



## OPERATIONS OVERVIEW

### *QUICK NUMBERS:*

- **200** Guests in the interactive space at once
- **120** Minute experience
- **8-13** Staff members on hand
- With \$54 admission, Realm Runner has the potential to generate annual gross admission revenues ranging from:
  - **\$10.53 MILLION** at 50% capacity
  - **\$21.06 MILLION** at 100% capacity

## INTRODUCTION/EXECUTIVE SUMMARY

Realm Runner is a location-based entertainment experience designed to immerse guests in a dynamic, interactive adventure. This Operations Plan outlines the key operational strategies that ensure a seamless and scalable experience. These elements are carefully designed to deliver a high-quality experience that can be replicated and adapted to various storylines and settings within the Realm Runner franchise.

This overview includes:

- I. Experience Flow & Capacity Management
- II. Staffing
- III. Technical Feasibility & Maintenance
- IV. Sustainability & Ecological Responsibility
- V. Financial Feasibility
- VI. Safety & Compliance
- VII. Operational Scalability



## I. EXPERIENCE FLOW & CAPACITY MANAGEMENT

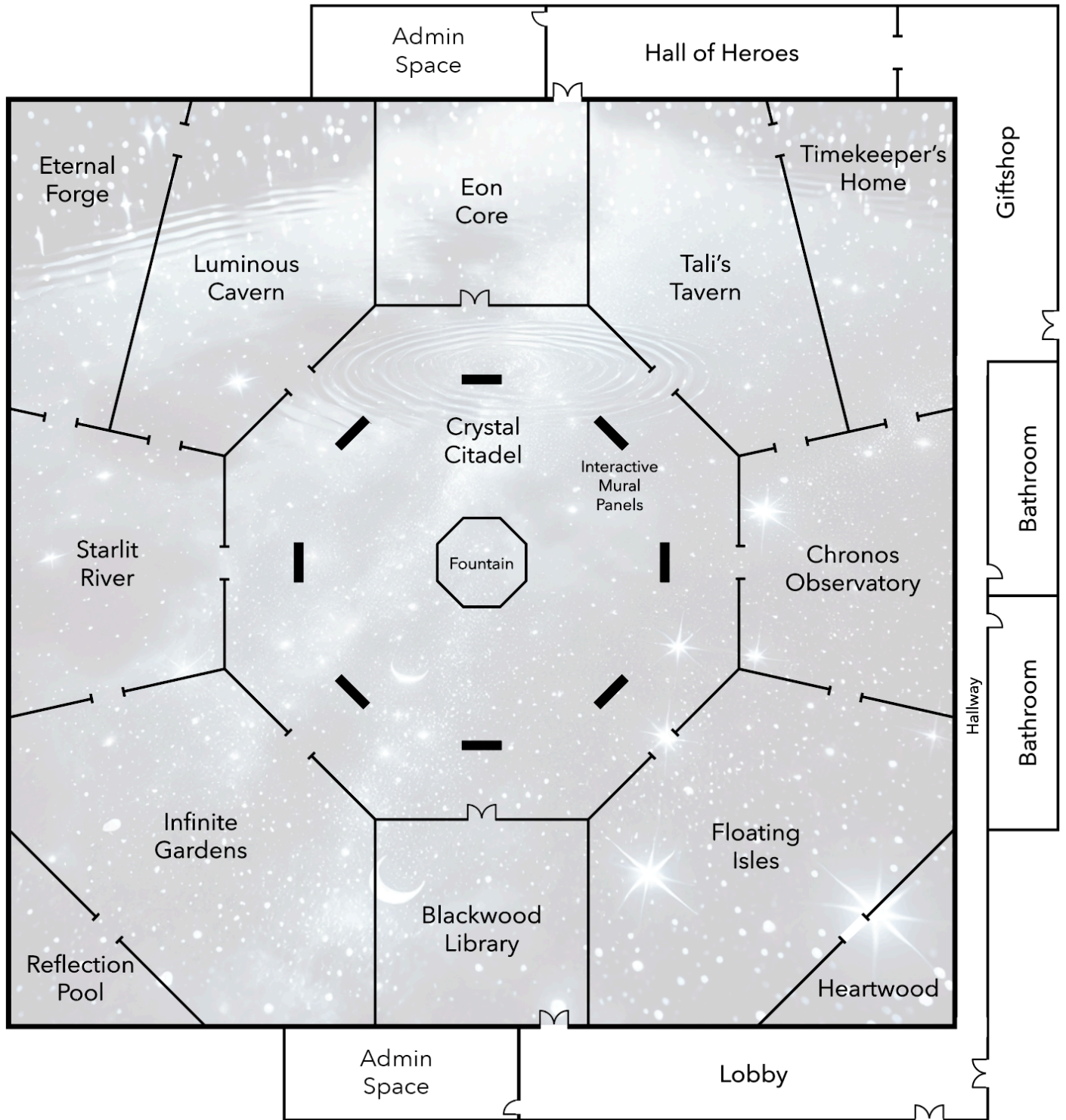
### Guest Journey Overview

1. **Check-In and RFID Wristband Distribution:** Based on a timed-entry ticket, guests begin their journey by checking in at the entry area, where they receive RFID wristbands. This process is designed for efficiency, with clear signage and staff assistance to ensure a smooth start.
2. **Character Creation:** Guests move to interactive kiosks where they create their in-game characters. This personalized experience is intuitive, with staff available to guide first-time users.
3. **Briefing:** After character creation, all guests with the same entry time convene in the briefing space for an introduction to the world of Bastion and their mission. This immersive briefing gives them an overview of their mission and guidelines for the adventure.
4. **Interactive Zones:** Guests enter into a central hub, from which guests can explore 10-12 unique interactive zones. Each zone offers distinct challenges and experiences, with staff positioned to assist and enhance the guest experience.
5. **Final Scene:** As the allotted time to explore and interact draws to a close, guests are ushered into a final room where the experience culminates in a dramatic conclusion to their journey.
6. **Exit— Hall of Heroes and Gift Shop:** After the final scene, guests exit into the “Hall of Heroes,” where they can see images from their adventure and compare the statistics of their experiences. They leave through a strategically placed gift shop, where they can purchase branded merchandise as a memento of their adventure.

### Capacity Management

- **Timed Entry:** Groups of guests are staggered with entry times every 120 minutes. This allows for a cohesive narrative experience with a beginning and an end, as well as preventing overcrowding. Assuming hours of 10am-10pm on weekends and 12-9pm on weekdays, this would provide for 39 weekly waves of guests.
- **Interactive Space:** With up to 40,000 sq ft designated for interactive space, 2000 sq ft may be allotted for a briefing room where all guests in a wave will convene—this space is the limiting factor in capacity. For comfort and enhanced play, this plan assumes 200 people may interact with the space at a time (200 sq ft per person).
- **Waiting Area:** While one group is in the interactive zones and final scene room, the next group may wait in the lobby and briefing room. Staff manage this area to keep guests informed and comfortable.

**Proposed Space Configuration**





Given 50,000 sq ft, the space may be allocated this way:

- Lobby: 2000 sq ft
- Restrooms: 1500 sq ft
- Main interactive space: 40,000 sq ft
  - Briefing space (the Blackwood Library): 2000 sq ft
  - Crystal Citadel: 10,000 sq ft
  - All additional zones: 26,000 sq ft (10 zones x ~2600 sq ft)
  - Final scene space (the Eon Core): 2000 sq ft
- Hall of Heroes: 1500 sq ft
- Gift Shop: 2000 sq ft
- Administrative Space: 2000 sq ft
- Hallway: 1000 sq ft

*Note: this concept is certainly feasible in a smaller space.*

## II. STAFFING

Staffing is designed to be streamlined, focusing on skilled technicians and multifunctional staff to minimize headcount.

### Key Roles and Responsibilities

- **Guest Services:** 1-3 staff members manage check-in, assist guests in the lobby, and provide information as needed.
- **Interactive Zone Monitors:** 5-6 staff members are stationed in the interactive zones to assist guests, manage technology, and ensure safety.
- **Onsite Technicians:** 1-2 staff members responsible for troubleshooting and maintaining all technical systems to ensure the seamless operation of the experience. Their expertise minimizes disruptions and supports the smooth flow of guests through the environment.
- **Supervisors and Managers:** 1-2 staff members oversee operations, manage the team, and handle any escalations.

### Total Staffing

- **Estimated Total:** 8-13 staff members on-site at any given time, depending on visitor density.

## III. TECHNICAL FEASIBILITY

The technologies needed for Realm Runner are well-established in their respective industries and readily available:

- **RFID Technology:**
  - RFID bracelets or tags for player identification and tracking.
- **Artificial Intelligence:**
  - AI for character creation based on questionnaires.
  - AI-driven interactive characters that respond to player actions and choices.
- **Interactive Screens and Displays:**
  - High-resolution screens to display evolving plot lines and interactive characters.
  - Touch screens or other interactive display technologies.
- **Sensors and Motion Tracking:**
  - Sensors to track player movements and interactions within the space.
  - Cameras or motion tracking systems for real-time player engagement.
- **Environmental Control Systems:**
  - HVAC systems to control temperature, airflow, and ambient conditions in different zones.
  - Scent diffusers to create immersive smells.
  - Sound systems to provide ambient and directional audio effects.
- **Networking and Cloud Infrastructure:**
  - High-speed internet and robust local network infrastructure to handle data transfer and synchronization. Cloud computing services to manage AI processing, data storage, and real-time updates.
- **Real-Time Data Processing:**
  - Servers and software to handle real-time data processing for interactive elements.
- **Game Engine:**
  - A powerful game engine (e.g., Unity or Unreal Engine) to create and manage the virtual world, plot evolution, and interactive elements.
- **Interactive Puzzles and Props:**
  - Physical props and interactive puzzles that can be manipulated by players to affect the story.
- **Security and Safety Systems:**
  - Surveillance cameras and monitoring systems to ensure player safety.
  - Emergency response systems and protocols.
- **Lighting and Special Effects:**
  - Advanced lighting systems to create different moods and environments.
  - Special effects like fog machines, strobe lights, etc.
- **Maintenance and Support Infrastructure:**
  - Ongoing technical support and maintenance systems to ensure smooth operation



## IV. SUSTAINABILITY & ECOLOGICAL RESPONSIBILITY

- **Sustainable Design and Construction:** Realm Runner can be built to prioritize eco-friendly materials and energy-efficient design by incorporating:
  - Smart building systems (with smart sensors to automatically control lighting, heating, and cooling based on occupancy)
  - LED lighting & screens
  - Solar panels to minimize environmental impact and offset energy usage
- Additionally, Realm Runner may select partnerships with green vendors—
  - Sustainable IT hardware providers with energy-efficient servers, recycled materials
  - Eco-friendly construction firms for low-impact materials & waste reduction
  - Waste management and recycling services with tailored recycling and composting programs.
  - Energy-efficient cloud providers
  - Green-certified merchandise suppliers
- **Resource and Operational Management:** Realm Runner implements waste reduction strategies, such as digital ticketing and the use of found materials for set piece construction. Water conservation measures and recycling programs might be employed to further reduce environmental footprint. Regular audits may be conducted to ensure continuous improvement in our sustainability practices..

## V. FINANCIAL FEASIBILITY

### Revenue Model

- **Ticket Sales:** Ticket pricing is structured to maximize revenue while remaining accessible to a broad audience. This plan assumes a price point of \$54.
  - Price point references:
    - Meow Wolf (interactive art collective) general admission: \$40-60
    - Sleep No More (interactive theatrical experience) admission: \$160-188
    - Escape Room: \$25-50
    - Movie theater: \$12-25
    - Virtual Reality experiences (The VOID, Zero Latency): \$30-50, 30-60 minute session
  - **Target Demographic:** This concept primarily includes adults aged 18 to 45, particularly young professionals, couples, and groups of friends who are fans of immersive entertainment and adventure experiences. The experience is designed for those who appreciate complex narratives and cutting-edge technology, making it particularly appealing to Millennials



and Gen Z audiences who are looking for more engaging and thought-provoking entertainment options. Families with older teens (15+) might also find the experience compelling.

- **Merchandising:** The gift shop provides a significant additional revenue stream through branded merchandise sales.

### Projected Admission Revenue

Assumptions:

- Ticket price of \$54
- Maximum 200 guests per wave
- Operating schedule of 5 daily weekday waves and 7 daily weekend waves (39 weekly waves)
- 50 annual weeks of operation

Realm Runner may potentially generate annual admission revenues ranging from:

- \$10.53 million at 50% capacity
- \$15.8 million at 75% capacity
- \$21.06 million at 100% capacity

## VI. SAFETY & COMPLIANCE

- **Fire Code and Occupancy:** The design would ensure safe accommodations for the maximum number of people per wave. All spaces will include adequate exits, emergency lighting, and clear signage.
- **Accessibility:** The experience will be designed to be accessible to all guests, including those with disabilities, with features like ramps, wide pathways, and accessible restrooms.
- **Emergency Protocols:** All staff will be trained in emergency procedures, including evacuation and first aid. Regular drills ensure readiness.

## VII. OPERATIONAL SCALABILITY

- **Additional Locations:** The operational model is designed to be scalable, with the potential to replicate the Realm Runner experience in multiple locations, each tailored to different storylines and regional markets.
- **Expanded Content Offerings:** Over time, the experience can be refreshed with new storylines, interactive zones, or seasonal themes, encouraging repeat visits and maintaining guest interest.
- **Partnership Opportunities:** There is significant potential to collaborate with existing media franchises and brands, integrating their intellectual property into the Realm Runner experience to attract a broader audience and enhance brand recognition.