



**Almost Done™**

Working hard so you don't have to!

July 23, 2011

MUSE-EI  
School of Engineering  
Mercer University  
Macon, GA 31207

Attention: Dr. Susan Codone, Subcontract Administrator

Subject: **REP NO. MU-2011-03**

The Bear Rock Café Space in the University Center will be renovated into a state of the art movie theater. The renovation will consist of demolition, construction of stadium seating, and installation of all necessary electronic devices. Once completed, students will be able to vote on Facebook®, Mercer99 page, two movies to be played the following week. Movies will start at 7:00 p.m. and 9:00 p.m. and will play all week long. All movies will have free admittance and free popcorn. In conjunction with Mercer99, the movie theater will give students of Mercer University a place to relax and enjoy cinema quality experience.

The demolition consists of removing the back room, the current furniture, and the stage platform. The construction will consist of stadium seating, a CineCurve movie screen, and a lobby including the spire. The necessary electronics are Dolby Digital 7.1 surround sound with amplifiers, dual high definition projectors with necessary wires, media control booth with laptops, lighting in the floor, popcorn machine, and automatic blinds for the current windows.

If you have any questions, please do not hesitate to call us. Almost Done™ recommends that Mercer University respond to the proposal within 5 business days.

I look forward to working with you,

Anthony Fratino  
Project Manager



Almost Done™

Alesa Webber, Technical Editor  
Anthony Fratino, Project Manager  
Jeisha Martin, Marketing Advisor  
Kyla Ritchie, Consultant

July 30, 2011

# **A Proposal for the Bear Rock Café**

Almost Done™

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## Executive Summary

Currently the Bear Rock Café is a recreational lounge for Mercer University students. However, the space is not efficiently operational for students. This proposal entails the plan for renovation of the Bear Rock Café into a student orientated movie theater. There are three main reasons for the need of a movie theater in Mercer University's University Center:

1. The Bear Rock Café is not used more than five days a week by organizations
2. Students will greatly benefit from handpicked movies on weekdays or during the week for relaxation and entertainment
3. The movie theater will be one of the main attractions on campus

The space is currently sectioned off into a non-functional coffee shop, Figure 1 shown to the right, a raised dance floor, seating tables, and an enclosed conference room. Before the remodeling can begin, permits need to be acquired. During the construction period, the front of the room and spire needs to be transformed into a sitting area. The rest of the area will become the enclosed movie theater. After construction, some programming needs to be done and the fire marshal will need to approve of the area.



Figure 1: Current Unused Coffee Shop

The new utilization for this space will prove advantageous for both Mercer University and for its current students. The establishment of a movie theater will provide entertainment and relaxation for students that need a relaxing break from studying. Currently, students will occasionally use the space for group meetings; after the renovation students will be able to use the theatre seats during the day for meetings or presentations because each seat is equipped with a desk.

Before repurposing the Bear Rock Café Almost Done™, used Mercer99 Facebook® page, a campus-wide media outlet, to assess the practicality of students going to “The Cave.” During the spring semester of 2011, 100 randomly selected students were surveyed on several basic questions. The results proved to Almost Done™ that a proposal was feasible to write for submission.

Almost Done™ recommends this project be implemented as soon as possible due to the minimal use of the space. In a timely and professional fashion, Almost Done™ will supervise and complete this plan within three months with a budget of approximately \$58,133.07. Almost Done™ is very pleased to submit the proposal to Mercer University School of Engineering and very eager to start working.

# Introduction

## Purpose and Background

Currently the Bear Rock Café is a recreational lounge for Mercer University students. However, the space is not efficiently operational for students. Mercer University School of Engineering, MUSE, wants to encourage students to stay on campus during the weekends. This helps build the college community and helps create a lifestyle suitable for college students.

The purpose of this proposal is to remodel the current Bear Rock Café into a student movie theater. This proposal should be reviewed carefully with the intent to create a space that will be multifunctional, contain advanced technology, and operated by and for the students. The movie theater will consist of stadium seating with a CineCurve movie screen equipped with two projectors. The program that will be implemented to select the current movies will be student oriented on Mercer 99's Facebook page. The top two movies voted on will be played the following week. Movies will start at 7:00 p.m. and 9:00 p.m. and will play all week and on the weekends. All movies will have free admittance and free popcorn for Mercer University students only. In conjunction with Mercer99 the movie theater will give student a place to relax and enjoy cinema quality experiences. The design show below, Figure 2, illustrates the Almost Done™ proposed movie theater layout.

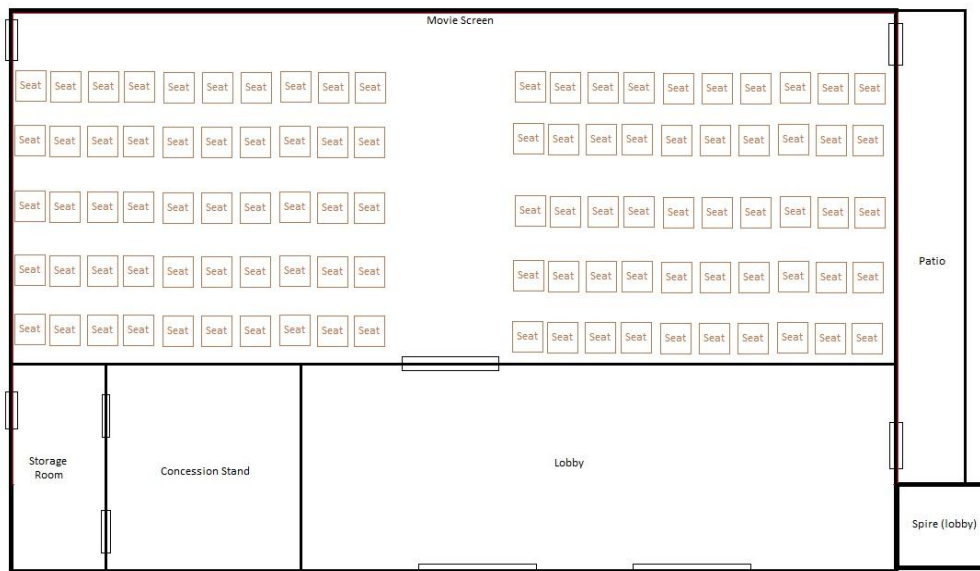


Figure 2: Movie Theater Layout

## Credibility

The Almost Done™ staff that will be working on the project at Mercer University are:

**Alesa Webber** excels as a technical communicator and leader in all aspects of her career. She has been trained in many different software and areas of study that prove to be desirable traits for success in a renovation project such as the one proposed in this document.



Figure 3: Alesa Webber Picture



Figure 4: Anthony Fratino Picture

**Anthony Fratino** has worked on many engineering projects as the project manager. He performs best under pressure and always considers all options before making a decision. With years of experience and the ability to make deadlines he is the best manager of the Almost Done™ employees.

**Ieisha Martin** has a strong background in Marketing Management and Telecommunications. Three years of organizing and marketing large projects makes her an asset to the team as she is also trained in various design programs. Ieisha uses her analytical skills combined with her creativity to understand the big picture. How the repurposing project should be designed in order to be functional and attractive to our clients, while attracting a broader market with her modern and sleek designs.



Figure 5: Ieisha Martin Picture



Figure 6: Kyla Ritchie Picture

**Kyla Ritchie** has years of experience working with a team on many engineering projects. Her creativity and ability to adapt to changing situations will be useful in this renovation.

## Technical Approach

The purpose of this proposal is to detail how we, Almost Done™, will repurpose the Bear Rock Café into a movie theater, designated, “The Cave,” to satisfy Mercer’s desire to provide a safer, exciting, and more convenient retreat for its students on campus. In order to successfully achieve this goal, we will be following several meticulous, time cautious procedures, which are listed below:

1. Remove Furniture
2. Demolish of Walls
3. Order Materials
4. Receive Materials
5. Frame Walls and Chair Stands
6. Wire Electricity
7. Install Plumbing
8. Install Drywall
9. Sand
10. Paint
11. Install Ordered Materials
12. Install Logo
13. Clean-Up

The steps mentioned above along with other design implementations and technical details, have been divided into the following six categories for further explanation:

1. Location and Design
2. Required Resources
3. Division of Tasks
4. Feasibility
5. Advantages
6. Success Criteria

### Location and Design

The Bear Rock Café was initially designed as an Internet coffee lounge located within the University Center, a building created in 2006 to attract students, shown in Figure 7. However, upon opening the café, the space has not been utilized to its full potential. The Bear Rock Café remains abandoned, affecting no aspect of student life. Almost Done™ selected this location because the University Center is at the core of student activity. Repurposing the café into a theater will create opportunities for Mercer University as it will provide its students with an aesthetically pleasing place to socialize and be entertained.



Figure 7: University Center Arena Entrance



## Layout

Figure 9 depicts a 3D image of our proposed layout. The theater will contain dual high definition projectors, media control booth with laptops, lighting, popcorn machine, and automatic blinds for the current windows that are visible within the layout. We are currently unsure of the Bear Rock Café's current measurements, but have used specifications from similar spaces within Mercer University to make an estimate, Figure 8 below. These numbers will be specified once we are able to physically measure the area. However, we have accounted for all the necessary needs of the space. A larger model of the layout is in Appendix B.



Figure 8: Bear Rock Cafe

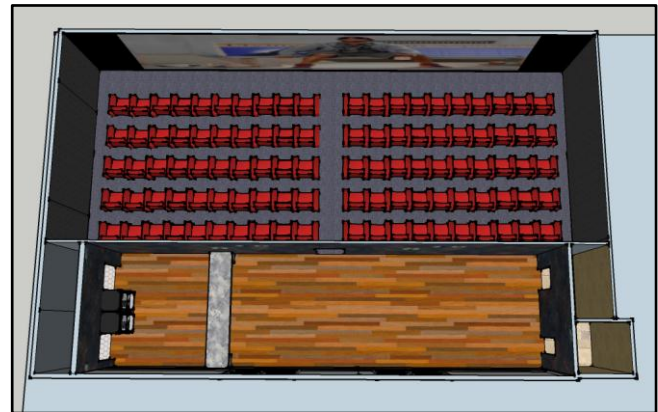


Figure 9: Layout

## Site Renovation

Site renovation will be performed in a total of four steps. First, the existing furniture and lighting will have to be removed to prepare the space. Wiring the electricity will be the next task, as all the old fixtures will be replaced. Next, we will install the plumbing for the backroom, which will contain sinks, refrigerator, and a stock room for the concession stand items and employees. The ceiling waffle design with floodlights will be expanded to cover the movie theater and lobby. Finally the dry wall will be installed to divide the spaces between the theater's lobby, viewing room, and control room. After the dry wall has been set in place the room will be prepped for paint, carpeting, the installation of the required resources, and placement of the logo shown in Appendix B.



## Required Resources

### *Screen*

The CineCurve manufactured by Stewart FilmScreen, is the finest electric projector screen. This aluminum front screen with a VeLux finish uses recyclable materials and is GreenGuard certified, meeting all US standards for air quality with low chemical emissions. The CineCurve will be customized to meet the 60 feet by 80 feet requirement for the needed space and will resemble Figure 10. This screen works in accordance with BRIC or Binary Reciprocal Intelligent Control System. The BRIC is the industry's first digital microprocessor-based motor control system with multiple connection systems for external interfaces. The device is designed to eliminate multiple controllers for a single screen. Programming the CineCurve screen settings is as simple as programming a DVD player, requiring less than five minutes to set up. The CineCurve does not require a projector as the movies are loaded into the laptop.



Figure 10: CineCurve Projector Screen

### *Projectors*

The projector make and model chosen is the Optoma home theater series HD80 1920 X 1080 DLP projector HD 1080p – 1300 ANSI lumens. The contrast ratio of the projector is 10000:1 and delivers stunning image quality. Two projectors will be used allowing the movie screen to be split into two different sources if need.

### *Lighting*



Figure 11: Dimming Light Fixture

To add to the theme of “The Cave,” Fluorescent Metro Wall Sconces in an iron ceramic finish from Justice Design Group, model CER-1120, will be mounted throughout the walls. These diminishing light fixtures, shown in Figure 11, will provide students with enough light to search for their seats while giving them the feel of being in a shadowy cave.

### *Chairs*

The Alessandria Rockers, shown in Figure 12, are premium theater seats from Stargate Cinema. These chairs have a classic Art Deco design that incorporates the best features of modern chairs, such as ultra-modern comfort and exceptional back support. The Alessandria Rockers also include automatic self-rising seats, lift



Figure 12: Theater Chair

arm rests, and a solid steel structure combined with high quality plastic and fabric that can be easily cleaned and maintained. To benefit the students the seats have a removable desk that can be used in meeting to write on.

### *Popcorn Machine*



**Figure 13: Paramount Popcorn Machine**

Paramount Popcorn Machines, table unit PE-800T, from Keep it Poppin' will give "The Cave" the authentic look and smell of a mainstream movie theater. This black 8oz machine, in Figure 13, has a heavy-duty stainless steel design, with detachable doors, and three multifunctional control switches. These features, along with the low-noise gearbox will allow workers to provide students with countless amounts of popcorn without disturbing the movie. The other materials, such as the trash cans and Mercer's vendors, will provide soda fountain dispensers.

### **Division of Tasks**

To minimize cost while maximizing productivity, Almost Done™ will function mainly as consultants, providing Mercer University's staff with the necessary blueprint designs and most of the materials needed to build the theater. Mercer University has a well-equipped staff and select vendors who are fully capable of constructing our prodigious designs. However, our multifarious team of engineers and marketers will supervise all aspects of the operation.

### **Feasibility and Advantages**

To provide Mercer University with most advantageous design, we have incorporated the highest quality, resilient, and cost effective materials into our plans. All materials including the screen, sound system, and lighting are Energy Star certified with over a five-year warranty. The total cost of the resources will be under \$60,000, an exceptional bargain in comparison to most movie theaters, which can cost over \$100,000 to construct. In addition to the materials, the cost of labor is minimal as Mercer University's staff will be implementing the majority of the project. The theater will take barely three months to complete, starting in August 22, 2011, and October 13, 2011.

Furthermore, Almost Done™ is providing Mercer University with a form of entertainment rarely seen at any other small private university, a movie theater. The successful implementation of "The Cave" will increase current students' quality of campus life while bringing a new niche of students to Mercer. The theater will offer the convenience of having fun in Macon, Georgia, without the unnecessary hassle of going Downtown or to Atlanta. The theater will be a student haven, setting Mercer University apart from Valdosta State, Emory University, and Georgia State. The theater will also create fun work-study jobs for students who require financial assistance. In addition, "The Cave" could assist students in their educational venture, as professors can use the theater to show documentaries or other videos relevant to their courses.

## Success Criteria

The purpose of this project is to benefit the students, our success is determined by their opinion. Before repurposing the café Almost Done™, used Mercer99 Facebook® page (Figure 14), a campus-wide media outlet, to assess the practicality of students going to “The Cave.” During the spring semester of 2011 students were surveyed, on several basic questions, such as:

- ⊖ How often do you go to the movie theaters?
- ⊖ Would you go more or less if there was a theater on campus?
- ⊖ Do you think a theater on campus would increase your quality of student life?



Figure 14: Mercer99 Facebook Page

The questions were based on a 10-point scale, with one being the lowest and 10 the highest. Out of the 100 students that were polled the average for the likelihood of them going to the movie theater on campus was 24/30 points or 80 percent. We will use this metric to follow through with the implementation of our project. To further measure the success of “The Cave,” during the first semester after its completion Mercer University’s students, faculty, and staff will evaluate the area. This evaluation sheet will consist of various questions on the same scale:

- ⊖ How often do you go to “The Cave”?
- ⊖ Do you enjoy your experience at the campus theater?
- ⊖ Is “The Cave” a better use of space compared to the Bear Rock Café?
- ⊖ Did it meet all of your expectations?

To verify the project’s success, the surveys should have an average score of 34/40 or 85 percent. In addition, our success will depend on the completion of the project within a timely fashion, approximately the week of the projected date, October 13, 2011. Completion of the project within 10 percent of the specified budget will also pertain to our success, along with achieving the goals depicted in Mercer University’s 10 Year Plan.

## Operations Plan

### Management and organization

Almost Done™ will oversee the project proposed using all four of their members as supervisors. Each member dedicates their time and management skills to this project, as a testimony to their dedication to the space. As the project manager, Anthony Fratino will supervise the progress of each member’s assigned tasks. The technical editor will focus on the details of each step and the marketing advisor will provide assistance with all other details. The consultant of the group will be available for all other questions that arise from the crew.

### Gantt Chart

The Gantt chart is a useful tool for projects that have a specific timeline. We used the Gantt chart to present the length that each task will take and to show the progression throughout our three-month project. Figure 15 presents the complete plan for the project’s successful completion. The corresponding dates are flexible and negotiable by Mercer University’s contract, but the days needed for completion will remain the same as below. The representation of this timeline can be referenced in Appendix A.

ID	Task Name	Durati	Start	Finish	Predecesso
1	Demolition of walls and removing furniture	2 days	Mon 8/22/11	Tue 8/23/11	
2	Framing walls and chair stands	8 days	Wed 8/24/11	Fri 9/2/11	1
3	Wiring electrical and installing plumbing	4 days	Mon 9/5/11	Thu 9/8/11	2
4	Purchasing and installing drywall	2 days	Fri 9/9/11	Mon 9/12/11	3
5	Sanding	1 day	Tue 9/13/11	Tue 9/13/11	4
6	Painting	2 days	Wed 9/14/11	Thu 9/15/11	5
7	Installing ordered materials	15 days	Fri 9/16/11	Thu 10/6/11	6
8	Installation of speakers	2 days	Fri 9/16/11	Mon 9/19/11	6
9	Installation track floor lighting	1 day	Fri 9/16/11	Fri 9/16/11	6
10	Automatic blinds installation	2 days	Fri 9/16/11	Mon 9/19/11	6
11	Carpet with installation	1 day	Fri 10/7/11	Fri 10/7/11	7,8,9,10
12	Clean up	3 days	Mon 10/10/11	Wed 10/12/11	11
13	Finish Project	0 days	Thu 10/13/11	Thu 10/13/11	12

Figure 15: Gantt Chart

## Precedence Diagram

For further clarification of the Gantt Chart, a precedence diagram of each step is helpful. Figure 16 below shows the critical path for the task ID number in the proposed Gantt Chart below a timeline from August to October 2011.

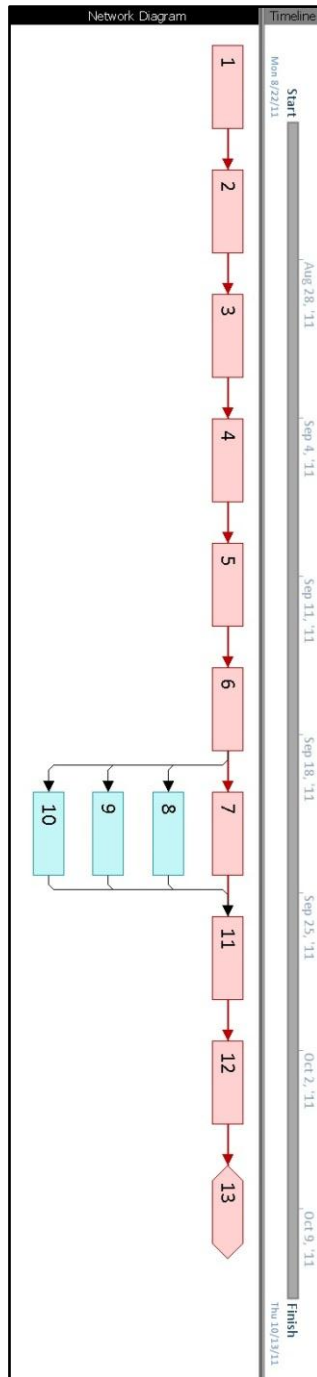


Figure 16: Precedence Diagram

### Cost Analysis and Budgeting

Almost Done™ has a proposed budget, Figure 17 below, for the new movie theater renovation in the current Bear Rock Café that includes all of the materials and labor costs required to complete the project efficiently and realistically. A 7.0% sales tax for Bibb County, Georgia, was considered in the budget. On the other hand, shipping, handling, and insurance fees were not included in the budget. Please note all material/labor cost are estimates as of July 2011, and are subject to change.

Category	Job Description	Material Costs/Labor Cost	
<b>Location and Design</b>	Remove walls and furniture	\$2,500.00	
	Framing walls and stands	\$850.00	
	Wiring electrical and installing plumbing	\$600.00	
	Purchasing and installing drywall	\$634.85	
	Sanding and painting	\$600.00	
<b>Required Resources</b>	Movie screen	\$12,478.00	
	Soda machine and soda	\$1,500.00	
	Popcorn machine and popcorn	\$199.99	
	Two movie projectors	\$3,799.98	
	100 movie seats	\$8,500.00	
	Speakers with wires and mounting brackets	\$7,499.99	
	Movie theater track floor lighting	\$380.00	
	Automatic blinds	\$3,450.00	
	Dumpster (pick up and haul away)	\$425.00	
	Carpet with installation	\$785.00	
	Two laptop computers and accessories	\$4,263.00	
<b>Perform Task</b>	Install ordered materials	\$8,795.00	
	Clean up	\$200.00	
	<b>Tax:</b>	\$4,022.26	
	<b>Total cost:</b>	<b>\$58,133.07</b>	

Figure 17: Estimated Budget Analysis

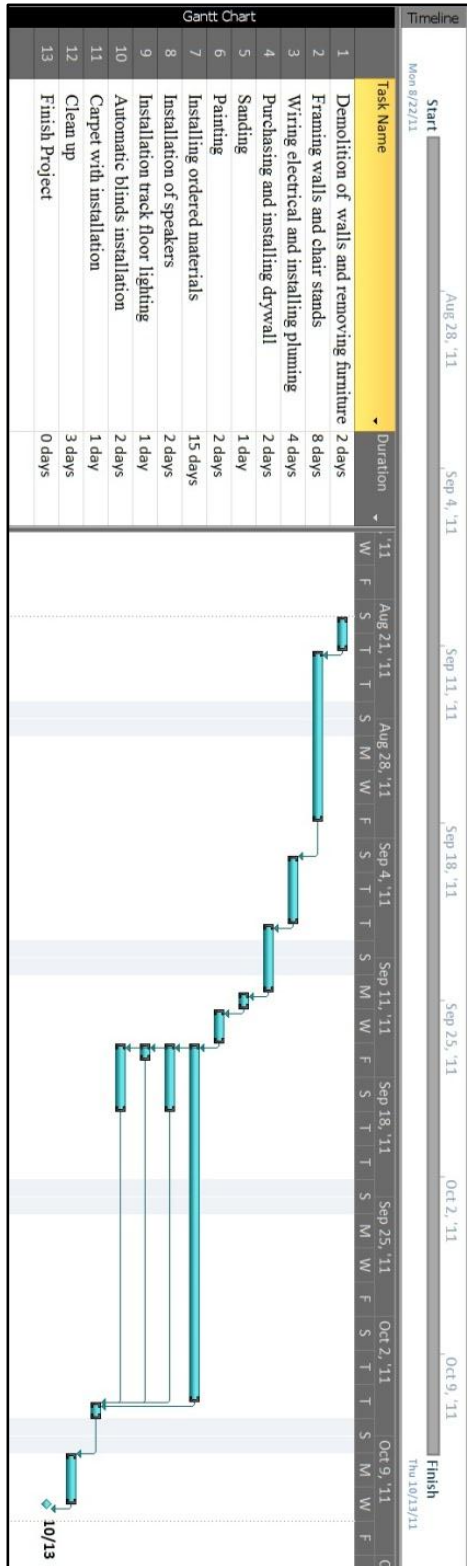


## **Quality Plan**

Almost Done™ assures its clients, including Mercer University, that we plan the safest and highest quality products available in a timely manner. We have created a quality control plan in order to keep the project on track with the schedule, as well as complete the renovation with no errors. Our plan will entail vigorous inspections with a few specific evaluations including:

1. To ensure quality work and products, our project manager will visit the new “The Cave” for inspections as often as possible, every couple of steps.
2. For the project’s progress reports, the technical editor and consultant will inspect the site at the completion of each step and report back to the project manager, Anthony Fratino.
3. The Almost Done™ team will ensure the project concludes with exemplary completion by following their motto: “Working hard so you don’t have to!”

# Appendix A



Appendix B

