

Use Film Row LLC ® with Screenland

Main problems

- Single screen is not as feasible as it once was. Steer away from that.
- Difference. Need to be different – unique – standout – have an identity.
- Proximity to other major cinemas within three miles.

BUILDING FUNCTION	TECHNOLOGY USE	SUSTAINABLE DESIGN
• Building should be multi use – be able to do events, movies, projects, etc • 3D capabilities is a must today and will be a necessity within 10 years. • Building main income should function as an independent bar/lounge • Run it as a bar, with events and movies ancillary. Theme it as the Velvet Freeze and do adult ice cream drinks as the specialty. ○ That fits in with the martini corner environment and crowd. ○ It allows for a standard cash flow in the build business Monday through Thursday with the other functions kicking in on weekends and other times. ○ Ancillary functions • Need to consider the costs of remodel to the cost of income per square foot. • 60% of the Armour Theater is from fundraisers and charity events. • The theater average will be 3-4K sq/ft. • Include a stage as well as a screen. • Provide for live performances • Theater is 15% of the business. Lobby and lounge first • It would be nice to have an office rental – someone that pays to keep the HVAC on. • Christ Wilburn Photography (in caves on 31st St) • Research the Velvet Freeze name brand and see if it still owned. • Research the tax abatements • Research the historic tax credits (20 cent on state and 25 cent on fed) •	• The standard seating for theater is 10” rise 48” run. Double the run for lazy boys. • Ceiling height is always an issue. • Using stadium style risers versus ramp risers allowed Armour to put the kitchen, storage, and bathrooms under the seating. • Maximize the screen size. Put exit door on the side walls, not the screen walls. • Screen ratios. Wide to tall ○ Academy 1.33 : 1 ○ Flat (wide Screen) 1.85 : 1 ○ HD 2.35 : 1 • Make the seating for the theater plush and high-quality. Make it more lounge type seating with couches, sofas, chairs, tables, etc, but keep it flexible and expandable. • Costs of digital projection systems that meet Movie-Theater standards will cost about \$100K • \$18K • 1st run movies will be very hard to get due to the environment and size. Drop the first-run movies and lose the high costs of those standards. ○ Go for movies that are now on DVD and Blu Ray. ○ Select an upper end Panasonic AE4000U for the projection systems. Something that meets the needs and is simple enough that the patrons can use it. ○ \$3500 for speakers ○ \$200 each for surround sound ○ \$10K Dolby 12w/ head CR Amps • \$3K for Curtains, at the Armour. MUST HAVE CURTAINS. • \$18K for Murals at Armour	• Consider a roof deck, a green roof deck with possible screen for shows. • Use a wide auditorium rather than a long one. Keep as much of the audience as possible close to the screen. • Envision the front SW corner Lobby as an Ice Cream shop. Chris Wilburn Photography has photos of the Velvet Freeze back to its’ hey-day. He is over in the caves down 31st street. • Go to www.kchistory.org for some research • Give the building Identity • Building as a Brand • Chris Seferyn markets the martini Corner. • Parking lot should stay green. Be mindful of run-off. • Find ways to save energy with solar and wind. Do geothermal. Be innovative and creative. Make it appealing to look at, make it fit in and be functional and save money.