



Welcome to

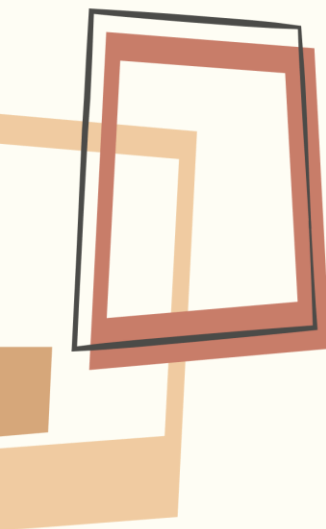
THE AFTERMATH

*Final Research
Document*

Courtney Brewer | TPA 6158 | Fall 2024

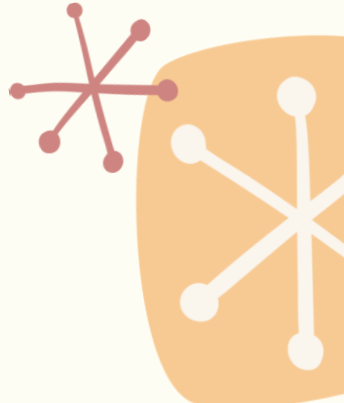


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THE BIG IDEA

Appealing to the human fascination/fear of post-apocalypse with a speakeasy experience pre-dating any possible, world-destroying, result of nuclear fallout. *The Aftermath* will force guests into survival mode where they will engage in a 1950's style fallout wasteland with two variable paths: the survivalist, and the detonator. Which path you choose will determine your fate in the nuclear wasteland.



START OF THE ATOMIC AGE

The first atomic bomb was detonated 210 miles south of Los Alamos, New Mexico on July 16, 1945. This was a test called “Trinity.” The success of this detonation, which was reported to be seen for about two hundred miles from the blast, started what is known as the atomic age as these devices were then approved for U.S. Military use (“Trinity: The World’s First Nuclear Test”). Less than 30 days later, on August 6, 1945, Hiroshima was attacked with such a device (a uranium gun-type device named “Little Boy”) that was absolutely devastating to the area, and three days later, Nagasaki (with a plutonium implosion bomb called “Fat Man”) (“Survivors of Hiroshima and Nagasaki”).

J. ROBERT OPPENHEIMER

An American theoretical physicist that was responsible for the design of an atomic bomb at the Los Alamos facility. According to the Atomic Heritage Foundation, Oppenheimer is “often known as the ‘father of the atomic bomb.’” Oppenheimer was tasked with the “Manhattan Project” in the fall of 1942. He was already heavily invested in the possibility of creating (or at least what it would take to develop) an atomic bomb as he had “been doing research on fast neutrons, calculating how much material might be needed for a bomb and how efficient it might be,” as the Atomic Nuclear Foundation states (“J. Robert Oppenheimer”).

WHAT IS NUCLEAR/RADIOACTIVE FALLOUT?

As defined in a 1967 fallout shelter pamphlet released by the United States Office of Civil Defense, titled *Fallout Protection for Homes with Basements*, radioactive fallout is as follows:

“When a nuclear weapon is exploded close to the ground, dirt and other debris are drawn up into the mushroom cloud...

and pick up the radioactivity created by the explosion. . . These radioactive particles are called ‘fallout,’” (Office of Civil Defense).

So, what happens when people are exposed to radiation for extended periods at high doses? According to the National Institute of Health’s National Cancer Institute in 2022, radiation poisoning can include symptoms such as “nausea and vomiting, diarrhea, headache, dizziness, weakness, fatigue, bleeding, hair loss, swelling, itching, and redness of the skin, and other skin problems. Very large doses of radiation may cause death,” (Accidents at Nuclear Power Plants and Cancer Risk”).

CONSUMER-IZED FALLOUT SHELTERS

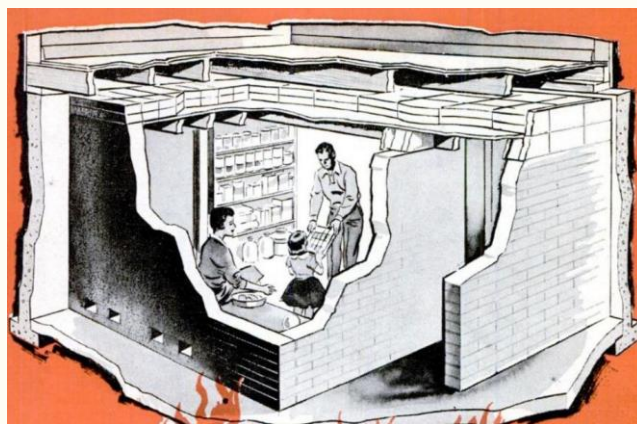
Following the end of the Second World War, the Cold War began in 1947. Through the late 40s and 50s, uranium was used for power in addition to weaponry and became a popular source of energy, causing a rush, similar to the gold rush nearly one hundred years prior. As we moved into the 1960s though, the nuclear threat loomed with the Cuban Missile Crisis and the Berlin Crisis. In 1959, the Family Fallout Shelter booklet was published for Americans by the United States office of Civil and Defense Mobilization. This pamphlet outlined plans for five basic shelters of varying cost. These shelters ranged from D.I.Y basement structures to fully underground shelters built by professional contractors ranging in cost from \$150-\$1,500 at the time (Office of Civil and Defense Mobilization) (with inflation, today that would cost roughly \$1,579-\$15,792) (Inflation Calculator). These became increasingly popular among consumers throughout the sixties. In 1961, Congress passed approval to spend roughly 169 million on structures for citizens to protect themselves from nuclear fallout, today that is roughly 1.7 billion! The fear of nuclear fallout continued into the 1980s (“The History of Fallout Shelters in the United States”).

NUCLEAR FALLOUT IN ENTERTAINMENT

Over the years, nuclear fallout/post-apocalyptic themes have been popular in entertainment. Two very prominent examples are the *Fallout* franchise in video games, and now TV, as well as the *Mad Max* film franchise. Beginning with *Mad Max*, according to a review of *Mad Max: Fury Road*, Ashneil Randhawa notes that “the film is set in a post-apocalyptic future where nuclear war and environmental degradation has left the Earth a scarred and lifeless planet with few resources. The horror of this world has led many to go insane; they rove the Wastelands as marauders and psychopaths,” (Randhawa). The *Fallout* franchise, beginning in 1997 with the first game release, *Fallout*, has been entertaining fans for over 20 years. There are five titles in this franchise, with the latest being *Fallout 76*, released in 2018. More recently, an Amazon Prime Video series was released in April of 2024 which takes viewers on a new type of journey. This series is rooted in retro-futuristic styles of the 1950s with technological advances not seen yet in our present day such as AI functioning in-home robots called “Mr. Handy,” “Sentry-bots,” “Protectrons,” and a smart computer wrist-mounted device called a “Pip-Boy,” (Jewitt).

THE MAIN ATTRACTION: THE AFTERMATH

The Aftermath features two main paths, the detonator, and the survivalist. Each path will be an experience vastly different from the other. The detonator will feature ideals similar to those that have embraced the nuclear wasteland and find joy in worshiping the result of the atomic bomb and the impacts it had on the world. A bit twisted if you ask me... The area will feature a setting of a destroyed fifties style diner décor with makeshift seating and disheveled employee attire. The survivalist on the other hand embraces all things surrounding clearing the world of radiation and restoring life as it was. Driven on hope and optimism, survivalists will encounter a settlement style homestead similar to that of a fifties personal fallout shelter. While damaged from the bomb aftermath, the interior sees more aging and rust than wasteland destruction.



<https://www.invisiblethemepark.com/wp-content/uploads/2013/02/Home-Fallout-Shelter-1960.jpg>



<https://assets3.cbsnewsstatic.com/hub/i/r/2010/10/06/9824ccf2-a642-11e2-a3f0-029118418759/thumbnail/620x465/6acf80f5a5da61dccb866390412d4ed/huk23.jpg?v=0736ad3effe9ddfel218648fe91dc9b>



https://images.fallout.wiki/3/3d/Diamond_City_overview.jpg

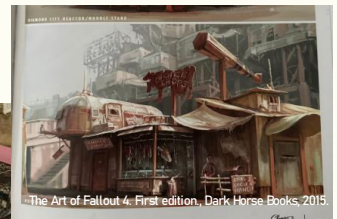


https://static.wikia.nocookie.net/roadwarrior/images/4/4e/Bartertown_empty.jpg/revision/latest?cb=20160713090013

MOOD BOARD ENVIRONMENT

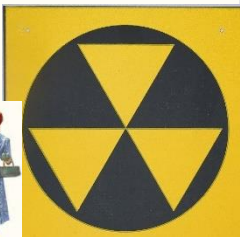


THE DETONATOR



THE SURVIVALIST

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FALLOUT SHELTER

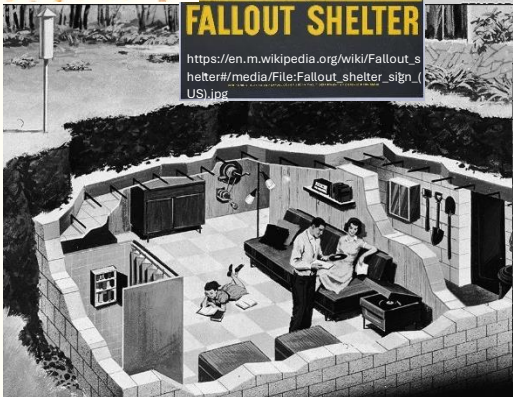
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<https://www.cbsnews.com/pictures/when-home-fallout-shelters-were-all-the-rage/2/>



BASEMENT FALLOUT SHELTER

<https://vintagedancer.com/wp-content/uploads/1953-men-summer-pants-slacks-outfits-500-368x500.jpg>



https://daily.jstor.org/wp-content/uploads/2022/02/jim_crows_civil_defense_plan_1050x700.jpg



<https://www.saturdayeveningpost.com/wp-content/uploads/satevepost/2022-04-26-bomb-shelter-credit-loc.jpg>



OPERATIONS

THE AFTERMATH

Guests will step into the atomic wasteland to an experience like no other. Hours of operation would be 10am-midnight, daily, observing federal holidays as well as roughly 60 travel/assembly/disassembly days (294 operational days). A typical guest experience would start with the guest deciding which path they desire at the entrance of the experience with the ability to complete both in the same visit. That would be either the detonator path of destruction and a life of radiation, or the survivalist path which gives some glimmer of hope to restore the humanity that was lost with a bang. No cover charge will be charged but rather the guests would be encouraged to take full advantage of the themed menus. Once the guests have chosen their path, they would venture over to their chosen side where they will be met by servers and bartenders in themed costumes and receive a themed menu. Guests would be encouraged to remain in the area for a minimum of 20 minutes to experience different effects on either side. If we were to service about 30 people every 20 minutes on either side, this would allow for a max daily capacity of roughly 2,529 people. With a drink price range of 18.99-22.99 and a food price range of roughly 5.99-14.99, anticipated per guest serving would be at least one drink and one snack item for around 24.98 to 37.98. Following their “dining” experience, guests would exit through a single gift shop that would provide them unique items for purchase; including but not limited to t-shirts, sweatshirt crew necks, stickers, keychains, radioactive slime vials, fallout themed puzzles, and an atomic bomb squishy pillow.



<https://blogmickey.com/wp-content/uploads/2019/06/ogas-cantina-review-interior-1.jpg>

PORTABLE

This experience will be completely portable in that everything will be able to be packed up. The standalone tables and chairs as well as any pieces not affixed to one of the two experiences (i.e. gift shop), would be placed in a single semi-truck for transport. The detonator side would be a drive-able truck, and the survivalist is a towable trailer. Two other towable cold storage trailers would be pulled as well by business owned utility vehicles. During times of renovation/refreshes, it is possible a storage unit could be utilized in any period of closure/downtime. The roof of the detonator side will also be removable and tables on the top floor alike and stored in the semi, for more aerodynamic travel.

PRE-EXISTING EXAMPLES

- Oga's Cantina – Walt Disney World, Disneyland – A Star Wars themed space where guests are immersed in a 45-minute experience in Oga's establishment providing a genuine galactic cantina feel.
- Vault 5421 – Orlando, FL – A 21+ Fallout themed post-apocalyptic space set in the location of Orlandia wasteland. This location offers puzzles, card games, and retro gaming on their SNES systems.



https://d2sochvv0rudri.cloudfront.net/place_photos/14335/gods-monsters-vault-5421.jpg

TAKEAWAYS

The main takeaways of this experience are, memories of the chosen path and a desire to return and experience the other side if only one side was experienced at the time, Instagram-able moments/photo opportunities, merchandise opportunities including special cups in the bar area prior to entering the actual gift shop.

COSTS

COST/REVENUE ANALYSIS

Based on what some start up costs are listed out and about for themed bar experiences I estimated the cost for this would be \$750/sq. ft for a 3600sq. ft space. Assuming the following: two bartenders for each side of the experience along with two servers/"bussers," and three hosts out front to welcome guests. Operating hours would be from 10am to midnight, daily, observing federal holidays (294 operational days, including travel). As far as capacity, roughly thirty people could experience each side at a time at about a 20-minute experience; that would allow for 1,260 guests per side, per day. Assuming each guest purchases a minimum drink at 18.99 and a minimum snack at 5.99 as well as spends roughly \$25 in the gift shop, daily profits would total \$125,950. The following image is a more in-depth cost breakdown showing profits made over the first 3 years.

CHART SUMMARY

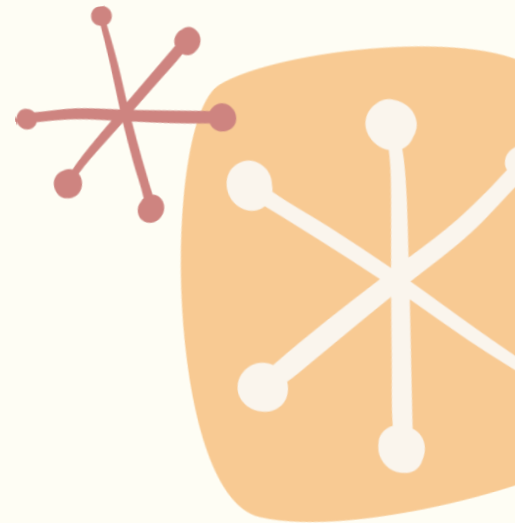
- First year estimated costs = \$17,300,000 (including a \$1,750,000 contingency built in)
- First year estimated profit: \$37,300,000 (this is assuming costs are paid)
- After 3 years, anticipated profits should reach nearly \$153,000,000 with a year 3 \$3,000,000 refurb/expansion budgeted in.
- An additional \$500,000 per year will be set aside in a contingency/incidentals fund just on an as needed fund.

START UP:	Cost:	Year 1	Year 2	Year 3
Estimated Build	\$2,062,500	\$2,062,500	---	---
Liquor License	\$858	\$858	---	---
Food Permit	\$56	\$56	---	---
1 Semi Truck/Cab	\$80,000	\$80,000	\$15,000	\$15,000
1 Mobile Kitchen Trailer	\$85,000	\$85,000	\$1,000	\$1,000
2 Cold Food Storage Trucks (7x16)	\$65,800	\$65,800	\$1,000	\$1,000
3 Utility Trucks (RAM 1500s)	\$169,005	\$169,005	\$1,000	\$1,000
Waste Removal	\$550/wk	\$23,100	\$23,100	\$23,100
Contingency	\$1,750,000	\$1,750,000	\$500,000	\$500,000
RECURRING:	STARTING			
Flask Glassware (5000ct)	\$23,950	\$1,211,186	\$1,211,186	\$1,211,186
Stemless Flutes (5000ct)	\$3,011	\$152,271	\$152,271	\$152,271
Bomber Cups (5000ct)	\$481	\$24,325	\$24,325	\$24,325
Aluminum Cup (4950ct)	\$1,891	\$95,630	\$95,630	\$95,630
Water Bottles	\$754	\$110,838	\$110,838	\$110,838
Liquor License Renewal	\$858	---	\$858	\$858
All Liquor Costs	\$8,887	\$2,612,778	\$2,612,778	\$2,612,778
Survivalist Pastry (5040ct)	\$4,239	\$500,202	\$500,202	\$500,202
Survivalist Cake (1296 ct)	\$2,106	\$619,111	\$619,111	\$619,111
Taco Supplies	\$6,300	\$1,852,200	\$1,852,200	\$1,852,200
Spicy Wings (1000lbs)	\$7,210	\$1,276,170	\$1,276,170	\$1,276,170
Regular Wings (1000lbs)	\$7,560	\$1,338,120	\$1,338,120	\$1,338,120
Food Permit Renewal	\$56	---	\$56	\$56
Year 3 Referb/Expand	\$3,000,000	---	---	\$3,000,000
Merchandise Manufacturing	\$4,016	\$168,672	\$168,672	\$168,672
EMPLOYEES:			RAISE - \$2/hr	RAISE \$2/hr
2 bartenders per side (\$14/hr tipped)	\$7,840/wk	\$407,680	\$465,920	\$524,160
2 servers per side (\$14/hr tipped)	\$7,840/wk	\$407,680	\$465,920	\$524,160
Hosts/gift shop (non-tipped wages \$22/hr)	\$17,600/wk	\$915,200	\$998,400	\$1,081,600
Benefits/yr	\$1,267,200	\$1,267,200	\$1,267,200	\$1,267,200
Training	\$20,000	\$20,000	\$20,000	\$20,000
Workman's Comp	\$200/wk	\$8,400	\$8,400	\$8,400
TOTAL COSTS:		(\$17,223,982)	(\$13,729,357)	(\$16,929,037)
GUEST SPEND:	CHARGE PRICE:	Year 1	Year 2	Year 3
Drink Minimum	\$18.99	\$14,069,311	\$14,069,311	\$14,069,311
Food Minimum	\$5.99	\$4,437,871	\$4,437,871	\$4,437,871
T-Shirt (40% purchase)	\$22.99	\$6,813,132	\$6,813,132	\$6,813,132
Crewneck (25% purchase)	\$34.99	\$6,480,848	\$6,480,848	\$6,480,848
Stickers (60% purchase)	\$2.99	\$1,329,139	\$1,329,139	\$1,329,139
Keychains (35% purchase)	\$6.99	\$1,812,563	\$1,812,563	\$1,812,563
Glow In the Dark Slime Vials (35% purchase)	\$8.99	\$2,331,179	\$2,331,179	\$2,331,179
Nuclear Waste Bin Puzzle (35% purchase)	\$19.99	\$5,183,567	\$5,183,567	\$5,183,567
Atomic Bomb Squishmallow (65% purchase)	\$24.99	\$12,034,484	\$12,034,484	\$12,034,484
EST. PROFIT TOTALS (Cumulative)		\$37,268,112	\$78,030,850	\$152,862,020

GUEST FLOW & EXPERIENCE

GUEST FLOW & EXPERIENCE

When guests arrive, they will be greeted by one of three attendants at the experience entrance. From there, they will have a choice of a physical disposable menu OR a scannable QR code with a digital menu. The menu will include both sides of the experience themed to related sides. The Detonator will feature regular food options such as chicken wings (zombie wings) either in a spicy or non-spicy option as well as radioactive tacos (spicy). The Survivalist side will feature desert options to encourage guests to try both sides. The options will include a guava fruit pie (med-pie) as well as strawberry cheesecake (rad-resistant cake). From there, the guests will be notified of a three-drink maximum policy per person to encourage movement of guest flow as well as for safety of guests and staff, including all drinks need to be finished before exiting the premises. Guests will also be given a disclaimer that this experience may trigger certain individuals and to proceed with caution, including a description of potentially triggering events. While the guests are inside, eating and drinking they will experience different flashes of light on either side, fog machine effects on the detonator side and a minor simulated earthquake feeling on the survivalist side to replicate a bomb detonating nearby. Once guests receive their food and/or drinks, they will be encouraged to take pictures of the food, themselves, and the experience and share them to social media with the hashtag “#TheAftermathExperience.” Guests will then exit between the two experiences towards the gift shop where an offering of themed merchandise will be out for sale. This will include items such as shirts, crewnecks, mascot plush, nuclear slime vials, puzzles, keychains, and stickers, along with the option for them to receive souvenir glasses if they order one or both signature drinks.



FINAL RENDERING



DETONATOR



ZOMBIE WINGS



RADIOACTIVE TACOS



RADIOACTIVE WASTE*



ATOMIC



DETONATOR COSTUMES



SURVIVALIST



MED-PIE



RAD-RESISTANT CAKE



THE ANTIDOTE*



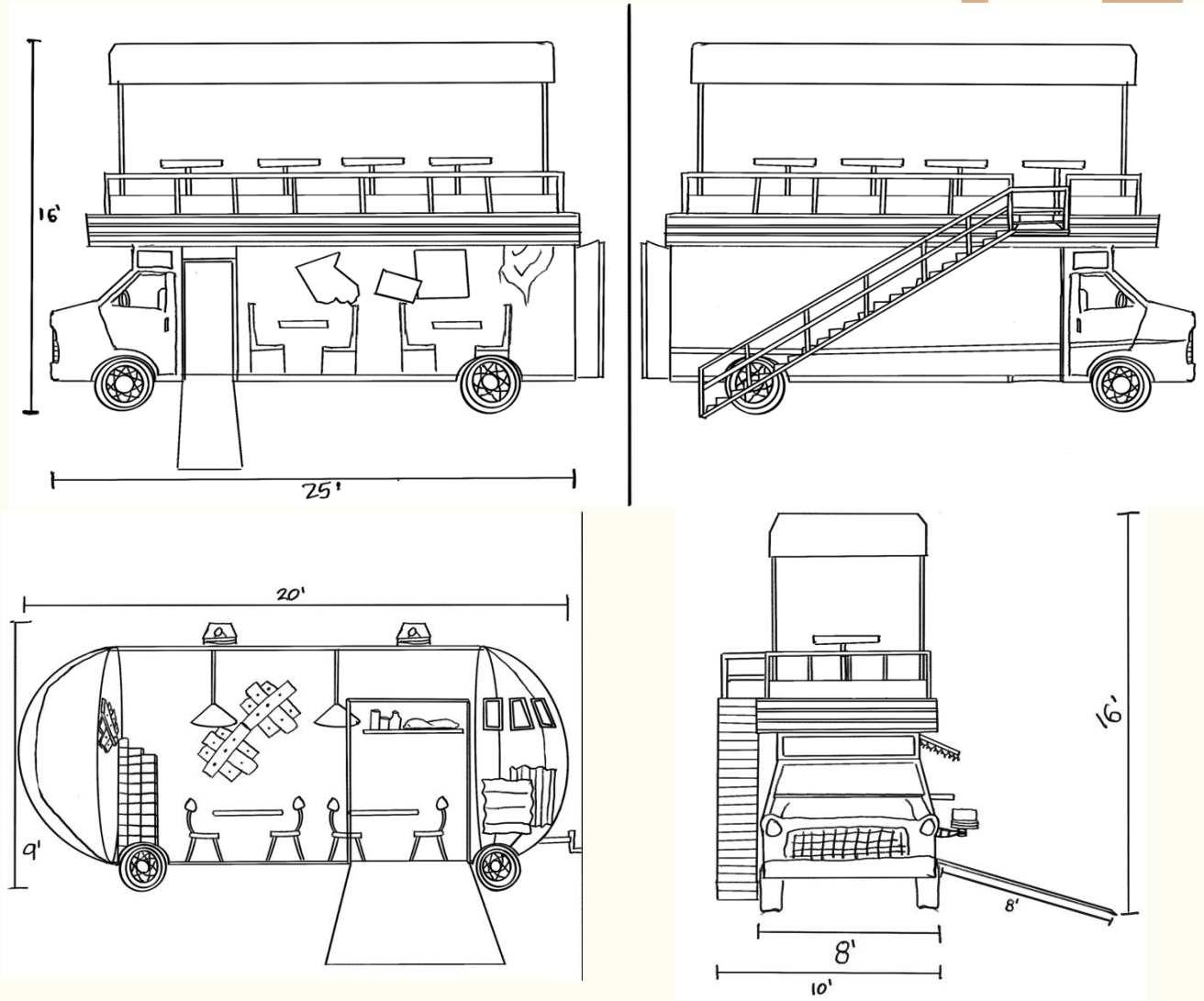
THE CLEANSER



SURVIVALIST COSTUMES

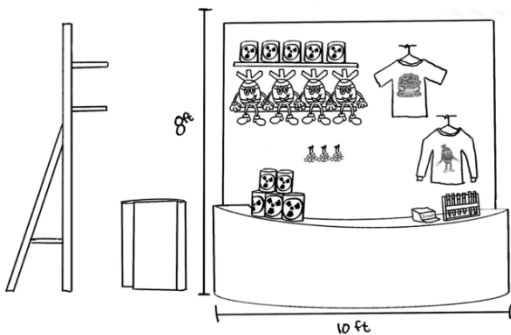


SECTIONS & ELEVATIONS

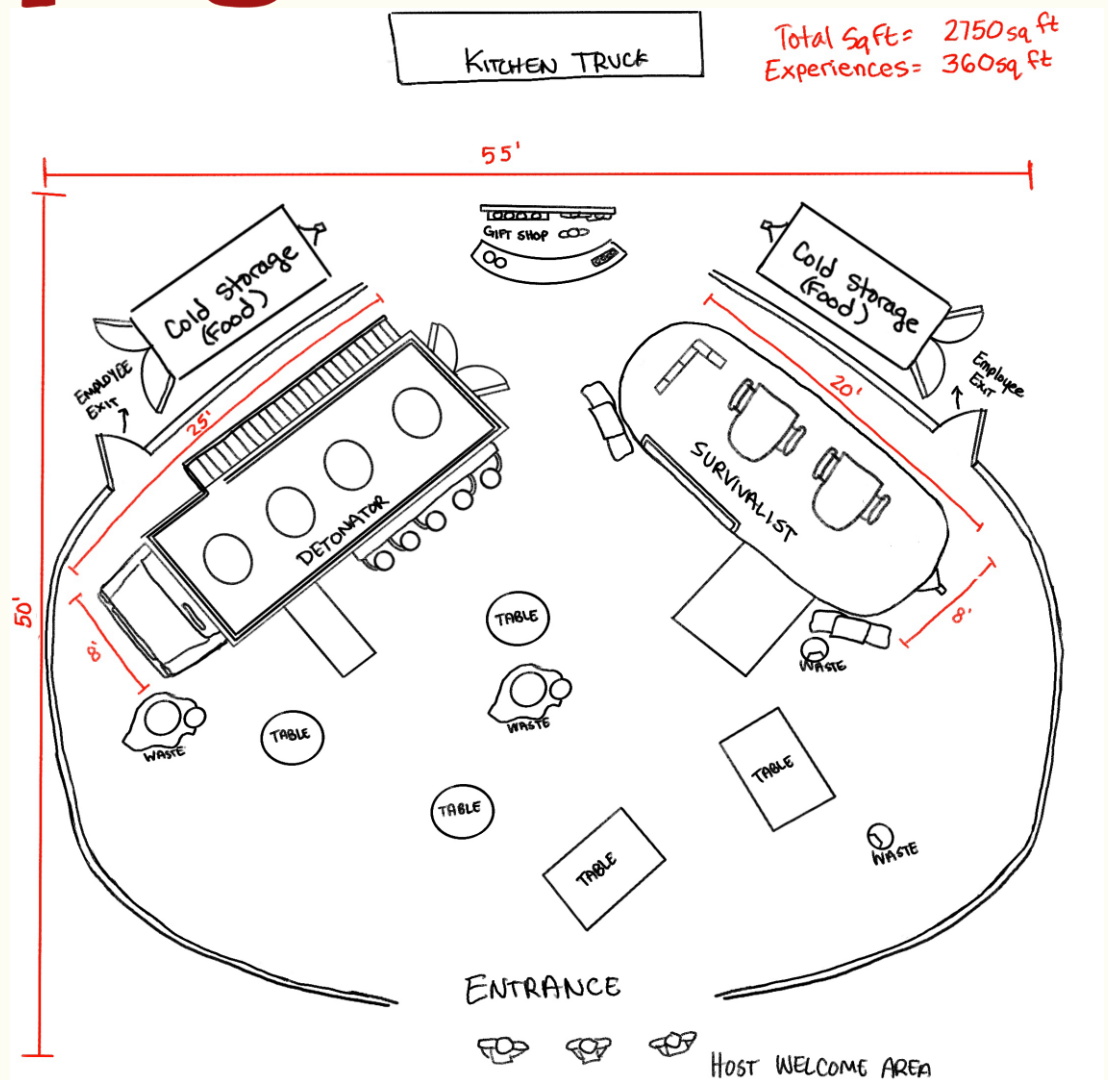


SECTIONS & ELEVATIONS OVERVIEW

- TOP: Front and back view of detonator truck highlighting dimensions and the interior as well as the staircase to access the roof top table area- Disclaimer: rooftop not an accessible area
- MIDDLE RIGHT: Front view of Detonator Truck
- MIDDLE LEFT: Survivalist experience interior section with dimensions
- BOTTOM LEFT: Gift shop at experience exit, side and front



LAYOUT



LAYOUT OVERVIEW

- Total square footage: 2750sq ft
- Detonator square footage: 200sq ft
- Survivalist square footage: 160sq ft
- The experience will be surrounded by a barrier where guests enter where the host welcome area is and exit out the back where the gift shop is located.
- Guests will have the opportunity while visiting to see both experiences
- There will be indoor seating as well as outdoor standing areas
- Waste bins are conveniently placed around the area to avoid trash on the ground
- Any non-themed trailers will be at the back of the experience for employee use
- The semi truck and 3 utility trucks will be stored in venue parking after placing needed aspects of the experience.

PRODUCTION SCHEDULE



- Projecting a roughly 12-month production schedule with soft opening scheduled for month 13-14 to allow room for any delays in production.

ACTIVITY	ACTUAL START	ACTUAL DURATION	MONTHS													
			1	2	3	4	5	6	7	8	9	10	11	12	13	14
Design Refinement	1	2														
Review & Finalize Design	1	3														
Construction Documents	2	2														
Permitting	3	1														
Documentation	4	1														
Vehicle Purchasing	4	1														
Actual Construction	4	8														
Inspections	10	2														
Merchandise Production	10	4														
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														

ATTRACTING GUESTS

HOW WILL GUESTS KNOW ABOUT US?

Attracting guests will happen in a variety of ways. The first and most invaluable way would be social media- Tik Tok content, Instagram posts/reels, Facebook outreach, etc. Who has ever experienced nuclear fallout in a safe and non-life-threatening manner? This will be important as we will want guests to document their specific experiences and share them alongside our own special marketing of the brand. We will also utilize an attractive and highly interactive website to get involved in the storyline prior to arrival.

HOW DO WE KEEP PEOPLE COMING BACK?

One major aspect of this experience is that there are two major tracks that guests can experience, but beyond that, how do we keep guests returning? We will implement a loyalty rewards program for returning guests that could include things such as a complimentary food item, a percentage off at the gift shop, etc. that is points based. This will encourage visits not only to earn points, but also to redeem them. We would also have a Halloween themed experience add on during the Halloween time of year Sept.-Oct. where guests can get involved in a scenario-based game that plays on reality and pushes the boundaries of psychological suspense. Lastly, with the portable nature of this experience, and pulling on the guests' natural fear of missing out, we will encourage guests to visit us "before it's too late" and we're off to a new location.

MAKING IT MEMORABLE

WHAT MAKES AN EXPERIENCE MEMORABLE?

A few things need to be kept in mind when working to make an experience memorable. According to Vincent Wing Sun Tung and J. R. Brent Ritchie in the results of a study titled "Exploring the Essence of Memorable Tourism Experiences," there is a need to meet guest expectations within the experience. Specifically mentioning fulfillment of intentions and/or descriptions of surprises encountered during [an experience] that was above and beyond the [guests'] planned agendas," (Tung, Ritchie).

The Aftermath plans to exceed guest expectations through strong interior theming, very intentional lighting, the ability to interact within the story through narrative-based conversation with the staff, themed menu items related to the narrative and encouragement of documentation/sharing of the experience on social media. There will be periodic effects that happen on both sides of the experience such as fog machines on the detonator side, flickering lights on the survivalist side, explosive sounds (warned at the entrance for guests with PTSD), among others. Ominous instrumental music will be played across the entire experience. Guests will walk away with a sense of having just survived or thrived within a fallout wasteland with no real threat to their lives. Having them document and share their positive experiences on social media will promote more guest flow as the earlier attendees will act as brand ambassadors for the experience. In addition to elevated levels of theming and narrative to create a successful experience, making specific note for guests needing accessibility options. The Aftermath will do all the logistical thinking for the guests so all they need to worry about is

GUEST SPEND

PRODUCTS AVAILABLE FOR PURCHASE:

A big part of the gimmick here will be encouraging guests to spend money. While there is no entrance fee to experience this, there are plenty of opportunities to encourage guest spend. The first opportunity will be with the specific menus geared towards each side of the wasteland. There will be at least 2 themed drinks per side, one example from the survivalist side will be "the antidote" to heal radiation poisoning, served in a souvenir chemistry flask that guests will be able to take home. An example from the detonator side will be "the Atomic," not ironically in a Jägerbomb style cup. The detonator food will be radioactive tacos and zombie wings. The survivalist food will be a sweet medical pie and rad-resistant cake. As far as the gift shop offerings, initial merchandise products will be as follows:

- Logo t-shirts and crewnecks, both location logo and atomic bomb mascot
- Atomic bomb mascot Squishmallow style plush
- Logo and mascot stickers
- Keychains- one example will be gas masks
- Nuclear waste bins with various fallout themed puzzles
- Glow in the dark slime (nuclear waste) vials
- ... and more

Prices ranging for food between 5.99-14.99, drinks between 18.99-22.99, and merchandise 2.99-34.99. Items will also be available in an online store linked to our social media!



https://www.economist.com/sites/default/files/images/print-edition/20120602_TQP007_0.jpg



[https://en.m.wikipedia.org/wiki/Fallout_shelter#/media/File:Fallout_shelter_sign_\(US\).jpg](https://en.m.wikipedia.org/wiki/Fallout_shelter#/media/File:Fallout_shelter_sign_(US).jpg)



[gettyimages](https://www.gettyimages.com)



<https://ae01.alicdn.com/kf/S93a647704fad4056809b3f73193fc18d1/Gas-Mask-Pendant-Keychain-For-Men-Women-Gold-Color-Stainless-Steel-Key-Chains-Fashion-Jewelry-Birthday.jpg>



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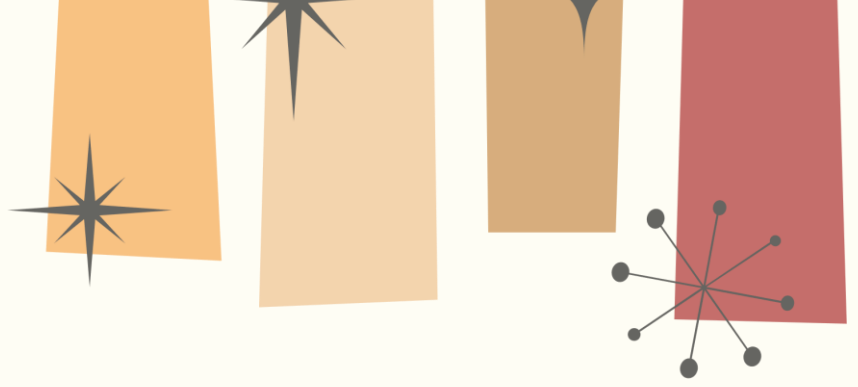
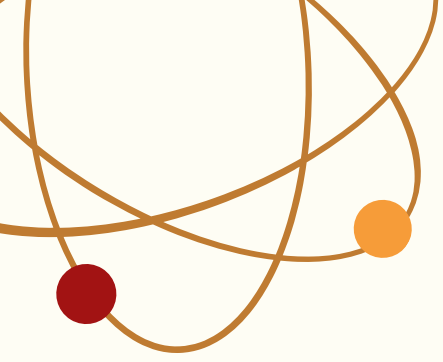
<https://cdn.thisiswhymibroke.com/thumb/fallout-4-mini-nuke-storage-cases-400x333.jpg>



<https://www.customink.com/>



<https://www.islandtreasuretoys.com/wp-content/uploads/test-tube-slime.jpg>



Your Fate Depends on it.
CHOOSE WISELY



SOURCES:

- "Accidents at Nuclear Power Plants and Cancer Risk." National Cancer Institute, www.cancer.gov/about-cancer/causes-prevention/risk/radiation/nuclear-accidents-fact-sheet#:~:text=At%20high%20doses%2C%20ionizing%20radiation,cataracts%2C%20as%20well%20as%20cancer. Accessed 20 Nov. 2024.
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