 • E-mail: JFFproductions@icloud.com



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Project Name: Grauman's Chinese Hollywood Haunt	Date: 02-27-13
Drawing Title: Haunt Proposal - Alternative Theme Facade	Event Date: October 2013
Project Number: 02131013	Rev: 1.0
Designed and Drawn By: James W. Thompson	

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These admissions enter on this level <VTP Area>

These admissions enter on this level <VTP Area>

Repeat Area

ENTRANCE

ID Check

ID Check

BAR BAR BAR BAR

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Project Name: Grauman's Chinese Hollywood Haunt Drawing Title: Haunt Proposal - Alternative Theme Facade	Date: 02-27-13
Project Number: 02131013	Event Date: October 2013
Designed and Drawn By: James W. Thompson	Rev: 1.0

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Drawing Title:	Haunt Proposal - Alternative Theme Facade	Event Date: October 2013
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