

Lone Star Entertainment

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El Paso, TX 79968 USA

(915) 555-1234

consulting@LSEntertainment.com

April 30, 2014

Mr. Rodney Dangerfield
CEO
TRC, Inc.
7511 Main Street
Sometown, TX USA

Dear Mr. Dangerfield,

Comment [U1]: Very good cover letter!

Per our previous discussion, enclosed is our proposal to provide feasibility and consulting services for your business venture.

In our evaluation of your request to find a proper venue for your future business venture, we managed to compile information that we believe will be extremely beneficial to your company. We were able to locate and secure a location that will work great with almost any attraction. In addition, we took a look at regional attractions and local culture, and were able to create a well geared proposal, with a specific attraction in mind.

We believe that Austin would make an incredible location for TRC to pursue an opportunity such as a music-based theme park. Please review the attached proposal that outlines our feasibility, consulting, and cost/budget analysis. We at Lone Star Entertainment, LLC., are looking forward to discussing this proposal with you during our meeting on Wednesday, May 12 at 3:45 PM.

Sincerely,

██████████
CEO

██████████
CFO

██████████ Executive Technology Director ██████████ Executive Design & Planning Director

Lone Star Entertainment, LLC.

Music City Theme Park

Prepared for

Mr. Rodney Dangerfield, TRC, Inc.

Prepared by

[REDACTED]

Lone Star Entertainment, LLC.

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Submitted on

April 30, 2014

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Statement of Confidentiality & Non-Disclosure

Comment [U2]: This statement was not required, but you can keep it.

Don't forget to include an executive summary!

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Lone Star Entertainment retains all title, ownership, and intellectual property rights to the material and trademarks contained herein. Including but not limited to all supporting documentation, files, marketing material, and multimedia.

BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT [TRC, Inc.] AGREES TO BE BOUND BY THE AFOREMENTIONED STATEMENT.

2. General Description

Location

Finding a location for a future theme park was quite interesting. Our company Lonestar Entertainment is based here in Texas, so we started off by looking at familiar grounds. We did not have to go far before we saw a potential market in an area that is home to millions of people. Austin, Texas came to be the perfect spot for this new project. The capital of Texas is located right in the heart of Houston, San Antonio, and Dallas. Did we mention it is surrounded by many Universities and mid-size cities? I see potential customers all over the place, local, out of state, and even international. The fact that Austin is the capital city and has no major attraction is a huge green light for this project. The only real competition for a theme park within the state would be in Arlington or San Antonio, which by the way have been around for years now. I think fellow Texans are ready for something new, and Austin is has the perfect complimentary tourist attractions to make this a tourist city.

Theme

After doing some research of major attractions in Austin are, what people like, prices, and a lot of other components to having a new attraction, we figured people love music. So why not have a music theme park in the Music Capital of the World? So our idea is to incorporate mainly music into the theme park, but also local infamous mottos like “Keep Austin Weird” into it as well. The park will be divided into sections, each being a different music genre. Within the sections you will find rides, gift shops, exhibits, and of course, music! At the center of the park there will be a medium size lake with a boardwalk around it that will connect all section. In the

Comment [U3]: The general description section is about the product/service that you are selling, and not about your company (or about how your company decided things). Rephrase this section to provide only the facts about the final product that you are “selling”.

center of the lake the motto “Keep Austin Weird” will be displayed along with something “weird” that we will keep it a secret, since it will be a surprise.

Name

The park name is very simple but I feel people will relate to it quickly. The name Music City was given since Austin is the Music Capital of the World, and essentially customers will be in a city of music at our theme park.

Rides

We have nine main attractions and thirteen complimentary rides to offer at our park. Since the target audience for this park is for young adults, most rides will be thrill rides such as rollercoasters, free falling towers, high speed rides, and water rides. However we do keep in mind our younger market that is why we will have a section with more appropriate rides for them like, mini-rollercoasters, carousel rides, and a train ride. Exhibitions photo booths, cool-off areas, and smaller complimentary games will be throughout the park, as well as an arcade room for all ages.

4. Cost Analysis

Comment [U4]: Very good break down of costs.

4.1 Cost Breakdown

Comment [U5]: Use a subheading only if you will have more than one subsection.

This section of our sales proposal states the different costs for the creation and maintenance of Music City.

Music City			
Description	Quantity	Price	
<u>Maintenance</u>			
Land \$3,333/acre	300 acres	\$2,700,000	
Grade Landscaping	450 acres	\$2,250,000	\$0
Parking Lot \$3,333/acre	150 acres	\$1,350,000	

The total cost of clearing out the total 450 acres of land available for our theme park and parking lot area can vary due to the physical features of the land. The trees removed from the land will have to be cut and the prices can reach up to \$200 an hour. Other costs that need to be accounted for are the rates for disposing all the trash gathered during the clearing of the land. However, the approximated price for grade landscaping is \$5,000 per acre, and includes the removal of stumps.

Description	Quantity	Price
<u>Maintenance</u>		
Main Rides (roller coasters, free fall, water rides)	9	\$270,000,000
\$10,000/ride		
Complementary rides (family rides, mini roller coasters, etc.)	13	\$130,000,000
\$7,000/ride		

Music City

<u>Description</u>	<u>Quantity</u>	<u>Price</u>
<u>Maintenance</u>		
Exhibits/Facilities	75	\$375,000,000 \$2,000 each

In this section what consists of the exhibits and the facilities are all the stands where different games are played to win the large stuffed animals. The restaurants, concession stands, and restrooms are also included in this category. The main stage where all the entertainers will be performing is also part of this group.

The approximate number of employees that will be working for Music City is calculated at a ratio of 1 per 20 visitors. The expected number of first time visitors at Music City during the first year is about 500,000 visitors. Music City will have an approximated number of 176 employees working within the park each day. However, the number may vary depending on the time of the year and the expected number of guests.

Revenue	First Year Revenue
Ticket Revenue	\$27,500,000
Parking Revenue	\$9,900,000
Food Revenue	\$12,342,000
Souvenir Revenue	\$18,700,000
Total Revenue	\$68,442,000
Tax Deduction	-\$13,688,400
Net Total	\$54,753,600

Comment [U6]: All tables and figures need to be labeled properly!

5. Delivery Schedule

The estimated total completion time of Music City Amusement park will take thirteen months. It is expected to be finished in eleven months assuming that there are no setbacks in the construction of this new attraction. Two extra months were given to have enough time to make changes in case there need to be. Park construction will start May 2014 and would be completed by May 2014 or no later than July 2014. Our park delivery will be divided into the following seven phases:

1. Demolition
2. Land Leveling and Preparation
3. Construction of buildings, rides site preparation, paving and landscaping.
4. Rides, exhibits, stages, and shops fully installed.
5. Painting and Exterior façade.
6. Hiring, Training, and Testing
7. Special Park Pre-Opening
8. Grand Opening

Demolition of the site will take one month. This will consist of removing trees, brush, big rocks, and removing a couple of small ponds. Our next step would be the leveling and preparation of land. This would have an estimated time of three weeks, and would consist of running the underground electric, water, sewer, and drainage piping. The leveling of land will take place immediately, and now we can proceed to the actual construction of the park itself. So

now almost two month later we will, finally be able to start working on the actual park.

Constructing all seventy six buildings, preparing the sites for twenty two rides, concrete being spread, roads built, and the landscaping of this park will take 5 hard worked months. This will be our longest phase of all seven and also one of the most important one. It is of high importance that we finish this task in the allotted time frame, as the on time completion of the park depends much on this. Once this phase is completed, we will be ready to into the three month phase four and start bringing in the rides, setting up our live music stages, detailing and stocking up exhibits, as well as gift shops. Phase five is tied in to the previous one as it consists of painting the park, giving it the theme that it will have, and setting up all exterior façade. Both phases four and five should last four months in being completed, and would also mark the end of all construction. Now we head into the hiring of personal part. Once we hire all employees, we will need to train them. The training will be one month long. These people will be in charge of day to day operations of the park. So we want everyone to be highly capable of executing their jobs to perfection. A flaw at any position could cost the company lawsuits, money, clientele, or in the worst case scenario, somebody's life. We want to prevent these situations as much as possible. Meanwhile employees are getting there park training, engineers and other park staff will be testing all rides, audio equipment, water systems, and all park operations components to be right in place. After all training is completed, and all tests have been passed. We are finally ready to open the park. However, this will not be the grand opening. We will first open the park to select customers who purchased tickets to a Pre-Opening Week. Our purpose for this is so that the park employees, staff, and management can see what daily operation looks like. If there are changes that need to be made, well we have up to three months to get this park to run smoothly and have our Grand Opening.

Comment [U7]: Very good.

6. Site-Preparation Description

Like with any big project worth undertaking, some preliminary work must be done to ensure that all work there after meets the necessary quality standards. The location that we have suggested is a great open space that will require little in the way of preparation. Following are the milestones that we have determined as imperative preparation work.

- Clearing of trees, rocks, and underbrush (Appendix A.1.2)
- Fill in ditches and depression (Appendix A.1.3)
- Level high spots (Appendix A.1.4)
- Measure out limits and benchmarks for construction site (Appendix A.1.5)
- Find a proper traffic route for construction vehicles and materials (Appendix A.1.6)

Using state of the art technology, our engineers have devised a model of the site at each of the planning stages. By sharing this with your company, we can ensure that all work meet requirements and expectations at every stage of the process.

Comment [U8]: I suggest using bullet points to list the training needs.

7. Training Requirements

In order to guarantee and help our services become as efficient in the workplace environment, Lone Star Entertainment is committed to train their employees in the most proficient manner possible. In a workplace area one of the most successful keys to being successful is through communication. Lone Star Entertainment requires all of their employees that take part on consulting clients to undergo a course where their communications skills are to be executed. In that training they are taught the proper way to communicate to different types of audiences, and how to reach their point across someone in a professional standard.

The employees at Lone Star Entertainment also undergo training so that they are capable of creating visuals for their clients regarding the different types of projects they are consulting. The trainees are also taught to create the dimensions and produce a structure of the project they are working on. The trainees are not charged for any of the courses they undergo. The company covers all of the expenses for the training that the consulting representatives undergo.

At the end of the training all the consulting representative will be capable of communication efficiently, creating visuals on computers, and producing the actual dimensions of their projects. The consultants in Lone Star Entertainment will always be searching for the client's best interest and option. This training will ensure our services, and help our company become more efficient.

8. Statement of Responsibilities

Comment [U9]: Very good.

Lonestar Entertainment takes the task of providing customers with state of the art research, planning, and construction of world class theme parks. As one of the top entertainment construction companies in the industry, we invite our customers to see our work for themselves and see our quality. Customer overall satisfaction is not only our goal, but also what we work by.

Lonestar Entertainment Responsibilities:

- Service will not be denied to potential customers based on color, ethnicity, religion, or any other factors of discrimination.
- Provide best research possible to achieve customer needs.
- Utilize top quality materials and equipment on the desired project.
- Ride and park equipment testing prior to opening.
- Provide future park employees and staff with exceptional training in daily park operation, customer service, park and ride safety, as well as evacuation routes.
- Stay within the given budget and time frame.
- Maintain communication with customer for better results.

Customer Responsibilities:

- Clearly state the desired project to be accomplished.
- Provide with budget
- Provide with desired location
- Point out any changes or problems that may come up during construction.
- Keep communication with contractor for best results.

9. Description of Vendor and Sales Pitch

Lone Star Entertainment has been proudly serving the Southwest for over 30 years. Years of technical experience, coupled with a focus on staying current with the evolving market and technology, has made us a strong and reliable company.

We ensure that all work is done on time, on budget and on point to meet clients' requirements. In addition, we strive make sure that all our venues/attractions meet all

Comment [U10]: Good start, but you need to add more. See example in WTW 483.

Comment [U11]: The body of the proposal should be double-spaced; only the cover letter and the executive summary should be single-spaced.

necessary codes and zoning laws. All that, coupled with the great partners we have made via the vast amount of projects we have worked on, ensures that we are always prepared to meet our clients' needs and pass savings on to them.

10. Conclusion

Lone Star Entertainment is confident that our proposed music-based theme park will [summarize benefits of venture]. We sincerely hope that TRC, Inc. will consider us as a long-term partner and allow us to enter into a mutually beneficial relationship. We are available to answer any questions you may have and look forward to discussing this opportunity further.

Thank you for your interest.

Sincerely,

[Redacted Signature]

CEO

[Redacted Signature]

CFO

[Redacted Signature]

Executive Technology Director

[Redacted Signature]

Executive Design & Planning Director

Lone Star Entertainment, LLC.

[Redacted Signature] :

This is a good start of the proposal. Please follow my suggestions in the margins and make sure you include all the other missing parts in your final version so that you adhere to all the requirements.

If you need any additional help, you can come to my office hours, email me, or visit the Writing Center.

Comment [U12]: In your summary, reiterate a few specific benefits, especially the profit, by using concrete numbers. This is where you remind your client of the most important things you want them to remember (and concrete numbers work better than generic statements).

Dali