

# Denny Magic Studios

Dark Rides - Attractions - Concessions



Providing Original Content to the Entertainment Industry since 2006

## Initial Inquiry

(Questionnaire)

Version 3.0 – updated May 2011  
©Denny Magic Studios - 2006, 2007, 2008, 2009, 2010, 2011

---

### **Denny Magic Studios**

Post Office Box 2557  
Gilroy, California 95021

**1 + 408 / 759 - 7018**

Email: [info@dennymagicstudios.com](mailto:info@dennymagicstudios.com)

Web Site: [www.dennymagicstudios.com](http://www.dennymagicstudios.com)

---

## **TABLE OF CONTENTS**

<b><i>Introduction .....</i></b>	<b>3</b>
<b><i>Please tell us about yourself.....</i></b>	<b>4</b>
<b><i>Please tell us about your company .....</i></b>	<b>5</b>
<b><i>Budget vs. Project .....</i></b>	<b>8</b>
<b><i>Describe the geography for your project: .....</i></b>	<b>9</b>
<b><i>Describe 'Construction' accessibility for your building site: .....</i></b>	<b>9</b>
<b><i>Describe surrounding services (current only):.....</i></b>	<b>10</b>
<b><i>Describe surrounding services (planned): .....</i></b>	<b>10</b>
<b><i>Please describe your Local Workforce .....</i></b>	<b>10</b>
<b><i>Survey, Engineering, &amp; Architectural information:.....</i></b>	<b>15</b>
<b><i>Consulting Hours:.....</i></b>	<b>15</b>
<b><i>Security Risks for American Workers (Political or Religious).....</i></b>	<b>16</b>
<b><i>Extra Provisions you are willing to provide.....</i></b>	<b>16</b>
<b><i>Dangerous Animals, Insects, or Diseases .....</i></b>	<b>17</b>
<b><i>Financial provisions.....</i></b>	<b>18</b>
<b><i>Work visas / permits: .....</i></b>	<b>18</b>
<b><i>Allowable time (in country) for foreign workers: .....</i></b>	<b>18</b>
<b><i>Medical Facilities: .....</i></b>	<b>18</b>
<b><i>Medical Coverage:.....</i></b>	<b>19</b>
<b><i>Transportation Expenses: .....</i></b>	<b>19</b>
<b><i>Accommodations: .....</i></b>	<b>19</b>
<b><i>Consulting Fees: .....</i></b>	<b>20</b>

## **Introduction:**

Everything begins here... with this "**Initial Inquiry**" when serious clients consider doing business with our company.

We are literally inundated every week with phone calls, emails, and letters that arrive from people who are **not** in the Theme Park Business. Therefore, it is very important for us to separate those that '**can afford to finance their dreams**', from those that '**cannot**'.

This is... a fun and entertaining business. However, the nature of the business causes people from the private sector to daydream about building theme parks of their own, and although we do not advertise in the private sector... people without financial means still seem to find us, and if we are not selective... a tremendous amount of time can be spent trying to determine if the inquiry comes from a potential client, or someone from the private sector.

If we are not selective, we would never have time to run our business for legitimate business people who are serious about moving forward, and... have the financial means to do so. It is therefore a practical decision and certainly not meant as a mean spirited gesture. With that said, we created this questionnaire. This has become the essential tool that helps us determine if a particular inquiry comes from a serious client.

**Legitimate clients are intelligent**, and instinctively know that in order for us to be able to provide them with products that make sense for their particular business, they know that we need specific information about them, their business, their property, and yes... even their proposed budget in order to deliver they type of professional results they expect.

Ironically "Daydreamers" who do contact us become irritated when asked for specific business information, and... many are highly offended when they find out that we have already run a professional background search to validate their background and intentions. You'd also be surprised how many so-called "Corporations" are not Corporations at all, and in many cases don't even have a local business permit [or license] to operate.

Professionals **NEVER** complain about providing business related information, and they seem to instinctively understand why we ask for this information. So we'd like to thank the professionals - for downloading this questionnaire, and taking the time to fill it out.

**Please tell us about yourself:**

Your Name: \_\_\_\_\_

Your Professional Title: \_\_\_\_\_

Your Email Address: \_\_\_\_\_

Your Business Telephone: \_\_\_\_\_ Extension: \_\_\_\_\_

Direct Telephone: \_\_\_\_\_

Cellular Phone: \_\_\_\_\_

Pager Number: \_\_\_\_\_

Please tell us when you are usually available to conduct business:

- Mondays       Tuesdays       Wednesdays       Thursdays  
 Fridays       Saturdays       Sundays

M - From: \_\_\_\_\_ ( ) AM ( ) PM    Until: \_\_\_\_\_ ( ) AM ( ) PM  
T - From: \_\_\_\_\_ ( ) AM ( ) PM    Until: \_\_\_\_\_ ( ) AM ( ) PM  
W - From: \_\_\_\_\_ ( ) AM ( ) PM    Until: \_\_\_\_\_ ( ) AM ( ) PM  
T - From: \_\_\_\_\_ ( ) AM ( ) PM    Until: \_\_\_\_\_ ( ) AM ( ) PM  
F - From: \_\_\_\_\_ ( ) AM ( ) PM    Until: \_\_\_\_\_ ( ) AM ( ) PM  
S - From: \_\_\_\_\_ ( ) AM ( ) PM    Until: \_\_\_\_\_ ( ) AM ( ) PM  
S - From: \_\_\_\_\_ ( ) AM ( ) PM    Until: \_\_\_\_\_ ( ) AM ( ) PM

Your secretary's name is: \_\_\_\_\_

**Please tell us about your company:**

*If your company is publicly traded, it may be helpful to refer us to your company's web site, where we can retrieve a copy of your most current annual report.*

Company Name: \_\_\_\_\_

Type:         Sole Proprietor         Partnership, \_\_\_\_\_ partners  
                  LLC                                 Corporation, type \_\_\_\_\_

Who makes final decisions?         One Person     A Committee

Decisions are made by: \_\_\_\_\_

Decisions are made collectively by the following persons:

\_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_ Title: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_

State or Province: \_\_\_\_\_

Zip or Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Business Telephone: \_\_\_\_\_

Company website: \_\_\_\_\_  
*(Where a current Annual Report might be located)*

Name of Facilities: \_\_\_\_\_

Facilities Address: \_\_\_\_\_

City: \_\_\_\_\_

State or Province: \_\_\_\_\_

Facilities website: \_\_\_\_\_

Facilities are open:

Year Round       Seasonally, from \_\_\_\_\_ to \_\_\_\_\_

**Type of Facilities:**

- Theme Park     Water Park                       Family Entertainment Center  
 Casino             Museum                       Zoo     Hotel Resort

Your facilities have been in operation since: \_\_\_\_\_

- We're contacting you to help us develop a **NEW** property.

**Your facilities are located in:**

- One location             Multiple Locations  
 USA                       Canada             Latin America             Asia  
 Western Europe     Eastern Europe     Australia     Africa

Other: \_\_\_\_\_

**1**    Where? \_\_\_\_\_

      Acreage \_\_\_\_\_

**2**    Where? \_\_\_\_\_

      Acreage \_\_\_\_\_

**3**    Where? \_\_\_\_\_

      Acreage \_\_\_\_\_

**4**    Where? \_\_\_\_\_

      Acreage \_\_\_\_\_

**5**    Where? \_\_\_\_\_

      Acreage \_\_\_\_\_

**Budget vs. Project:**

Please describe your budgetary commitment:

(includes all fees – design, architectural, consulting, and construction)

- \$50,000.00 or less, has been set aside for this **entire project**
- Up to \$100,000.00, has been set aside for this **entire project**
- Up to \$200,000.00, has been set aside for this **entire project**
- Up to \$300,000.00, has been set aside for this **entire project**
- Up to \$400,000.00, has been set aside for this **entire project**
- Up to \$500,000.00, has been set aside for this **entire project**
- Up to \$600,000.00, has been set aside for this **entire project**
- Up to \$700,000.00, has been set aside for this **entire project**
- Up to \$800,000.00, has been set aside for this **entire project**
- Up to \$900,000.00, has been set aside for this **entire project**
- Between \$1M - \$5M, has been set aside for this **entire project**
- Between \$6M - \$12M, has been set aside for this **entire project**
- Between \$12M - \$20M, has been set aside for this **entire project**
- Between \$21M - \$30M, has been set aside for this **entire project**
  
- We have budgeted more than \$30M, for the type of projects that we are interested in from Denny Magic Studios.

-----

- We are interested in purchasing a pre-existing DMS product/design.
  
- We want to propose an initial ***Design Charrette*** in order to sit down with staff from DMS to discuss a "Custom Made" project for our company.

*Note: Design Charrettes require a non-refundable deposit to cover travel related costs for 3 - 5 DMS personnel to attend a 3 to 5 day event to be held at the client's location. Domestic meetings and international meeting require different deposits, as costs are significantly higher abroad.*



**Describe the geography for your project:**

Please check all that apply

- 100% Level
- 80% Level
- 40% Rolling Hills
- 80% Rolling Hills
- 20% Steep Grades
- 40% Steep Grades
- Includes Canyon(s)
- Low Water Table
- 90% Level
- 20% Rolling Hills
- 60% Rolling Hills
- 100% Rolling Hills
- 30% Steep Grades
- Includes High Vista(s)
- Includes Natural Lake(s), pond(s)
- Includes Natural Waterfall(s)

**Describe 'Construction' accessibility for your building site:**

Please check all that apply

- 4-Lane Freeway Access
- Freeway Overpass nearby
- Traffic Light at entrance
- Multiple Service Entrances
- External access road all the way around this parcel
- Internal access road all the way around this parcel
- Is this NEW construction to be built upon a virgin parcel?
- Is this NEW construction to be built upon an 'open' segment, while the remainder of the park/facilities is to continue to be operational for the general public?
- Freeway Overpass at site
- 2 Lane paved roadway
- U-Turn light available nearby
- Singular Service Entrance

**Describe surrounding services (current only):**

This information is only necessary when adjacent parcels have pre-existing services that will be operational during construction.

- Hotel (s)
- Restaurants
- Parking lot(s) / Structures
- Rides, Attractions

Other \_\_\_\_\_

Use additional sheet of paper for "other".

**Describe surrounding services (planned):**

- Hotel (s)
- Restaurants
- Parking lot(s) / Structures
- Rides, Attractions

Other \_\_\_\_\_

Use additional sheet of paper for "other".

**Please describe your Local Workforce:**

What is the local rate in your area for laborers? \_\_\_\_\_ (USD)

Are laborers plentiful?  Yes  No

Is there a minimum wage set for your area?  Yes  No

What is that wage? \_\_\_\_\_ (USD)

**Please list all competent building trades available locally:**

(check all that apply)

( ) Steel Workers

( ) Building Contractors

( ) Concrete Workers

( ) Masons & Bricklayers

( ) Plumbing Contractors

( ) Architects & Draftsmen

( ) Water Purification Contractors

( ) Sewage Engineers

( ) Electrical Contractors

( ) Painting Contractors

( ) Air Condition Contractors

( ) Roofing Contractors

( ) Sign Painters

( ) Graphic Artists

( ) Cartoonists

( ) Set Dressers

( ) \_\_\_\_\_

( ) \_\_\_\_\_

( ) \_\_\_\_\_

( ) \_\_\_\_\_

**Please list all trades you will utilize locally for project:**

(Check all that apply, and add company name on available line)

( ) Steel Workers \_\_\_\_\_

( ) Building Contractors \_\_\_\_\_

( ) Concrete Workers \_\_\_\_\_

( ) Masons & Bricklayers \_\_\_\_\_

( ) Plumbing Contractors \_\_\_\_\_

( ) Architects & Draftsmen \_\_\_\_\_

( ) Water Purification Contractors \_\_\_\_\_

( ) Sewage Engineers \_\_\_\_\_

( ) Electrical Contractors \_\_\_\_\_

( ) Painting Contractors \_\_\_\_\_

( ) Air Condition Contractors \_\_\_\_\_

( ) Roofing Contractors \_\_\_\_\_

( ) Sign Painters \_\_\_\_\_

( ) Set Dressers \_\_\_\_\_

**Please list all building trades that are NOT available locally:**

(Check all that apply)

Steel Workers

Building Contractors

Concrete Workers

Masons & Bricklayers

Plumbing Contractors

Architects & Draftsmen

Water Purification Contractors

Sewage Engineers

Electrical Contractors

Painting Contractors

Air Condition Contractors

Roofing Contractors

Sign Painters

Graphic Artists

Cartoonists

Set Dressers

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Note: in some cases DMS can make recommendations for services that you may not have available locally.



## **Survey, Engineering, & Architectural information:**

**YES NO**

We will provide, or pay for, a "laser survey" of our build site.

We will provide aerial photography of our property.

We will be using our own architect(s).

We will be using our own structural engineer(s).

We will secure, and provide copies of all building permits.

We will provide a full-time 'project manager' (on site).

## **Consulting Hours:**

Each Ride or Attraction purchased from Denny Magic Studios includes a pre-determined number of Consulting/Man-Hours. Ask your representative for that number, or refer to the "License to Operate". These specific "**included**" consulting hours are provided to the client at no additional costs. However, if the client finds it beneficial to have Denny Magic Studios personnel on-site beyond the initial amount of included hours... Additional hours can be added, and purchased under separate contract.

The client acknowledges and accepts that personnel from Denny Magic Studios **will** make themselves available to "oversee" the construction of each product design that is purchased. Although Denny Magic Studios is not directly responsible for construction... their primary focus will be to insure that the integrity of their product design is carried out as described within the "License to Operate", and that the client attends to obvious safety issues before they become potential hazards to the general public.

As dictated by the terms of the "License to Operate" the client has an obligation to reproduce the ride according to the original design without making arbitrary and obvious budget cuts that create a situation whereby the original design can no longer be built as intended. In these cases, Denny Magic Studios retains the right to call for an immediate halt to construction until the client can reinstitute or replenish the budget to its original amount. For example; if a client purchases a ride that has been budgeted for 5 million dollars, he or she must acknowledge that this ride cannot be built for less as intended, if the budget falls below the stated amount DMS has the right to call for a work stoppage.

Denny Magic Studios is in no way legally responsible for any refund(s) should the client default in their promised budget and become unable to complete the design as intended. All design sales are final.

**For Non-USA Locations only**

**Security Risks for American Workers (Political or Religious)**

Please describe any known security risks for Americans working in your country. If risks are a clear and present danger, what steps would you be willing to take to ensure the safety of our staff while we are working at your job site, or staying in your country?

---

---

---

---

---

---

---

---

**Extra Provisions you are willing to provide**

If security risks are high for Americans working in your country, would you be willing to provide a **Life Insurance Policy** and an **Accident Policy**, payable to each consultant's immediate family in the event of death, or serious debilitating injury?

---

---

---

---



## For Non-USA Locations only

### Dangerous Animals, Insects, or Diseases

Please describe any natural animal, insect, or disease risks for our staff who will be working in your country. If risks are a clear and present danger, what steps are you willing to take to ensure the safety of our staff?

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## For Non-USA Locations only

### Financial provisions

#### ***Work visas / permits:***

Will our American staff require work visas & permits, and if so, who will be responsible for securing them, and paying for the required fees?

---

---

---

#### ***Allowable time (in country) for foreign workers:***

How long can our staff remain in your country working on a project?

---

---

---

How many annual visits can our staff make to your country, working on each individual project?

---

---

---

#### ***Medical Facilities:***

Are there adequate medical facilities nearby in the event an accident occurs?

---

---

---

## For Non-USA Locations only

### **Medical Coverage:**

Will you provide health insurance for our American staff while they are working in country?  
If not... Will you make the arrangements (and recommendations) so that our company can secure medical coverage for our employees? Please list the Medical Coverage company's information below;

---

---

---

---

### **Transportation Expenses:**

Unless stated otherwise... Denny Magic Studios will arrange for all transportation expenses as part of the included consulting fee(s).

---

---

---

### **Accommodations:**

Unless stated otherwise... Denny Magic Studios will arrange for all Hotel/Motel expenses as part of the included consulting fee(s).

---

---

---

**Consulting Fees:**

As stated earlier... A specific amount of consulting hours are already included within you purchase of any pre-existing Ride or Attraction design. DMS man-hours will be billed against this predetermined number until that amount has been used. However, if the client makes a formal request for additional consulting hours... a separate "Consulting Contract" will be necessary.

The client can then order the number of additional hours they deem necessary, and that document will determine how 'future' consulting will be delivered, and made payable. Use the space below to note any related questions that you may have related to future consulting hours requested.

---

---

---

---

---

Thank you for your interest in **Denny Magic Studios**. Please use regular mail services to deliver this completed questionnaire. Once we receive it we will contact you by telephone to discuss a time and date when we can schedule a face-to-face meeting at a mutually agreeable time and date, at your office:

To insure the quickest response time, please drop us an email or give us a call letting us know that your questionnaire has been mailed.

**Denny Magic Studios**  
**P. O. Box 2557**  
**Gilroy, California 95021**  
**United States of America**

**408 / 759 - 7018**