



GREAT THESPIAN

ISN'T IT GREAT?

'GREAT' BUSINESS PLAN BY
ANDREW McCREA

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GREAT THESPIAN MISSION STATEMENT

"Our Mission At Great Thespian Is To Provide Movie-Goers The Ultimate Experience In The 'Greatest', Most Enhanced, Sophisticated environment."

GREAT THESPIAN WINNIPEG OPERATIONS

Great Thespian will take great pride in being Manitoban. Our head offices will always be located in Winnipeg. The chain will operate theatres across the country.

Until we grow to become a large chain with theatres across Canada, the main offices will be in the Garrick's upstairs. The manager will also have a desk and file cabinet up there!

We'll work hard to make everybody love us. We'll have incredibly great seats, gigantic sized screens and Dolby Digital sound. For an average \$2.13 ticket, it's one heck of an experience that will bring people back to the movies. You won't believe what you get for \$2.13! It's a great experience at a great price!

We'll be a family oriented company, which means that, if anybody or any family has a problem, we'll experiment & work very hard to change it.

GREAT THESPIAN MAKING THE MONEY

Great Thespian will offer "Great Seats, Great Screens & Great Sound
At A Great Price"!

We'll sell on-screen slide advertising and advertising on our popcorn bags, pop cups, tickets, poster boards, marquees, speakers and 30-60 second commercial spots that run with the movie/trailers using film! The companies will have to make their commercial and put it on film by their selves. We do not provide this!

To make money, we'll sell Great Thespian hats, shirts, pens and pins.
We may also sell "Isn't It Great?" Posters!

It's a proven fact that theatres don't make money on admission. No theatres do. Theatres make their money from the confectioneries desk. Concession bars don't make a lot of money for adult films (i.e. romance). Kids films blow out the confectionery counters. If we make the popcorn a little saltier, people will need drinks to moisturize their mouths and throats.

There's an extra confectionery counter at the Garrick. We'll be expanding that to connect with the other main counter that's used for popcorn and drinks. That half or end quarter of the desk will be specifically for candy and chocolate bars and other junk food.

We will only give refills on our large Pepsi drinks.

GREAT THESPIAN **SAVING THE MONEY**

To save our hard earned money, we'll do the following:

- Run our show schedules in local newspapers and news letters that run them as a public service announcement free of charge. This is The Winnipeg Free Press, Winnipeg Sun and Uptown Magazine.
- Play movies after Cineplex Odeon, Famous Players and Landmark Cinemas (Towne 8) have played them out (played the movies out).
- Get CineQ automations for the projection booth, auditoriums and lobby. CineQ also needs a Windows 95 computer, so we'll hook it up to one so we can have written reports on the status and state of the theatre and it's contents. CineQ will allow me to view how the theatre's doing 24/7 right from my home. This will also help our amateur projectionists
 - Get amateur projectionists so we only have to pay them \$7.50/hour, instead of unionized ones that get paid up to \$33.50/hour at SilverCity.
- Do most renovation work ourselves to save money from paying professional builders. This will not count splitting the auditoriums or any major structure changes.
- Lease all our theatres so we can 'easily' get out of them if they fail.
- Have our admission prices under \$5.00 so we do not have to charge or pay amusement taxes.

GREAT THESPIAN THEATRE'S AND THEIR DESIGNS

Old theatres need work. We'll renovate all of our theatres so people will be very able to tell what "The Great Thespian Experience" really is. Where desperately needed, we will have carpet put in. This will be the very funky megaplex carpet made by Gordon T. Sands and his company.

To save money/time, we'll put in L.E.D. marquees above each auditorium door. L.E.D. marquees will also be put in at the box office. This will allow our 'Team Players' to not have to worry about changing marquee letters above each auditorium when there's a different show after the previous one in the same auditorium. When L.E.D. marquees are hooked up to CineQ automation systems, the marquees can automatically be changed by what the computer has been told is scheduled.

Our auditoriums will have recessed lights in the ceilings above all the aisles. Because it would be way to much money to re-frame every auditorium, we can take a piece of 2x4 wood, paint it light purple/purple and put it all around the auditorium at about 1/3 down from the ceiling. This way, we can run wires on top of that board and have sconces easily put in on the walls. The auditoriums will be painted all black. Grand, purple waterfall curtains will be put in over the screens, along with side masking.

Funky, glow in the dark megaplex carpet, as mentioned above, will be put into the theatre. The lobby walls will be painted silver, dark blue, yellow & green in spotlight formations. The ceiling, where height isn't an issue (the main lobby), will have a drop rod ceiling put in. The rods will be painted black with everything above them painted black. Black track lighting will be put in on the rods, highlighting various elements in the lobby.

Our seats will be Premier Seating's "Command Performance", with padded armrest cup holders. The seats will be the rocker model, so patrons can rock during the movie. The fabric will be Wellington contract fabrics, duration collection, Venus, cobalt and/or alpine fabric.

GREAT THESPIAN THEATRE DESCRIPTIONS

GARRICK CINEMA 4 942-4222

Garrick Theatre
330 Garry Street
Winnipeg, Manitoba
R3N-0V2 Canada

Total Screens: 4
Total Seats: 1917
Seats Per Cinema:
Cinema 1: 607
Cinema 2: 778
Cinema 3: 260
Cinema 4: 272

NORTHSTAR CINEMA 2 943-2332

NorthStar Cinema (Radisson Hotel)
286 Portage Avenue
Winnipeg, Manitoba
R3C-0A1 Canada

Total Screens: 2
Total Seats: 359
Seats Per Cinema:
Cinema 1: 204
Cinema 2: 155

Total Winnipeg Seats: 2276

GREAT THESPIAN THEATRE OPERATIONS

After Buying their concessions, our valued patrons will proceed into their auditorium & sit back, relax and wait for the show in big, high-backed seats.

5 minutes to the show, a spotlight will turn on and spot the bottom center of the screen. An usher will stand in front of it with a microphone and give a speech. The speech will go over all speakers. The spotlight can stay on for as long as the usher needs it to give his speech.

When the clock hits show time, the slide projector will turn off as the lights dim and the show starts.

After the show, as soon as names appear during the credits, the lights will rise half. Just before the credits are done, the lights will come up full & the curtain will shut for 5 minutes as the auditorium is closed for cleaning. The last credits will be projected onto the curtain.

Anyone who puts their feet up on the back of another chair will be asked to put them down and will be warned about being kicked out, with no refund, as the seats are expensive furniture. If when the usher checks again and they're still up or back up, the person will be kicked out with no refund.

The ushers must check the auditoriums every half hour. Duotangs will be kept all over the theatre to log everything that's happened. Washrooms will be checked every 15-20 minutes to ensure fresh and cleanliness.

We'll get our new prints every Friday, as Friday is the day when new shows are available and new schedules start. The prints will be delivered from 12:00pm-6:00pm. Our projectionists and managers will need to be there every Friday at 6:00pm. The projectionist will make up the prints and the manager will supervise, check out the building and maybe make the first set of popcorn. The manager and projectionist will be allowed to have a small popcorn and a large drink.

GREAT THESPIAN OPINIONS

"Nothing Ventured, Nothing Gained!"

John Eickhof

E-mail: jeickhof@nteequip.com

Film-Tech Member

"I'd go to these downtown theatres, then even go at all!"

Nadine McCrea

E-mail: nadinemccrea@hotmail.com

Mother

GREAT THESPIAN FUTURE GREAT THESPIAN CHAIN

In the future, I plan to expand Great Thespian through existing, darkened theatre locations. Hopefully, we'll be able to open one theatre in every major Canadian city.

The future will see us grow to megaplexes after I retire and the company gets a new president. As soon as that president signs on for that job, he'll have 10 years to remain president. He may not run more than 10 years. We'll operate around 30 screens in 6-10 locations while I still operate the company. We'll continue to run second run houses and first run houses.

We'd never over build like Famous Players, Cineplex Odeon, Loews Cineplex and AMC, plus other companies. The maximum number of cinemas in a city would be 5 with no more than 5 screens for 3 and no more than 10 screens for the 2 other cinemas. A 1 screened drive-in would be the drive-in limit.

Great Thespian is suppose to become a fairly large movie exhibitor chain. We'd never over build and put up theatres we couldn't afford or don't think we can afford. Our planning department will make all those decisions if the site is definitely a good site.

When our Winnipeg theatres pay off, we'll immediately start looking across Canada for darkened cinemas. After we have 10 theatres in total, we'll then get a separate building for our main offices.

Great Thespian will follow it's own trends, but will use current trends that are just starting. For example, if single screen theatres come back in and everybody starts going back to operate singles, we'll start to operate singles, but will follow our own decorating scheme.

GREAT THESPIAN THE 'GREAT' BIG BENEFITS

The benefits of bringing these theatres back with new features will help with revitalizing our downtown and other cities downtown's!

Great Thespian will sponsor local groups and events. If "Friends Of The Met" was still a group, for example, we'd donate to them. We'd also sponsor the annual film festivals.

We'll be bringing back the original reason for going to movies -- Big screens, digital sound, comfy seats and 'great' movies for a "GREAT" price!

We'll have parking! Everyone says there's no parking downtown, but there's lots! There's a huge parkade 2 blocks away behind the old Capitol Theatre and there's a big parking lot across Ellice! We're located at Garry and Ellice, so the parking lot is right across the street! The NorthStar is located in the Radisson hotel's basement, so there's parking in the hotel!

We'll have fairly new films with lots of parking, huge screens reaching sizes of 60', digital sound, comfy seats with great food on the average admission costing \$2.13!

Nadine McCrea says that if all downtown theatres are like this, why would she go to SilverCity? These would be perfect with Eaton's Place and Portage Place in walking distance.

GREAT THESPIAN INVENTORY

- Popcorn bags
 - Pop cups
- Pepsi products
- Pepsi equipment
- Popcorn kernels
- Popcorn butter
 - Popcorn salt
 - Popcorn oil
- Popcorn popper
 - Straws
 - napkins
- 6- Consoles
- 6-Projectors
- 6-lamp houses
- 6-auto winds
- 6-white spotlights
- CineQ automation systems
- RTS Solutions ticketing machines
 - RTS Solutions supplies
- RTS Solutions concession machines
- Funky Megaplex glow in the dark carpet
- Paint (See colour samples at the end)
 - Neon lights
 - 6-L.E.D. marquees
 - back lit poster cases
 - 28- sconces
- track lighting (black fixtures)
 - funky marmoleum
- light bulbs: recessed spots, mini-indoor floods
 - cleaning supplies
 - urinal tablets
 - vacuum cleaner
 - toilet paper
 - liquid soap
- 6- Dolby Digital systems
 - uniforms
- 6- purple waterfall curtains
 - film rentals
 - loose leaf

- Duotangs
- speakers
- 6- screens
- 6 cinema licenses (\$160 each)
- 2 food concession licenses

GREAT THESPIAN PROMOTIONS

Great Thespians passes are as follows. The colours that they're written in are what colour the passes will be!

ADMISSION DISCOUNT OF 50%: allows 1 bearer admission for half price. It will not be accepted at drive-ins.

NITE AT THE MOVES: Preview pass distributed by CJAE 92.9 FM.

GREY COURTESY PASS: Given out mainly in contests, this pass allows 2 bearers at one time to get into any movies accepting passes for free!

EMERGENCY EXCHANGE VOUCHER: If we had to stop a show or there was a big problem that we knew about, then we'll give out this pass allowing the bearer 1 admission to any movie. Even movies not accepting passes. Valid for a year!

GUEST SERVICES PASS: Given out after a guest's disappointment. All they have to do to get this is write a detailed letter and mail it to us or drop it off with the manager!

POPCORN UPGRADE: Allows bearer to get a medium popcorn for the price of a small.

LUXURY PASS: Allows 2 bearers at one time to get 2 free admissions to any movie they want. Unlimited movies are given out and this pass/card is valid for a year!

Passes are awarded as apologies, thank-yous and prizes. We do not give passes out as a request!

GREAT THESPIAN WEBSITE

WWW.GREATTHESPIAN.COM

Our website will feature Macromedia Shockwave and Macromedia Flash. Our website will be built in Dreamweaver 4.0 and will be saved as Active Server Pages (ASP).

We'll feature the following sections:

Buy Tickets: Provided by MovieTickets.com

About Us: All information we believe should be made public... such as lawsuits and promotions in the company. Info about Great Thespian.

Show times: What's playing? When and where?

Coming Soon: What's coming to the company and when!

Merchandise: Stuff the public can buy! Shirts, hats, pens, pins, old theatres we've closed, etc.

News: What's up in the entertainment world?!

Polls: What people think... contests we're doing!

Jobs: Printable applications & what we're looking for at what wages!

Our home site will have images that link to movie's websites and features on other pages.

People will be able to interact with employees and the manager.

GREAT THESPIAN FEES TO CUSTOMERS (PRICES)

Admission:
Adult: 3.00
Youth: 2.50
Child: 2.00
Senior: 2.00
Tuesday: 1.00

Concessions:
Large Popcorn: 4.00
Medium popcorn: 3.50
Small popcorn: 2.75

Large Drinks: 4.75
Medium Drinks: 4.00
Small Drinks: 3.75

All Candy will be \$1.00 per package. We'll have no penny candies.

Candy we'll have is:

Glosettes Raisins
Glosettes Peanuts
Reese's Pieces
Mike And Ike
Starburst
Caramilk
Rolo

Smarties
M&M's
Skittles
Sour Skittles
Oh Henry
Coffee Crisp
Crunch Bar

Whoppers
Kit Kat
Mars Bars
Twix
Three Musketeers
Watermelon Slices
Assorted Old Dutch chips

GREAT THESPIAN EMPLOYMENT

The following are all the people that will be need at one time at both theatres.

Projectionist: 1
Box Office: 1
Concession: 1
Managers: 1
Guest Services: 0

All employees will be guest services.

We'll need 5 people at least at one time.

Team 1	Team 2
Wednesday, Thursday, Saturday and Sunday afternoon.	Monday, Tuesday, Friday & Sunday Night.
Earnings/Week:	Earnings/Week:
Projectionist 1: \$111.25	Projectionist 2: \$82.50
Usher 1: \$96.88	Usher 2: \$62.50
Box Office 1: \$96.88	Box Office 2: \$62.50
Concession 1: \$96.88	Concession 2: \$62.50
Manager 1: \$124.00	Manager 2: \$88.00

Projectionist 2 and Manager 2 work 11 hours per week because they need to be there on Friday to make-up the film prints and to prepare the theatre.

Monday: Team 2; 7:00pm-11:30pm
Tuesday: Team 2; 7:00pm-11:30pm
Wednesday: Team 1; 7:00pm-11:30pm
Thursday: Team 1; 7:00pm-11:30pm
Friday: Team 2; 7:00pm-11:30pm (Projectionist & Manager 6:00pm-11:30pm)
Saturday: Team 1; 4:00pm-11:30pm

Sunday: 4:00-11:30pm
Team 1; 4:00pm-7:00pm
Team 2; 7:00pm-11:30pm

BOX OFFICE/DOOR HOURS:
Monday-Friday: 7:00pm-10:00pm
Saturday & Sunday: 4:00pm-10:00pm

GREAT THESPIAN SPECIAL OPERATIONS

During Christmas, Summer and Spring Break, prices will be risen to \$3.50 for all seats. Newer movies will be brought in and exhibited!

Garrick:

Cinema 1: Newer Releases
Cinema 2: Newer Releases
Cinema 3: Classic Movies
Cinema 4: Newer Releases

NorthStar:

Cinema 1: Newer Releases
Cinema 2: Classic Movies

Classic movies are movies that have played 5 years before the current year. These would and could include: Scream, Jaws, Original Star Wars, Titanic and so on!

Our 2 Winnipeg theatres will be showing pretty much the same movies, so if the NorthStar sold out, they could cross Portage and go to the Garrick, or vice versa.

GREAT THESPIAN RATINGS

Here's what patrons of the Garrick have to say about Great Thespian and it's theatres!

Sight lines: ★★★★★ All rows are staggered, on a sloping floor. Cinemas 1 & 2 have stadium/airplane seating, where the seats are on steps.

Seats: ★★ Low backed, staggered & comfy with upholstered cup holder armrests. The chairs also rock, as in back and forth.

Safety: ★★★★★ With double the amount of space for legroom & brighter, better aisle lighting that doesn't interfere with the picture, this cinema is the safest in western Canada.

Sound: ★★★★★ All auditoriums are equipped with Dolby Digital Surround Sound Pro Logic EX Sound Systems including bass enhancement sub woofers.

Auditoriums: ★★★★★ Every auditorium is now equipped to meet THX standards, along with THX's T.A.P. Program, which study and test each auditorium weekly to ensure the best experience possible!

Wheelchair accessibility: ★★★ All auditoriums are wheelchair accessible, but only 2 are fully accessible. Auditoriums 1 & 2 have wheelchair spaces, but require climbing 5 stairs to get into them.

Screens: ★★★★★ All screens reach from wall-to-wall and ceiling-to-floor. Auditorium 2 is equipped to play 70mm film.

Food: ★★★★★ Hot, fresh, tasty popcorn & ice cold PEPSI drinks are served. 1 quarter of the concession counter is devoted to junk food and candy. Coffee is served at the concession desk to relax you before and/or after your show!

Lobby: ★★☆☆ Has A fun theme, a fun look and has booth seating along the front of the building. The front of the building/lobby is all windows!