

# THE OPRY THEATER

2046 PARKWAY | PIGEON FORGE, TENNESSEE



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2046 Parkway | Pigeon Forge, Tennessee

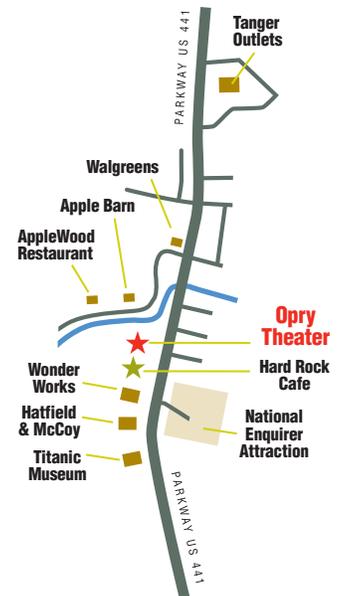


■ The theater is a **Top Tourism Asset** positioned among The Titanic Museum, The Apple Barn, The Hard Rock Cafe, Tanger Outlets, and Wonder Works.



■ **The Opry Theater** is a 35,610 square foot theater located on approximately 5.99 acres of land at 2046 Parkway in Pigeon Forge, Tennessee. The parcel is located in the city's Music Road Development Park.

■ Parkway Road is the main thoroughfare of Pigeon Forge, a major tourist destination with over **10 million visitors a year**. The theater is centrally located as a major component of the total Pigeon Forge Visitor experience and is a major tourist asset in the heart of the Pigeon Forge development corridor.

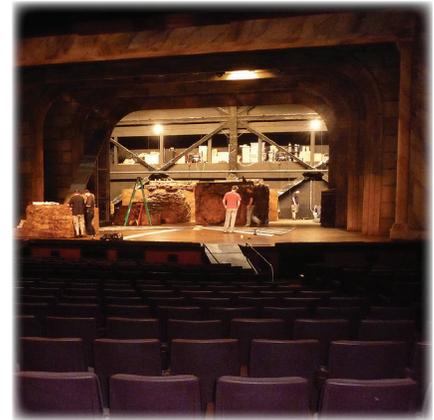




*Ticket Area*



*Theater Lobby Ceiling*



*Theater Stage Pre-Performance*

■ **Executive Summary**

The Opry Theater is a 35,610 square foot theater located at 2046 Parkway, Pigeon Forge, Tennessee. The theater is owned by General Festival, a general partnership of David Fee and James Hedrick.

The theater is located on approximately 5.99 acres of land which is identified as parcel 105.02 on tax map 72 in the Property Assessor's Office in Sevier County. The parcel is located in the City of Pigeon Forge's Music Road Development Park and certain covenants and restrictions apply. (These covenants and restrictions are on file with the City of Pigeon Forge, Tennessee, as recited in the deed of record in Book 1957, page 235, in the Sevier County Register's Office). Infrastructure fees to repay the City of Pigeon Forge for the roads, street lights etc., are paid on this property in the amount of \$2,815.95 each month.

The theater is strategically located on the main thoroughfare of Pigeon Forge. It was built in 1996 and in late 2005 a 2,400 square foot stable, and a 4,740 square foot animal exercise arena was added by the current owners. Additionally, a portion of the front acerage of the theater was converted into an

animal riding (camels) concession.

The theater is now configured to seat 1351 people. It is fully equipped to stage a major Broadway style musical production. After purchasing the theater the owners invested over \$7,000,000 in improvements and signage. It is now equipped with many special effects items including,

- **an LED ceiling designed to replicate a star lit night,**
- **two hydraulic ramps which can be used to bring animals down the aisles and onto the stage,**
- **a series of flying harnesses and trolleys that allow actors to be flown above the stage,**
- **projectors that can be used to provide full stage backdrops, and**
- **elevators that can raise actors or set pieces from a pit to the stage level.**

The two story fly loft has a capacity of storing up to 58 curtains or screens.



**The theater is configured to seat 1351 people and is fully equipped to stage a major Broadway-style musical production.**



*Opry Theater Stables*



Theater Gift Shop



Concession

**Summation of the Owners Investment**

*(This does not include any of the direct costs associated with the current production including sets, costumes, or script etc.) Investment is of April, 2018.*

Item	\$ Amount
Purchase of Theater	\$7,300,000.
Stable, Exercise Arena, Animal Riding Concession	\$2,802,867.
Upgrade & Additional Stage Lighting	\$874,306.
New Surround Sound System	\$621,484.
Star Lit Night Ceiling	\$321,000.
Performer Flying Rigging Addition	\$316,589.
TV Projection Equipment (Side plus Back)	\$440,383.
Upgrade of Front Electronic Stone Sign	\$637,174.
Misc. Capital Equipment & Computer Upgrades	\$704,045.
Electrical Upgrades to Building	\$307,783.
Office Additions	\$11,775.
Parking Lot and Building Improvements	\$622,381.
<b>Subtotal</b>	<b>\$14,337,406.00</b>

**The theater is adjacent to two of the most popular attractions in the area, The Hatfield and McCoy Dinner Show and Wonderworks.**

The theater lobby has a fully functioning box office equipped with 5 customer service windows, a concession stand area, and a gift shop area. Administrative offices are located adjacent to the gift shop and the box office.

Multiple bathrooms are also located off the lobby and are in compliance with ADA requirements. Dressing rooms and costume storage areas are located back stage.

The dressing room area is currently configured to handle 22 male performers and 18 female performers. The backstage area also includes a wardrobe room, a wig/makeup room, and several other rooms which can be used for rehearsals or breaks.

The stable is designed to house a variety of animals in 7 stalls and could be easily converted into a set building or storage area if so desired.



*Aerial View of Music Road, Opry Theater, and Surrounding Attractions*



*Opry Theater Sign*

■ **Location**

The theater is located in the heart of the Music Road Theater Park and is adjacent to two of the most popular attractions in the area, The Hatfield and McCoy Dinner Show and Wonderworks.

The property is zoned C-2, Tourist Commercial District. According to the Flood Insurance Rate Map as published by the Federal Emergency Management Agency (FEMA), the property is not located within a designated 100 Year Flood Zone and is not subject to flooding.

The acreage to the rear of the property is still owned by the City of Pigeon Forge and is part of the Music Road Development Park. Tony Roma's Restaurant is immediately adjacent to the theater on the right. This business is also owned by David Fee and Jim Hedrick.

■ **Signage**

A new sign was erected in front of the theater in 2006. This modern stone electronic bill board has the capability to show streaming video as well as full color wording and graphics. The electronic portion of the sign is controlled by a computer installed in the administration area behind the box office. The

sign is designed to catch the eye of travelers passing by the theater in either direction. It's stone façade enhances the overall image of the theater. The sign is located immediately adjacent to the Parkway. The upgrade to this sign and the addition of the stone works cost \$457,177.

■ **Building**

The main portion of the theater, including the stable addition, is one story. Over the stage a high bay has been added in order to fly curtains and other scenery screens etc.

The main building, the stable, and the exercise arena are all fully sprinkled for fire protection. The roofs are typical Bar Joist/Built Up Commercial. The walls of the main building are pre-engineered steel structure with stucco exterior. The dressing room areas are finished with sheetrock walls, acoustic drop tile ceiling and vinyl flooring. .

The main lobby of the theater has a full service concession stand equipped with a popcorn popper, small refrigerator for bottled drinks, coffee maker, hot dog cooker and sink. Cash registers are equipped with the BizTracker POS System. A storage area for the **concession stand** inventory is located immediately behind the concession stand.



*Control Booth*



*Theater Stage*



A souvenir gift shop area is located just inside the main front doors. A gift shop manager's office is located immediately adjacent to the gift shop area and close by in the building are several moderate size rooms for storing gift shop inventory. The **gift shop** area is equipped with display racks, glass front counters and other cabinets for displaying merchandise.

■ **Theater Seating**

The theater seats 1,351 people in two main sections, upfront with a left, right, and center section and a balcony. In addition there are 20 handicap wheelchair accessible spots. All seats in the theater provide excellent visibility to the stage.

■ **Animal Facilities**

In 2006 a multimillion dollar modern stable was added to the theater along with a 130 foot by 80 foot covered exercise arena with a sand floor. There are seven stalls varying in size from 12 foot by 12 foot to 9 foot by 12 foot. There is also a wash bay, a tack up stall and a tack storage area. A 7 foot by 9 foot feed storage room is also included. All stalls have automatic water bowls and drop in hay racks.

In front of the theater an area was added to handle animal rides and from 2006 till the present time, camel rides have been

offered. The walking path for the animals is completely landscaped with a water effect and is surrounded by an attractive fence. Steps are provided to facilitate mounting of animals and a small ticket booth is included. Flag poles complete the area.

The Theater has 303 parking spots of which 23 are identified for handicap access.

■ **Access To Building**

Truck and bus parking is available behind the facility. Load-in is on the Northwest corner of the building. Dock is capable of accepting one truck. Ground level loading is also available in the same location. Dock is 3'10" high. Entrance to building is by way of 11'10" tall roll-up door.

Wardrobe may load directly into the wardrobe area through a different rear loading dock. Entrance to the building is by way of double doors 5'10" wide X 6'10" high with a removable center post.



*The Stable*



*Dressing Room*

## ■ Technical Operations & Special Effect Details

### Stage Ramps & Elevator

Two ramps connect the center seating isles to stage level. Ramps can retract down into seating floor to become flush with seating floor.

The stage is also equipped with two lifts (elevators). A one-man lift/drops to the basement downstage left. This lift is a motor driven, two-speed lift measuring 2'5" wide x 2'3" deep. Surrounding the downstage edges of the lift is a liquid CO2 effect. A coffin lift is located at the center of the apron. The lid of this lift (Stage Floor) hinges upstage to a standing vertical position. The lift (23' wide x 6' deep) can rest at any height below stage level at 9'3" lowest height. Pit is cable, pulley, and hydraulic piston controlled.

### Stage

The stage is Hardwood and measures 60 feet wide by 42 feet deep. The proscenium is 22 feet tall. The main curtain is manual with control on Stage Right.

### Sound System

The theater is equipped with a modern surround sound system with 48 speakers. It is controlled by 1 Bi-Amp Nexia SP controller and 1 Bi-amp Audiafler controller. A Shure PSM600 system is used for microphone connection. A multi-channel Clearcom system is installed throughout the building.

There is also a wireless communication system with base station and several belt packs. Announcements made from the Stage Manager console can be heard throughout every room in the backstage area.

### Stage Lighting System.

Over \$750,000 was spent to upgrade the lighting system in the theater so that today it is one of the best equipped theaters in the country. There are over 350 lights available. There are a total of 326 dimmers at 2.5K each. The system is operated by an ETC Expression 2X and a Martin Maxxyz. Controller.

### Video System

The stage is equipped with 4 rear projection video projectors that can be used to illuminate entire stage backdrop screen. There are also 4 front projection projectors which display on the main Drop. In addition the auditorium has 2 Sanyo projectors which can be used to show commercials or supporting videos to all those in the audience

### Human Fly Rigs

The theater is equipped to fly up to 5 individual performers at one time.; thereby adding a three dimension effect to any production. Two manual rigs are downstage of the proscenium. Both tracks load the fliers off-stage, and bring them over to center. Both tracks stop 4 feet apart from center.

Two manual rigs are mid-stage. There

is a single track that houses both flyers. This allows both flyers to make it all way to the opposite side of the stage.

One rig is located over the seating portion of the theater. The flyer loads in a room behind the audience, and crosses over-head to the proscenium. The rig is automated, allowing the flyer to move vertically, horizontally, and spin 180 degrees.

There are several different styles of harnesses to choose from, such as: full body, waist flying, and acrobatic

### Curtain Fly System

The fly or curtain rigging system consists of 58 single purchase counterweight lines. Available weight is 50,000 lbs. House ropes are 72 feet long. Eight line sets are electric with raceways attached (2 of them extreme upstage)

The stage curtain is a Red Grand Drape. A Black fiber optic curtain is available with multiple color lights.. There is also a White Scrim w/additional blackout, a Black Scrim w/additional blackout, and a Split Middle Traveler.

### Star Lit Ceiling

The spectacular star lit ceiling which covers the entire auditorium contains 50 QFX-150 fiber optic units staged against a black cloth background. The installed cost was \$321,000

## ■ Opry Theater System Details

### House System

This is an LCR house system that consists of JBL speakers that are powered by Crest amplifiers. Subs are located on both sides of the stage flown at the main stage level, 1 under each side of the stage and 2 EAW long throw subs are built under the center of the stage. Left, Center, Right, and EFX speakers are Tri-amped, Delays are Bi-amped, and Front Fills are Full-range. Console is a Yamaha PM1D V2 and is fed from a 32 Channel Snake with an additional 42 Channel Wireless Mic Snake feeding it. There are an additional 12 Dry returns to the stage from Front of House. Wireless world and monitoring amps are DSL. Front of House amps are located in the Stage Left amp room on the 2nd floor. Phantom is from the Front of House. There is also a lobby audio feed controlled from the Stage Manager position Down Stage Right.

#### Quantity | Description

1	Yamaha PM1D v2 w/2 PW1D pwr supplies, 1 DSP1D engine, 4 littlies, 2A18, 2 A08, 1 DIO8 (48 mic pre inputs, 4 Stereo inputs, 64 analog outputs)
1	Bi-amp Nexia SP controller
1	Bi-amp Audiaflex controller
8	JBL (2) 8" x (1) 2" speaker (L)
8	JBL (2) 8" x (1) 2" speaker (C)
8	JBL (2) 8" x (1) 2" speaker (R)
2	JBL (2) 15" sub (1 flown per side)
2	JBL (2) 15" sub (1 under each side of stage)
2	EAW LA400 sub (1) 12" sub (under center stage)
6	JBL (1) 15" x (1) 2" surround speaker
6	JBL (1) 15" x (1) 2" surround speaker down-fills
6	JBL control S80 speaker (front fill)
4	Crest CA6 amp (HF)
7	Crest CA9 amp (MF)
6	Crest CA12 amp (LF)
2	Crest CA18 amp (Subs)
1	Denton CDR 550
2	ADAT HR24
1	Shure PSM600 system



### Microphones

#### Quantity | Description

2	Shure U2 Handheld transmitter B87 (uses 2 AA batteries) (UA frequency band)
8	Shure U1 Beltpack transmitter (uses 2 AA batteries)
32	Shure UR1 Beltpack transmitter (uses 2 AA batteries/8 hrs)
10	Shure U4 Receiver
16	Shure UR4D Receiver (32 Channel)(mixture of Bands H4E, H4, J5E and J5)(518-606 Mhz)
3	Shure UA-888 ant distro
4	Shure UHF-R ant distro
3	TOA 16 channel listening station
40	Countryman E65 headsets
2	Wireless mic clip

### Monitor System

This is an EWA wedge system with no monitor console. There are 4 EAW SM200iH monitors under grill panels that are equally spaced across the Down Stage apron. Additionally, there are 6 EAW 560 speakers, flown 3 per side, aside-fill washes. They are processed by 2 EAW MX200i controllers and powered by Crest Amplifiers. All Monitors are controlled from front of house and there is no separate monitor board.

#### Quantity | Description

2	EAW MX200i controllers
4	EAW SM200iH
6	EAW JFX-560 hung on pipes for side-fills
4	Crest 7301 amp (wedges)
2	Crest CA12 amp (side-fills)

### Accessories

#### Quantity | Description

1	32 channel snake to Front of House
1	42 channel snake to Front of House (wireless mic rack)
2	40 channel mic splitter w/gnd lifts (2 direct outs, 1 iso out)(no breakouts available, 1 unit will attach to Front of House wls mic snake)
4	12 channel XLR box to fan-out 75' sub-snake

### PM1D Mix outputs

- ST-B Left is Center and Right is unused
- LFSR (left front surround)
- RFSR (right front surround)
- LMSR (left mid surround)
- RMSR (right mid surround)

## ■ Opry Theater System Details

### Comm System

A multi-channel Clearcom system is installed throughout the building. There is a wireless comm system with base station and several belt packs. There are no flashers in the system. There is a cure system between Front of House and Down Stage Right stage manager console. Belt packs are distributed to lighting booth and spotlight locations. Front of House audio has a headset and all other stations have Clearcom single muff headsets. There is an 8 belt pack wireless Clearcom system connected to channel A of the base station. It runs on frequencies 660-670 and uses rechargeable batteries. The system is setup as: A = stage manager and all wireless; B = lighting; C = Watch-out video; and D = audio booth.

#### Quantity / Description

2	Clearcom PLPRO 440 Master Station
3	Clearcom 501 belt packs
1	Clearcom HS-6
4	Headset
2	Wireless com system (4 belt packs and headsets ea sys)Appendix B

### Opry Theater Lighting System

The lighting system is controlled via an ETC Expression 2X for conventionals and a Martin Maxxyz for moving lights. 4 universes of DMX are split via patch panel in the dimmer room, second level, down stage right. There are 6 1x8 splitters. There is a cyc lit with an electric, however, it is upstage of the video screen and cannot be used while video is used. Also included are 2 Radiance hazers, one HL and one USR. House lights are controlled via the Expression and powered thru ETC Sensor dimmers.

#### Quantity / Description

1	ETC Expression 2X
1	Martin Maxxyz
6	opto-iso splitter
4	X-spot X-treme
20	Studio Color
80	S4 pars
108	Leko Front of House
90	Leko on stage (72 have scrollers, side lights)
6	Booms, 3 per side w/2-four color strip lights
4	Four color strip light (Down stage Center foot light)
14	Four color strip light on 5th electric
24	Two color strip light on 7th electric
14	2k Selecon wash light w/ Coloram II scroller
50	QFX-150 (fiber optic ceiling)
2	Lycian Super ARC 400 spots on catwalk

### Lighting Positions

- Lighting instruments are located in various positions.
- One spot tower on each side above the lighting booth on the back wall of the theater
- One boom over each extreme isle-outside wall of seating
- One catwalk over seating
- One box truss under catwalk-lowers with chain motors
- Eight electrics on stage
- Five side ladders overhead each side of stage
- Three side booms each side of stage
- Four floor strip pit along front edge of stage

### Misc Notes

There are 8 electrics and 2 Front of House catwalks split by a human fly rig. There are no DMX jacks on stage level. There is a one-man lift available for focus as needed. There are 7 2k fresnel with scrollers that give a full stage down-wash.

### Dimmers

There are a total of 326 dimmers at 2.5 K each. 92 on 1st electric, 92 on 2nd electric, 72 on 3rd electric and 70 on 4th electric. We have 4 ETC Sensor Packs.

