

Entombed: The Edgar Allan Poe Experience

Final Documentation

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TPA 5189 : Universal Creative Lab

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Table Of Contents

03 | Parameters / Brainstorming

04 | Poe Research

06 | Pitch Flow / Log Line

07 | Stories / Poems

08 | Guest Experience

09 | Final Plans

10 | Staffing / Show Elements Layout

11 | Beat Sheet

13 | Initial Mood Boards

15 | Initial Concept Art

16 | Refined Concept Art

17 | Elevations / Marquee Details

18 | Initial Budget

19 | Final Budget

22 | Pricing Breakdown & Sources

25 | Production Schedule

26 | Experience Type Analysis

27 | Journey/Emotional Mapping

28 | Market Research

29 | Resources for Poe's History

Parameters/Brainstorming:

Scope

- ~10 minutes presenting, 5 min feedback
- Final Presentation - (275 Million total)
- Set the scene

Target Market

- Young adults+
- Horror lovers - Halloween Horror Nights market
- History buffs

GUIDING DESIGN WORDS

- Eerie, Poignant, Tortured, Desperate, Dark, Isolated, Melancholic, Mysterious

Initial Ideas

- Childhood home
- Giant fountain pen
- Ink = blood (Chamber of Secrets style)
- Heart beating ink
- Entering Poe's mind, pages, library, book, or pen
 - Mind - glimpses into his memories, ideas, emotions
- Spooky music
- Entrance - dark forest? Some kind of spooky tunnel before a reveal of the entrance?
- Poe Easter eggs
 - Thumping heart sounds
 - Ravens & gargoyles
- Gothic Revival twisted with madness and decay
- New attraction name(s):
 - "Poe's Manor of Dread"
 - "The Final Interment" (Interment = the act of burying a body in a grave or tomb, the final interment would imply possibly a premature death, a vengeful act (ode to Cask of Amontillado, symbolic of eternal damnation, madness or entrapment
 - "Where Madness Lies"
 - "Nevermore: A Descent into Darkness"
 - "Buried Alive: An Edgar Allan Poe Experience"
 - "Entombed"
- Scent: musty earth, melting candle wax, decaying wood/vintage wine

The History of Edgar Allan Poe:

- 1809-1849, born in Boston
 - Born to a poor family, traveling actors, father left when he was an infant, mother died when he was young of TB
 - He was adopted by the childless Allans
 - Moved to England in 1815 and began school in Scotland
- Early Life
 - Later writings reflect haunting memories of his early school years in Scotland
 - Wrote his first poem about one of his classmates' moms that he was in love with, Helen
 - Helen died suddenly and he visited her grave nightly
 - Someone left the Allan's a huge estate
- Midlife
 - Went to University of Virginia and lived in poverty, had to burn room furniture to keep warm
 - Turned to gambling, ended up \$2000 (50,000 today) in debt
 - Foster father refused to help him
 - Enlisted in the army under Edgar A Perry
 - Used his last dollars to pay for the publication of a volume of poetry that gave him almost no financial return
 - Foster mother passed of poor health, and foster father finally agreed to help Poe financially with his career in literature
 - Left the army and received a positive literature review, published a second book of poems
 - Foster father disowned him, rejoined then left army, then published a third book of poems
- Writing Career
 - One of the first Americans to live by writing alone
 - Foster father fell ill, and Poe tried to go make peace, but the father refused to see him, left him no money
 - Married his cousin
 - She wrote him poems as well and they were a happy couple
 - He was a big alcoholic
 - Became assistant editor of a magazine where he published stories like Fall of the House of Usher, established a reputation as a fearless and savage critic, got fired cuz of drinking
 - 1845 published The Raven, and he became a household name overnight
 - His wife fell ill, he became a worse alcoholic, and his writing became darker. 1847 she passed away
 - Stated that he would hardly last another year alone, so he frantically proposed to multiple women at once
 - Published a poorly-received 'Explanation of the Universe' that he considered his greatest work - it's still debated on whether it is genius or insane
 - Took some poison (Laudenum), historians unsure the motive of why
 - His childhood sweetheart (now a wealthy widow) accepted his proposal under conditions that he would stop drinking
 - Arrested for public drunkenness, had horrific hallucinations, took a steamer to NY
 - Found in a delirious state in a gutter in NY, wearing a cheap tattered suit that was not his own. He was never coherent enough to explain what had happened to him
 - Made conversation with objects on the walls

History Cont.

- Last words - “Lord help my poor soul”
- Death
 - Died three days later at 40
 - All medical records and death certificate have been lost
 - At the time posted in the news as ‘cerebral inflammation’
 - Died kind of mysteriously - not sure if it was TB, epilepsy, heart disease, cholera, diabetes, rabies
 - Theories include that he was murdered by the brothers of his fiancée, got into a fight at a political event
 - A gravedigger was moving Poe’s body to a new location, the coffin fell apart, and something was rattling in his skull - maybe the remains of a calcified tumor (highly unlikely but kinda like Poe’s stories)
 - Most likely a result of his alcoholism - back in the day, close to 1 in 3 people died from heavy drinkers suddenly stopping drinking, which is what he did
 - Wrote ‘mania a potu’ in a letter to his aunt that he was close with - which means delirium tremens
- Influenced by Charles Dickens
- Poe turned his torment into words on a page
- Mental Disorder
 - Suggested to be bipolar
 - Described as ‘chronically melancholic’ and nicknamed ‘the man who never smiles’
 - “His emotional interest lay in himself”

Pitch Flow (Blue Sky):

Edgar Allan Poe, one of history's most famous horror authors, led a tragic and tortured life, ending in a bizarre death. After losing nearly everyone important to him and living in poverty his whole life, he was found in a delirious state in a New York gutter wearing a cheap tattered suit that was not his own. He was never coherent enough to explain what had happened to him. He had conversations with the walls. A few days later, he died.

Poe was buried in an unmarked grave, but was moved a few years later to a different gravesite. During the retrieval of the body, the coffin cracked, and the gravedigger heard a mysterious object rattling around in his skull. Some say it was a calcified tumor. Some say it was the remains of his brain.

Both theories are highly unlikely. We like to think instead that the rattling was the many more horrific and terrifying stories trapped in his head...trying desperately to get out...

...that these stories are entombed, just as Edgar Allan Poe was trapped in his own mind for his entire life.

The marquee to Entombed: The Edgar Allan Poe Experience is the outside shot of an attraction that features scenes from many of Poe's stories. In this attraction, guests, or inkwalkers leave our world and enter Poe's reality: a twisted yet thrilling labyrinth with glimpses into the stories he wrote. In the words of Poe himself, "I do not suffer from insanity. I enjoy every minute of it."

Before seeing the marquee, guests will walk through a short tunnel of dead and ominous trees. This immediately gives guests a feeling of unease and dread. Guests will exit the tunnel and walk down a short winding path through a cemetery, symbolizing the deaths that led to Poe's psychological descent. Tombstones will feature the names of his loved ones that had passed on. There will also be hints of horror - a hand reaching up from the ground, a rocking tombstone, and eerie music dotted with screams - to clue to guests that something is not right.

After turning a corner, the Inkwalkers will catch a view of the house—at first glance, a spooky gothic home. However, the longer you look at it, the more twisted it becomes: limbs crushed between stones, weapons covered in blood, and many references to the well-known stories of Poe.

As the Inkwalkers approach the terrifying house, they realize, once they enter... there is no going back.

Revised Log Line:

Experience the insanity and ingenuity of Edgar Allan Poe on this thrilling dark coaster as you explore the horrifying stories that escaped his pen—and those that didn't.

Stories/Poems:

The Raven

- Covers the speaker's inability to move past the loss of his lover, which leads him to a perpetual state of madness and obsession - a visiting raven continually repeating the phrase "Nevermore"
- Often referenced in current media - quoted in 'Sunrise on the Reaping', heavily referenced in the TV show 'Wednesday'
- Explores themes of coping with sorrow and loss
- Inspired the large Raven as a "statement piece" on the facade as it is Poe's most well-known story, as the draw.

The Cask of Amontillado

- EEEK buried underground! For 'laughing at the proud name' of Montresor
- Montresor enacts deadly revenge on his acquaintance, Fortunato by burying him alive in catacombs
- Inspired updates to the facade to include spilled glass of wine and damaged wall hinting to someone trapped behind.

Tell-Tale Heart

- SPOOOOY murder story
- told from the perspective of someone unnamed, unraveling his madness while insisting on sanity and confessing to murdering an old man due to his obsession with the old man's "vulture eye"
- The narrator is defending his sanity
- Inspired the heart in the window of the facade with a pulsing light behind it resembling a heart beat

The Fall of the House of Usher

- Inspired the lighting in the initial facade concept due to the house burning at the end
- A man visits house of a childhood friend, Roderick Usher, he suffers both physically and mentally and his sister is gravely ill, after her apparent death, she is buried but resurfaces alive instead resulting the the death of both her and her brother as well as the house collapsing into a fissure.

The Pit and the Pendulum

- Inspired the pendulum blade in the large central window of the facade with the hand reaching up
- An unnamed narrator sentenced to death during the Spanish Inquisition and subjected to torture in a dark dungeon, including a pendulum blade that swings down toward him and a deep pit that he nearly falls into.

Quotes

- "I do believe God gave me a spark of genius, but He quenched it in misery."
- "There is no exquisite beauty without some strangeness."
- "I do not suffer from insanity. I enjoy every minute of it."
- "I became insane with long intervals of horrible sanity." **This became a guiding quote for our design**

Guest Experience:

Roles:

- Courtney -Art director
- Lizzie - Experience & story guru

Attraction Final Name: ENTOMBED - both of his mind and the horror

Initial Thoughts on Guest Experience:

- Experience should highlight psychological fear and disturbed mental state
- Tree tunnel
- Cemetery
 - Family members' names
 - Spooky & horrific elements
 - Poe's tombstone with a hole next to it - where is he?
- Entrance to building
 - Descend into the cellar?
 - Large hallway that gets gradually smaller?
 - Stepping from our world into Poe's reality

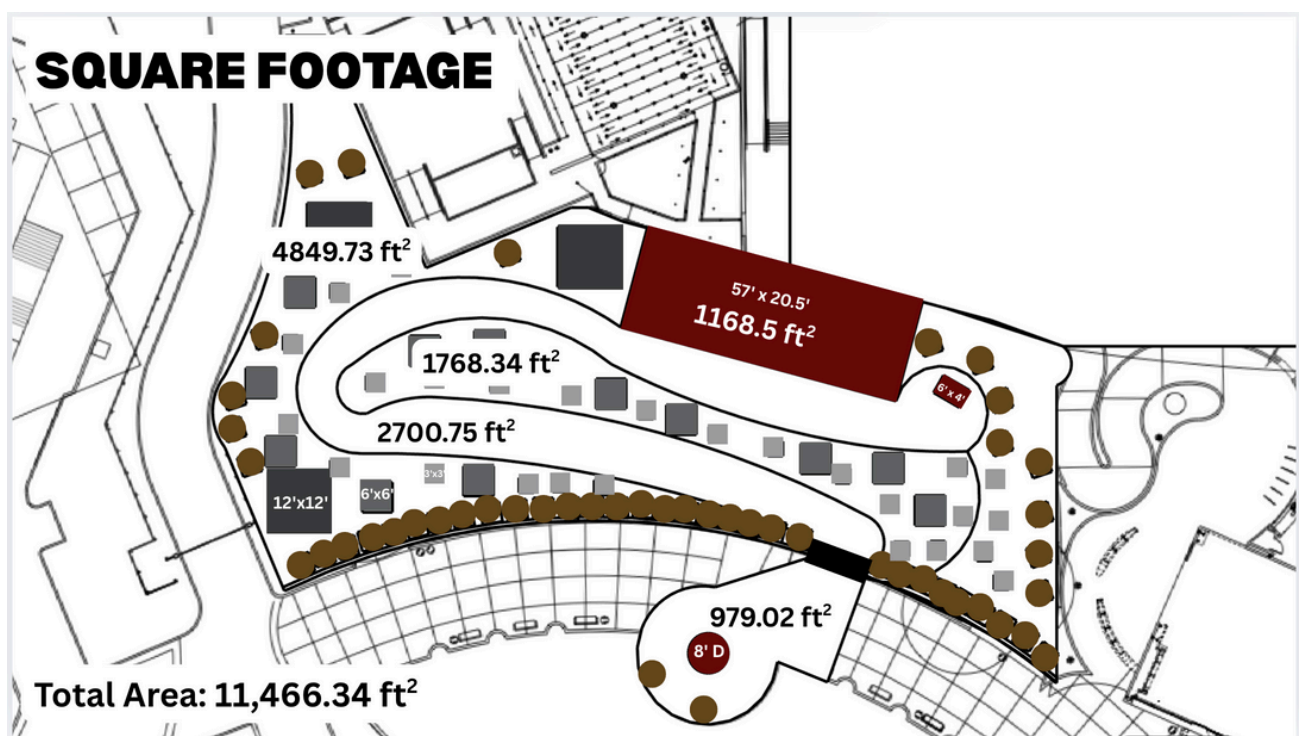
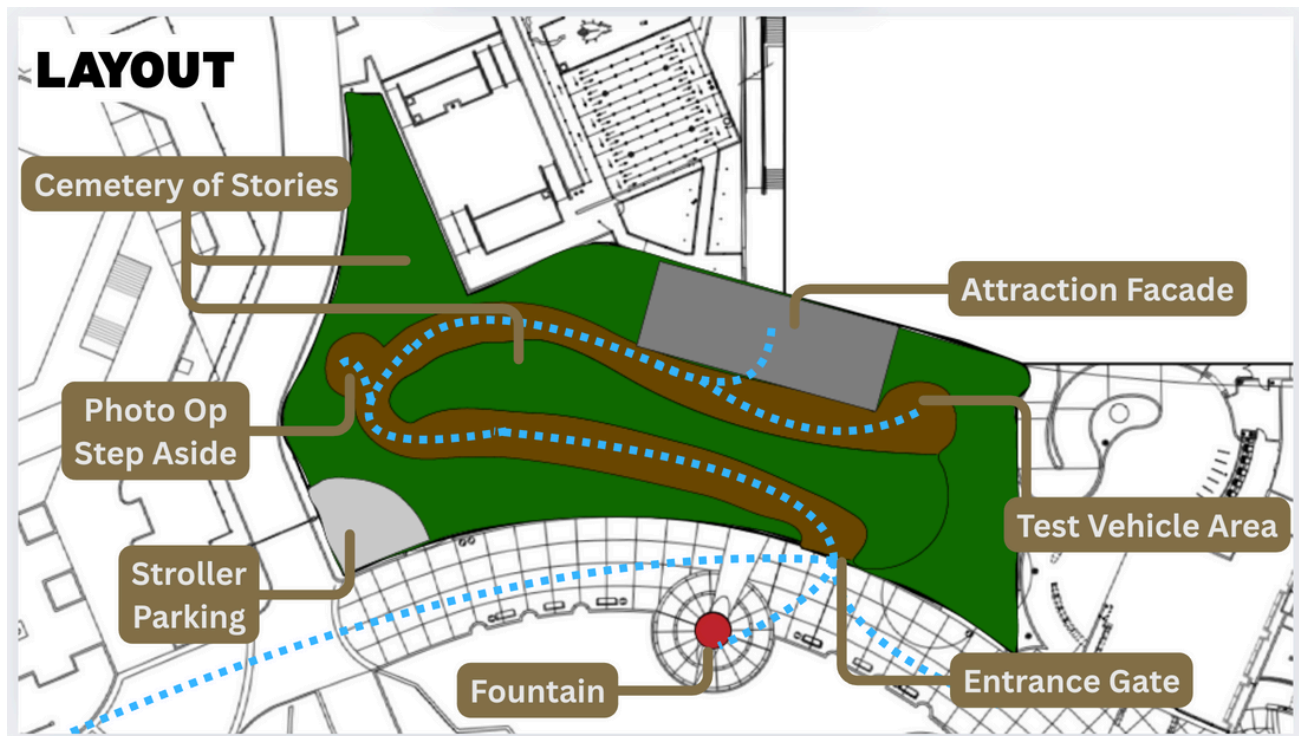
Revised Thoughts:

Guests pass by a large fountain featuring a large book with quotes from Poe's most well-known stories. The water from the fountain is colored red, resembling blood. Recessed light strips emulating blood vessels are inlayed in the ground, beginning at the fountain and leading the guests toward the entrance—a rusted and decrepit wrought-iron gate. Guests pass through the gate and find themselves in a graveyard. However, instead of people, the tombstones in this graveyard depict the stories that Poe never wrote—stories of fear, despair, guilt, melancholy, anguish, and dread. As guests wind through the graveyard, these tombstones creak, move, and speak. The final tomb the guests pass is Poe's empty grave. Guests turn a corner to see the facade of the attraction, where Poe's stories that *did* escape his mind live in horror, ready to claim their next victim. The path to the attraction is framed by weeping willows with hanging moss, and the air is filled with eerie sounds of mumbling, muffled screams, and unnerving natural noises.

Preliminary Plan:



Final Plans:



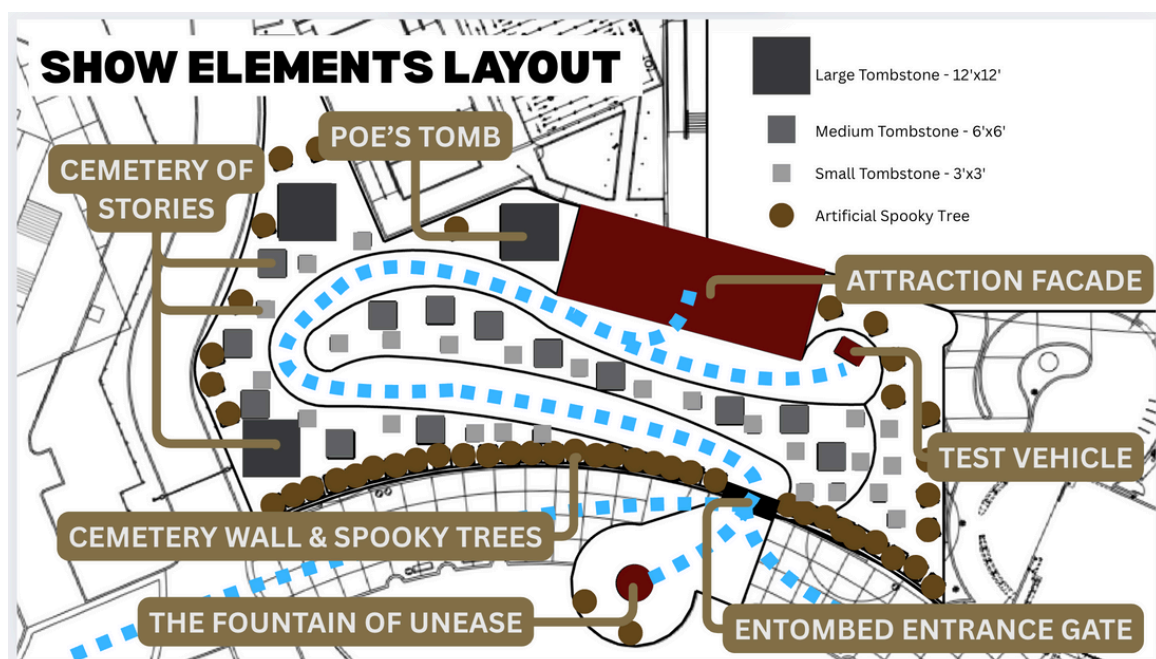
Multiple iterations were made to explore maximization of the space while also including areas such as stroller parking, photo op areas to step out of the traffic stream, a more private area for a test vehicle just off the main path.

Staffing:



Staffing can be on the lighter side outside the attraction. While most of the safety critical positions occur within the building as ride operators, there are still safety critical positions needed outside as well for things like height checking, monitoring for riders that need an adult to be able to ride due to age, etc. There would be two of those positions, one at the Marquee entrance, and one at the attraction facade entrance. Two other positions could be added if extra staffing allowed to handle things such as return times, guest questions, stroller parking, themed interactions, etc.

Show Elements Layout:



Beat Sheet:

Log Line: Experience the insanity and ingenuity of Edgar Allan Poe on this thrilling dark coaster as you explore the horrifying stories that escaped his pen—and those that didn't.

Goal: To immerse the guests by degrees into the mind of Poe through a marquee experience.

Backstory

Edgar Allan Poe, one of history's most famous horror authors, led a tragic and tortured life, ending in a bizarre death. After losing nearly everyone important to him and living in poverty his whole life, he was found in a delirious state in a New York gutter wearing a cheap tattered suit that was not his own. He was never coherent enough to explain what had happened to him. He had conversations with the walls. A few days later, he died.

Poe was buried in an unmarked grave, but was moved a few years later to a different gravesite. During the retrieval of the body, the coffin cracked, and the gravedigger heard a mysterious object rattling around in his skull. Some say it was a calcified tumor. Some say it was the remains of his brain.

Both theories are highly unlikely. We like to think instead that the rattling was the many more horrific and terrifying stories trapped in his head, trying desperately to get out; that these stories are entombed, just as Edgar Allan Poe was trapped in his own mind for his entire life.

Pre-Show: The Fountain

- We are walking around Universal Studios when we stumble upon the old Men in Black attraction. Our eyes are drawn to a massive fountain sitting on the opposite side of the walkway.
- The fountain features an enormous statue of a book with red-colored water spilling out from beneath it. It eerily resembled...blood. As we approach the statue, we hear whispers coming from the fountain. It's almost as if the book is speaking to us, and we feel unsettled yet intrigued.
- We look from the blood-colored fountain to the ground beneath our feet. A translucent pathway shows what looks like a blood vessel, pumping with the same blood from the fountain. We follow the vein towards the attraction entrance, a large wrought-iron gate.

Pre-Show: The Gate & Graveyard of Stories

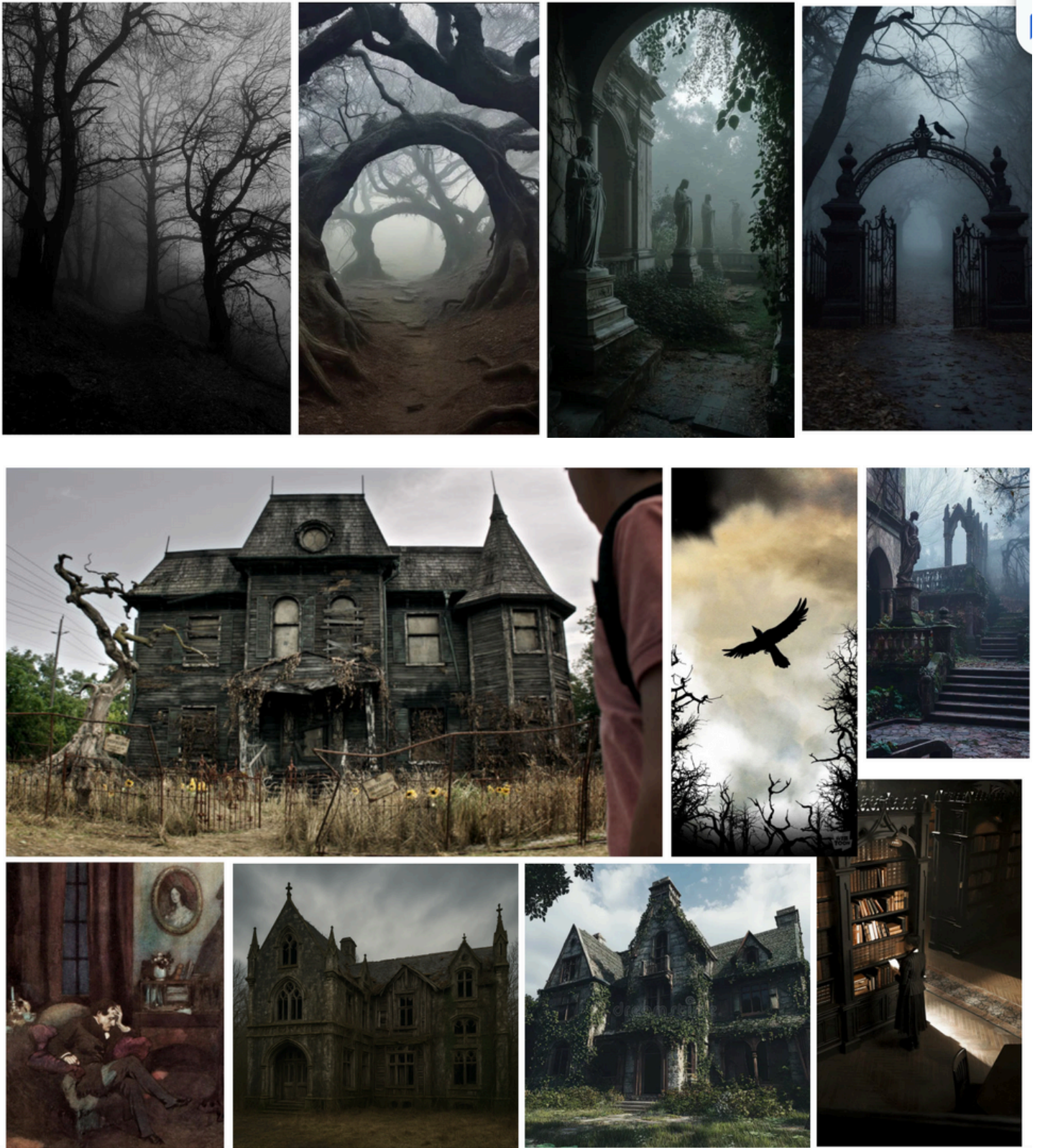
- The gate looms over us, with a 19th-century sign swinging above. The entrance is shrouded in leafless and dead trees. We are greeted by the team member, dressed in a literary-inspired and horror-themed outfit (not including queue, but could be split here) , and directed to the line we should follow.
- We pass through the gate and enter the story. It feels as though we have left the park and entered a new atmosphere—jovial music is replaced with unsettling creaking, distant screams, unnerving melodies, and indistinct mumbling.
- We have entered a graveyard. But it's clear this isn't like any other spooky graveyard. A rickety sign by the entrance bears the words "Tombs of the Unwritten". As we enter the graveyard, we notice that the tombs are not of people—they are of *stories*.
- Each tombstone reads a title along the lines of "Here Lies *The Lurking Hour*: an Unwritten Poem by Edgar A. Poe", "In Memory of *To Bury A Lung*", and "Rest in Peace, *Whispers from the Morgue*: An Unwritten Story from the Dead". Atop the tombstones are disturbing statues or decorations relaying what the unwritten story may have been about.
- Many of the tombstones move; some rattle as though someone from below was shaking them, some pulse as though someone was pounding from within, and many emit screams, groaning, or frantic mumbling as you approach each one.
- Now thoroughly unsettled, we turn a corner and approach the final, massive tomb: that of Edgar Allen Poe. It is the biggest tombstone in the graveyard, and the loudest whispers and mumbblings come from this stone. However, something is clearly wrong: Poe has *left his grave*. A shovel has been tossed aside and a large hole in the ground shows Poe's casket, broken and empty.

Pre-Show: The Facade and Entrance

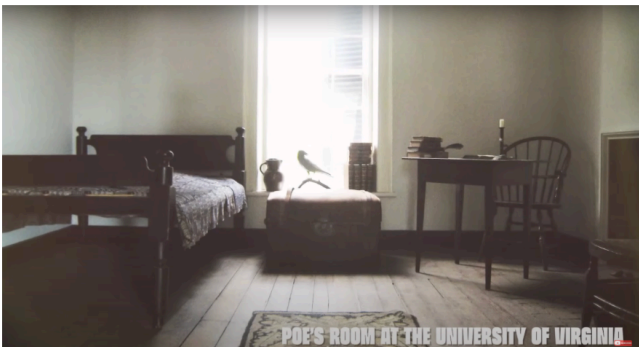
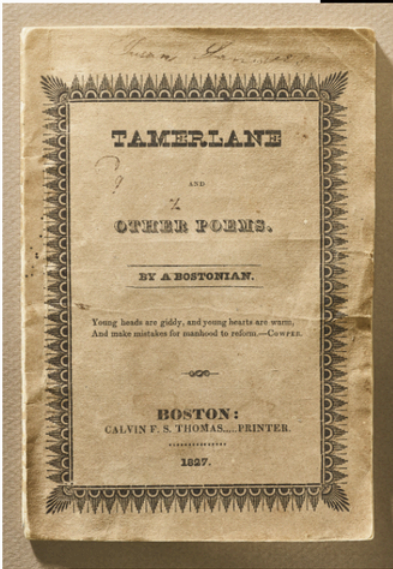
- Having passed the final tombstone of Poe himself, we round the corner to see a magnificent view of the facade. We simultaneously feel the urge to go inside and to run away, as this house does *not* look like a welcoming one.
- The longer we look, the more we see Poe's published works reflected in the intricate and decaying facade: elements from his well-known *The Raven*, *Tell-Tale Heart*, *The Fall of the House of Usher*, and *The Pit and the Pendulum* decorate the house. It appears that the graveyard features the stories that never made it out—the ones that were *entombed*—and the house features the published and well-known works.
- While the house appears like it may turn us into a victim in one of Poe's stories, we venture towards the front door to meet our fate.

Mood Board of Inspiration:

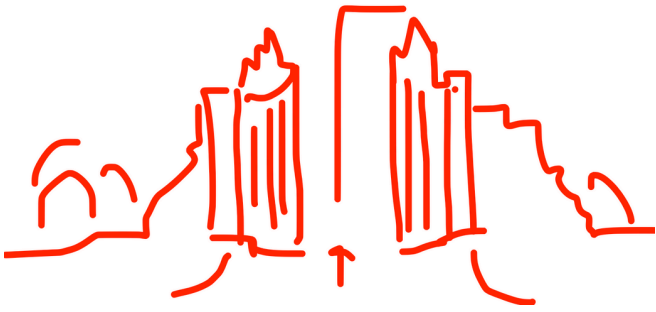
19th-century gothic aesthetic



Mood Board Continued:



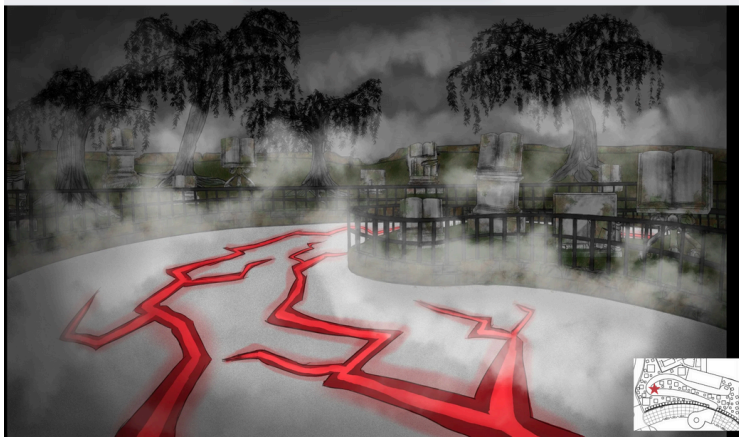
Initial Concepts:



Early Gate Sketch ^



Refined Concepts/Storyboards:

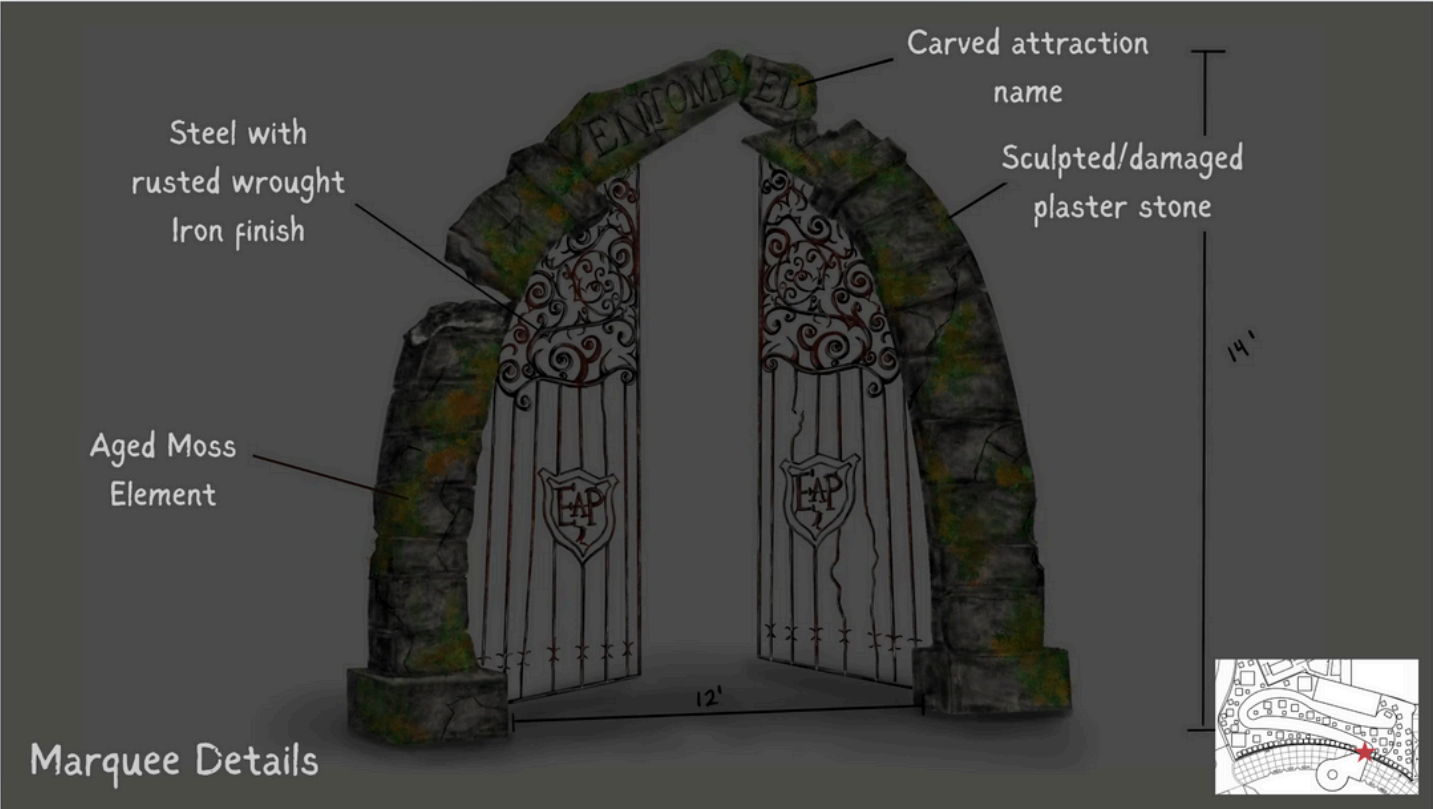


Elevations



The building is 57' wide, 20.5' deep, and roughly 35' tall at the top of the raven beak. A grid was used within the procreate application to determine these measurements with reference guides placed next to each respective measurement.

Marquee Detail Page



Initial Budget Considerations:

Facility Construction

Area Development (FOH) - \$175/SF

Show Systems

Cemetery Prop Fabrication - \$5000 each

Cemetery Animatronics - \$75k/animated prop

Rockwork - \$185/SF

Artificial Foliage (Spooky Tree Tunnel) - \$1500 each

Props - \$1500/prop

Outdoor Lighting - \$15/SF

Standard Special Effects (Fog/Haze) - \$400k

Soft Costs

Facility Cost - 10%

Creative Design 3%

Taxes 6.5%

Contingency - 25%

Final Budget:

[Full Budget Linked Here](#)

INITIAL COSTS			
ITEM	QUANTITY	COST	TOTAL
<i>Facility Construction</i>			
Area Development (Total Sq Ft)	11,466.34	\$175.00	\$2,006,609.50
Demolition (Total Sq Ft)	11,466.34	\$80.00	\$917,307.20
Demolition Permit	1	\$8,767.50	\$8,767.50
Demo Plan Review Fee (50% of Demo Permit Fee)	1	\$4,383.75	\$4,383.75
Demolition Labor	40	\$1,400.00	\$56,000.00
Demolition Company Fee	1	\$56,000.00	\$56,000.00
Building Permit	1	\$7,648.25	\$7,648.25
Building Plan Review Fee (50% of Building Permit Fee)	1	\$3,824.13	\$3,824.13
Building Permit Overage (Total Sq Ft)	11,466.34	\$31.00	\$355,456.54
Certificate of Occupancy	1	\$129.00	\$129.00
Construction Labor	40	\$5,600.00	\$224,000.00
Construction Company Fee	1	\$224,000.00	\$224,000.00
Tree Removal	30	\$50.00	\$1,500.00
Tree Removal Permit	1	\$247.98	\$247.98
Landscape Re-Inspection	1	\$131.00	\$131.00
Networking: Hardware	1	\$15,000.00	\$15,000.00
Networking: Installation	1	\$5,000.00	\$5,000.00
Networking: Cabling	1	\$6,000.00	\$6,000.00
Networking: Management/Licensing	1	\$2,000.00	\$2,000.00
<i>Facility Construction Total</i>			\$3,415,996.87
<i>Running Total</i>			\$3,415,996.87

<i>Specialty Items</i>			
Book Fountain	1	\$10,000.00	\$10,000.00
Book Fountain Installation	1	\$2,000.00	\$2,000.00
Book Fountain Plumbing/Electrical	1	\$1,500.00	\$1,500.00
Book Fountain Water Area (Fountain Sq Ft)	50	\$400.00	\$20,000.00
<i>Specialty Items Total</i>			\$13,500.00
<i>Running Total</i>			\$3,429,496.87

<i>Show Systems</i>			
Mockups	1	\$300,000.00	\$300,000.00
Facade: Plaster Materials (Facade Sq Ft)	1600	\$3.00	\$4,800.00
Facade: Plaster Sculpting Labor (Facade Sq Ft)	1600	\$30.00	\$48,000.00
Facade: Consulting	1	\$150.00	\$150.00
Facade: Scenic Painting	1600	\$20.00	\$32,000.00
Tombstones: Prop Fabrication	38	\$5,000.00	\$190,000.00
Tombstones: Animatronics	38	\$75,000.00	\$2,850,000.00
Rockwork (Wall Faces Sq Ft)	3060	\$185.00	\$566,100.00
Artificial Foliage: Spooky Trees	42	\$1,500.00	\$63,000.00
Sound: Hidden Ambience Speakers (Including Fountain speaker)	10	\$2,000.00	\$20,000.00
Sound: Hidden Tombstone Speakers	54	\$2,000.00	\$108,000.00
Lighting: Ambient Lighting (Total Sq Ft)	9318.82	\$15.00	\$139,782.30
Lighting: Underground Veins (Walkway Sq Ft)	979.02	\$35.00	\$34,265.70
Special Effects Simple - Fog Machines	12	\$10,000.00	\$120,000.00
Graphics Fabricated	2	\$75,000.00	\$150,000.00
Graphic Marquee	1	\$250,000.00	\$250,000.00
Vehicle Test Area	1	\$200,000.00	\$200,000.00
<i>Show Systems Total</i>			\$5,076,098.00
<i>Running Total</i>			\$8,505,594.87

Final Budget (cont'd):

[Full Budget Linked Here](#)

<i>Show Systems</i>			
Mockups	1	\$300,000.00	\$300,000.00
Facade: Plaster Materials (Facade Sq Ft)	1600	\$3.00	\$4,800.00
Facade: Plaster Sculpting Labor (Facade Sq Ft)	1600	\$30.00	\$48,000.00
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Vehicle Test Area	1	\$200,000.00	\$200,000.00
<i>Show Systems Total</i>			\$5,076,098.00
<i>Running Total</i>			\$8,505,594.87
<i>Soft Costs</i>			
Facility Soft Costs	1	10.00%	\$850,559.49
Creative Design	1	3.00%	\$255,167.85
Taxes	1	6.50%	\$552,863.67
Contingency	1	25.00%	\$2,126,398.72
<i>Soft Costs Total</i>			\$3,784,989.71
<i>HARD COSTS TOTAL</i>			\$12,290,584.58

Final Budget (cont'd):

[Full Budget Linked Here](#)

ONGOING COSTS			
ITEM	QUANTITY/YR	COST/YR	TOTAL
Fountain: Maintenance	1	\$500.00	\$500.00
Labor: Attractions	4	\$153,300.00	\$613,200.00
Labor: Tech	4	\$160,600.00	\$642,400.00
Facade Painting: Maintenance	1	\$500.00	\$500.00
Animatronics & Tech: Maintenance	1	\$500,000.00	\$500,000.00
Networking: Maintenance	1	\$5,000.00	\$5,000.00
Networking: Security Updates	1	\$2,400.00	\$2,400.00
Networking: Hardware Refresh	0.33	\$3,000.00	\$990.00
Networking: Management/Licensing	1	\$1,000.00	\$1,000.00
<i>TOTAL PER YEAR</i>			\$1,765,990.00

Final Budget: Pricing Breakdown & Sources

- Square Footage
 - Entrance Square Footage TOTAL: 11,295.34
 - Facade Face Square Area: 1400 sq ft
 - Raven Square Area ~200 sq ft
- Fountain cost:
 - Initial cost - 10,000
 - Maintenance - 500/yr
 - [https://georgestones.com/marble-fountain-design-and-cost/#:~:text=Since%20marble%20is%20a%20well,can%20reach%20\\$10%2C000%20or%20more.](https://georgestones.com/marble-fountain-design-and-cost/#:~:text=Since%20marble%20is%20a%20well,can%20reach%20$10%2C000%20or%20more.)
- Rock wall:
 - Left side arc length: 109'
 - Right side arc length: 44'
 - Wall depth: 1'
 - Wall height: 10'
 - Total arc length: 153'
 - Total rockwork square feet: 153 L x 10 H x 2 sides of the wall: 3060 sq ft
- Fog Machine
 - Low-lying cryo fog machine
 - \$8,500, plus installation ~\$10,000/machine
 - 🌐 Look Solutions Cryo-Fog HP
- Tombstone Speakers
 - JBL Invisible Speaker Series: \$1200, plus installation ~\$2000/speaker [Link](#)
- Trees:
 - (31) artificial trees along the wall
 - (16) in the cemetery
 - (2) by the fountain
 - = (49) artificial trees total
- Tombs:
 - (38) TOTAL tombs
 - (24) 3' sq ft tombs
 - All with basic animatronics & speakers
 - (1) speaker/tomb
 - (12) 6' sq ft tombs
 - (2) speakers per tomb = (24) total
 - Basic animatronics on all
 - (2) 12' sq ft tombs
 - (3) speakers per tomb = (6) total
 - Basic animatronics on all
 - Speakers needed: 24 + 24 + 6 = 54
 - Animatronic Tombs: 38

Final Budget: Pricing Breakdown & Sources (cont'd)

- Permits
 - Building Permit: \$7,648.25 plus \$3.00/1,000 or fraction thereof over \$2,000,000
 - Estimating the value of construction to be 2 million
 - 7648.25
 - ④ Permit Fees - Central Florida Tourism Oversight District
 - Building Labor:
 - Each worker: \$35/hr x 5 days/week x 4 wks/month x 7 months of construction = \$5600/person
 - ~40 workers <https://www.skyfiveproperties.com/blog/many-workers-construction-site-need>
 - Demolition Permit: \$200.00 plus \$5.75/1,000 or fraction thereof over \$10,000
 - 1.5 mil - 10k = 1,490,000 / 1000 = 1,490 x 5.75 = 8567.5 + 200 = 8767.5
 - ④ Permit Fees - Central Florida Tourism Oversight District
 - Demo Labor
 - Each worker: \$35/hr x 5 days/week x 4 wks/month x 2 months of demo = \$1400/person
 - ~40 workers <https://www.skyfiveproperties.com/blog/many-workers-construction-site-need>
 - Tree Removal Permit
 - \$247.98
 - Page 57 Landscaping Re-inspection fee (less than 5 acres): \$131
 - Tree Removal Labor
 - \$25-50
 - <https://www.ocfl.net/Portals/0/resource%20library/Open%20Government/FeeDirectory.pdf>
 - Certificate of Occupancy: \$129
- ④ Request a Temporary Certificate of Occupancy
- Networking
 - ④ Small Business Network Setup Cost: Pricing Guide (2025)
 - Network Hardware - \$8000
 - Installation - \$5000
 - Cabling - \$6000
 - Maintenance - \$2000 (Recurring)
 - Network management and licensing - \$2000 (Recurring)
 - Security Updates - \$2400 (Recurring)
 - Hardware Refresh (3-5 years) - \$3000 (Recurring)
 - **Amplified for scope**

Final Budget: Pricing Breakdown & Sources (cont'd)

- Plaster Sculpting
 - [🌐 Venetian Plaster Cost: What You Need to Know | Ancient Modern Finishes 239-494...](#)
 - \$30/sq ft installation
 - \$3/sq ft materials
 - \$150 consultation fee
 - \$500 maintenance/yr
- Ride Vehicle Test Area
 - Launch Coaster Dynamic - \$45m
 - Just the vehicle test seat made from fiberglass - estimated \$200k
- Underground Lighting
 - \$35/sq as Exterior Show Lighting
 - 979.02 sq ft Veins Area
- Labor
 - Burdened Attractions Hourly Rate ~ \$18 unburdened - \$35 (from UC guest speakers)
 - $35 \times 2 \text{ people} \times 365 \times 12 \text{ hrs} = 306,600 \text{ in labor/year}$
 - Burdened Tech Hourly Rate - \$27.51 unburdened - \$55 burdened
 - $55 \times 2 \text{ people} \times 365 \times 8 \text{ hrs of overnight tech work} = 321,200$

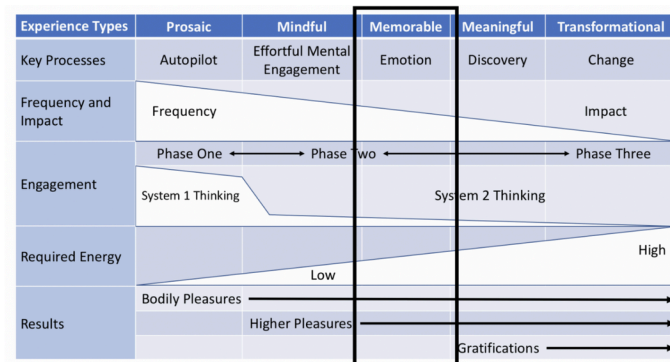
Production Schedule

[Link to Production Schedule](#)

FACADE PRODUCTION SCHEDULE																
PHASE	Month Start	Duration	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14
Design Refinement	1	2														
Review & Finalize Design	1	3														
Construction Documents	2	2														
Permitting	3	1														
Documentation	4	1														
Actual Construction	4	8														
Inspections	10	2														
Media Production	11	2														
Employee Hiring/Training	11	2														
Social Media Start-Up	12	1														
Early Marketing	12	1														
Soft Opening	13	2														
Opening	14	1														

Experiential Analyses:

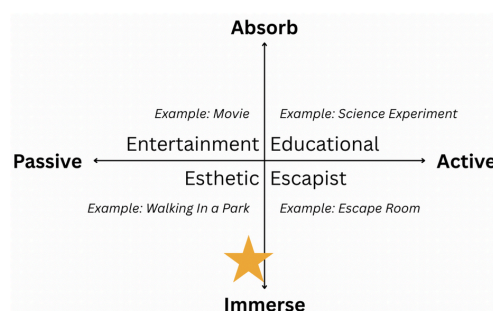
Experience Type Analysis:



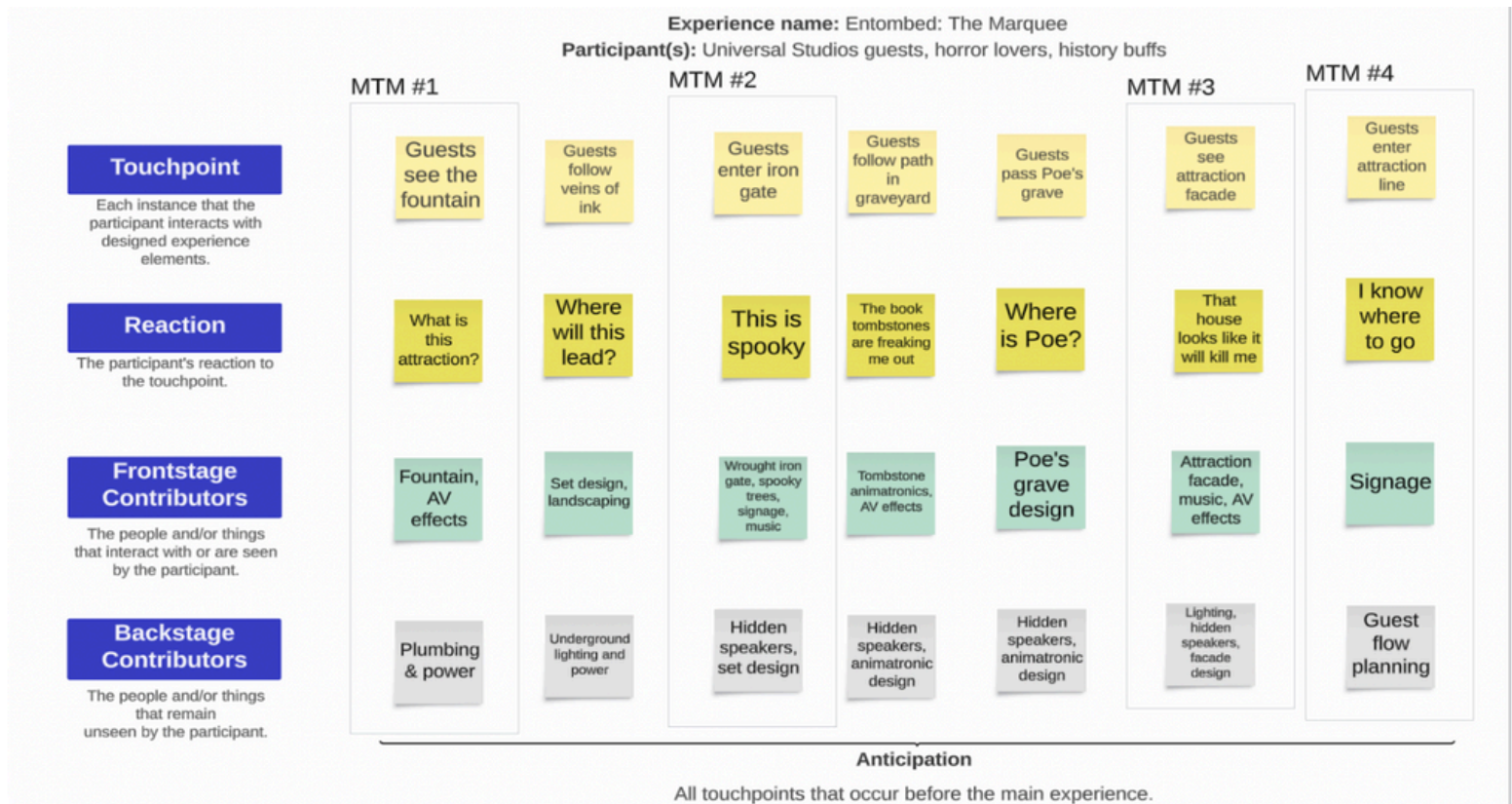
Classification: We aim for this to be a 'Memorable' experience - the moment they 1) chose to enter the Poe attraction and 2) felt excited for what was about to come.

- Key Process: This means that emotion is the key factor that will make the experience 'memorable' - in this case, the emotions we are trying to convey are 'unsettled', 'twisted', and 'intrigued'. Because the main experience is the attraction itself, the marquee could fall into a mindful experience if we don't make the guests feel that way.
- Frequency/Impact: This is an experience that we expect guests to engage with semi-frequently, resulting in medial levels of impact.
- Engagement: Because this experience is only semi-frequent, System 2 thinking (or thinking that requires deliberate thought) will be engaged. Guests will be taking in this environment as a new domain, which will keep them on the lookout for story details and new elements.
- Required Energy: Memorable experiences require a medium amount of energy - guests will be walking and will have to actively notice the details in their surroundings. The action required from the guests in this marquee experience is to see the attraction and come inside.

Experiential Realm Analysis:

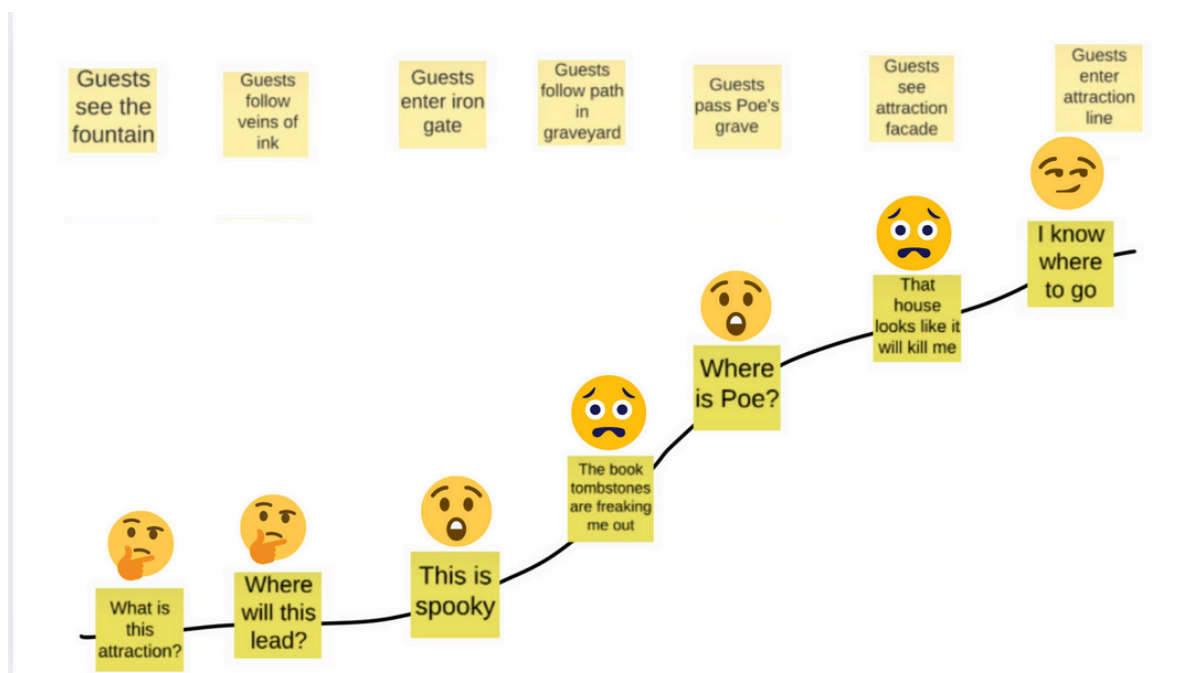


Journey Mapping



MTM = Moments that Matter (the moments we should focus on that will potentially make or break the guest experience)

Emotional Mapping



Market Research:

MUMMY STATS:

- Ride Capacity: 2000 p/h (<https://darkridedatabase.com/rides/revenge-of-the-mummy/>)
- Building: 62,000 sq ft
- Max MPH: 45 MPH
- Height Restriction: 48"

🌐 Revenge of the Mummy - The Ride | Rickipedia: The Mummy Wiki | Fandom

Men in Black Comparison:

- Few different reports of its square footage: 55,000, 70,000 (most common), and 80,000
- Biggest park upon its opening
- 🌐 Men in Black: Alien Attack

Resources:

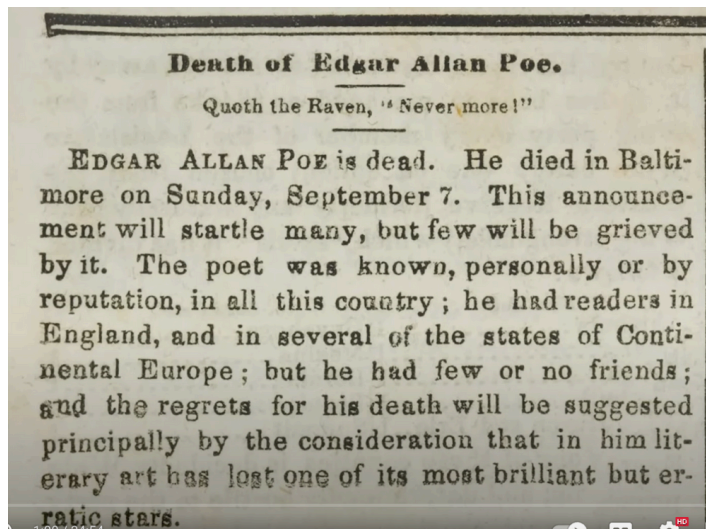
History of Poe Smithsonian: <https://npg.si.edu/blog/edgar-allan-poe-america%E2%80%99s-doomed-genius>

Poe's Life: <https://poemuseum.org/edgar-allan-poe/>

Poe Biography Britannica: <https://www.britannica.com/biography/Edgar-Allan-Poe>

The above links were utilized to aid in the collection of notes/information of Poe's life, career, and death to understand who he was, where he came from, and what type of life he lead in addition to using his stories to aid in inspiration for the designs.

Poe's Newspaper Death Announcement:



The Stories Read that we incorporated into the designs using symbols prominent in the text.

The Raven: <https://www.poetryfoundation.org/poems/48860/the-raven>

The Fall of the House of Usher: <https://poemuseum.org/the-fall-of-the-house-of-usher/>

The Tell Tale Heart: <https://poemuseum.org/the-tell-tale-heart/>

The Cask of Amontillado: <https://poemuseum.org/the-cask-of-amontillado/>

The Pit and the Pendulum: <https://poemuseum.org/the-pit-and-the-pendulum/>

Poe uses capitalization to add emphasis and to personify certain nouns, such as Death
<https://brainly.com/question/38621267>

First poem, To Helen: <https://www.poetryfoundation.org/poems/44888/to-helen>

Gothic Revival: <https://www.phmc.state.pa.us/portal/communities/architecture/styles/gothic-revival.html>

The above link was used to learn more about the gothic revival style and as an inspiration for elements within the main facade design.