
THE GORDON THEATER



Project Proposal

Prepared for: Donors of the Gordon Theater Project

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Gordon Community Theater, Inc is a 501(c)3 non-profit corporation

EXECUTIVE SUMMARY

Objective

Our objective is to renovate and modernize the existing Gordon Movie Theater building with an end goal of having a fully functional, state of the art facility which will provide entertainment to the members of our community. The people of Gordon need something to get behind and take pride in, and our youth need a safe form of entertainment.

Goals

- Boost community pride.
- Provide safe entertainment for our youth.
- Increase traffic from other communities and keep our people and their money here.

Solution

Our solution to bringing the movie theater back to Gordon is to raise money through fundraisers, grants, and pledges from area businesses and philanthropists. All donors will be recognized through a special feature video which will play prior to every movie. Every item of the budget is being heavily scrutinized to ensure the project is being done as economically as possible without sacrificing quality. Once sufficient funds have been raised, we will begin construction. The theater will be run primarily by volunteer groups, with a paid manager to handle the day-to-day operations and train and coordinate the volunteers. Revenue will be generated from ticket sales, concessions, advertising and from continuing donations. All funds will be reinvested into the theater or saved for future repairs/improvements. The manager will be the only person receiving monetary compensation.

Project Outline

The project will consist of reconstructing the interior of the building, removing any remnant mold in the process, and installing digital projection and audio equipment necessary to play today's movies.

- Remedy water leakage issues, which have lead to mold throughout the facility. This has been completed through the installation of a new rubber roof with a 15 year warranty. A concrete drainage system is planned for the north side of the building to prevent pooling of runoff water and subsequent seepage into the foundation and dirt work will be needed on the south side to keep water away from the foundation.
 - Remove all existing mold from the facility.
 - Reconstruct interior of building, ensuring ADA compliance. Due to the extensive mold in the building, new drywall, carpet and tapestries will need to be installed. A new concession area will be constructed and a new ADA compliant family bathroom will be added. The existing bathrooms will also need to be renovated.
 - Based on the amount of money we are able to raise, the board may decide to remove the wall separating the small and large theaters, allowing for expanded seating and better utilization of the space. The wall is not load bearing, but would still be an added expense to remove and purchase additional seats.
 - Some form of a stage or platform will be built in front of the screen with microphone and power connections, allowing the use of the facility by community organizations for presentations, seminars, etc.
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- A new drop ceiling and sprinkler system will be installed in the theater. This has been generously donated, including parts and labor by Bob Dehn and the Gordon Volunteer Fire Department, a \$25,000 value.
 - A framework is already in place for acoustical treatment. All we will need to do is acquire new, fire retardant fabric to place on the frame.
 - All new seating will be installed in the theater as the existing seats were destroyed by mold. There are opportunities to acquire refurbished seats at a discounted price if necessary.
 - The existing screen has a large hole in it. This will need to be repaired, if possible, or a new screen will be needed.
 - A new Barco DP2K-10Sx digital projector will be purchased, which includes the necessary media server and motorized lens. Refurbished audio amplifiers and speakers will also be purchased. Purchasing the equipment refurbished allows us to get it for 30% of what it would cost new while still getting the peace of mind of a 2 year warranty. The most volatile component of this system is the lamp in the projector, which can burn out. We will want to have at least one spare on hand at all times. The installation and setup of all of this equipment has been donated.
 - A booking agent has been secured for acquisition of movies and licensing. They charge a \$50 fee per week to handle the booking and licensing. We will show movies on the second or third week of their run, allowing us to retain around 60% of the ticket sales.
 - A computerized POS system will be implemented, allowing the manager and board to track inventory and sales in real time, and access them remotely. The system has a built-in credit card system, internet accessibility, a touch-screen, and is very easy to use, reducing the chance of error as we will have different groups working each week. The manager will be responsible for tracking inventory and comparing it to the register's records.
 - Patrons will be reminded before and after each show to clean up after themselves, because it is their theater, built by them, for them, and they need to take pride in it and keep it in good condition. Following the movie the volunteers and manager will pick up the remaining trash and clean everything. Periodically, a professional cleaner may need to be brought in to deep clean the seats, tapestries, etc.
 - A big source of revenue for the theater will be advertising from local businesses. In a four minute period prior to the start of the movie there will be time to show twelve 20-second video commercials. A fair and common price for these advertisements is \$200 per month. We would also offer discounts for paying for a year in advance, \$2000/year. If we can secure 12 advertisers for a year, we would generate \$24,000 up front. The production of the video commercials will be donated.
 - Should the theater be sold to a for-profit organization within a 7 year period, all major donors will be returned their fair share of the proceeds. After 7 years, all proceeds will go toward projects focused on the betterment of our community.
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BUDGET

Construction and Equipment Budget

Every item of this budget has been thoroughly evaluated and scrutinized, and we will continue exploring options to reduce costs without compromising quality and longevity. We will be seeking donations on several items such as paint, construction materials, concession items and more.

Description	Quantity	Unit Price	Cost
New Firestone Rubber Roof with 15 yr warranty	1	\$ 22,140	\$ 22,140
DP2K-10Sx Digital Projector	1	\$ 35,861	\$ 35,861
Touch Panel for DPxK	1	Included	Included
Integrated Media Server	1	Included	Included
JBL 3722N Two-Way Scree ArrayX for Small Cinemas	3	\$ 775	\$ 2,325
JBL 8320 Two-way surround system	8	\$ 165	\$ 1,320
JBL 4641 Bass Reflex Subwoofer System	2	\$ 586	\$ 1,172
QSC ISA450 2 Channel Amplifiers	6	\$ 495	\$ 2,970
QSC ISA1350 4 Channel Amplifier	1	\$ 1,275	\$ 1,275
Barco R9856294 Zoom Lens	1	Included	Included
Da-lite 16.3' x 29' Lace & Grommet Screen	1	\$ 5,299	\$ 5,299
Theater Seats	150	\$ 85	\$ 12,750
Starting Concession Inventory			\$ 500
Starting pop inventory (there is no charge to use machine)			\$ 500
Popcorn Machine	1	\$ 2,500	\$ 2,500
Digital Point of Sale System with Inventory Tracking	1	\$ 600	\$ 600
Fire-retardant fabric for acoustical draperies			\$ 3,000
New drop ceiling and sprinkler system		\$ 25,000	\$ 25,000
New website, domain name and hosting		\$ 600	600
Construction Costs (\$7,700 donated)		\$ 82,641	74,941
Three months' Utilities		\$ 3,000	3,000
Starting capital for Movie Deposits		\$ 2,000	2,000
Three months wages for manager		\$ 2,400	2,400
Miscellaneous Supplies		\$ 500	500
Total			\$ 200,653
