

CHIMERA^{LLC} ENTERPRISE

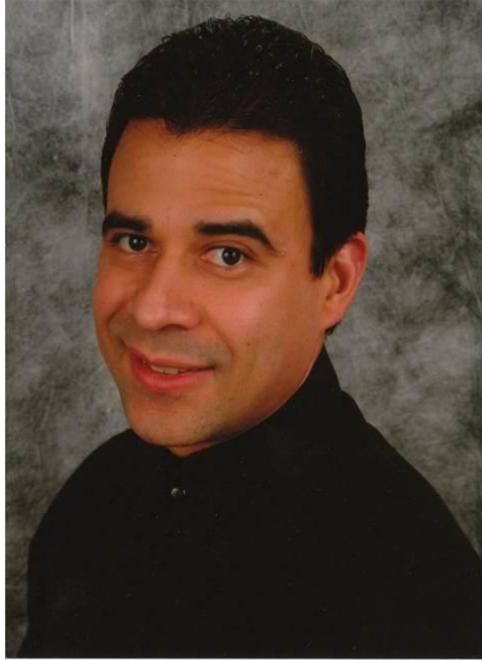
HOW TO ADD A HAUNTED ATTRACTION TO YOUR EXISTING BUSINESS AS AN EXTRA PROFIT CENTER



**LEARN HOW TO ADD ANOTHER PROFIT CENTER THAT IS
BOTH FUN AND HAS A LOW UPFRONT INVESTMENT**

HOW TO ADD A HAUNTED ATTRACTION TO YOUR EXISTING BUSINESS AS AN EXTRA PROFIT CENTER

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Angelus is also the owner of Your Custom Haunted House, a company that specializes in 'All Things Halloween'.

Your Custom Haunted House is currently the only company in the United States that rents out fully functional and operational mini haunted attractions that can be set up, operated and taken down all in one day.

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HOW TO ADD A HAUNTED ATTRACTION TO YOUR EXISTING BUSINESS AS AN EXTRA PROFIT CENTER

CHAPTER 1: CHOOSING YOUR HAUNTED ATTRACTION



Did you know that there are four basic haunted attractions that make up the thousands of operating haunts in the US? The four attractions are:

- Theatrical haunt
- Dark maze or haunt
- Turn key or themed un-manned haunt
- Hayride haunt

Let's take a closer look at each of these haunts...

The **theatrical haunt** can be large or branch out to multiple haunts, needs actors, is very decorated and has slower, longer lines. Managing the actors is key to this haunt's success. From an income generating point of view, if marketed correctly you will get the optimum throughput of patrons per hour with this type of haunt; more people coming through equals more income.

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This type of haunt can be held in a building, well house, or under a large tent in the parking lot of malls, corporate parks and fair grounds. They work well with a theme or story line.

The **dark maze** can be large and with or without actors; with the actors being the only real scare factor. They are minimally decorated, which saves on up front capital. Without actors, the throughput of patrons can be slower than with actors, and is far less entertaining.

With actors, an operator can maximize throughput thus maximizing profit. They can be done with or without a theme or story line. Like the theatrical haunt, managing the actors is crucial to your haunt's success!

Like the theatrical haunt, this type of haunt can be held in a building or tent; in some cases they are used without tents.

The **turn key haunt** is usually a smaller attraction and is more effective as a year round tourist attraction. If marketed well, this haunt can bring in long term residual income; some are even used to market a theatrical or dark maze attraction and resemble more of a kiosk than a real ride.

This type of haunt is always held indoors.

The final attraction is the **hay ride haunt**. This haunt resembles a theatrical haunt but it is usually spread out over many acres, requires some kind vehicle and wagon and is located outside.

You can build up any of these haunts separately or any combination of the four.



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Let's summarize and break down all three haunts, keeping profitability in mind:

Theatrical Haunted Attractions:

Pros – Very entertaining and memorable, very decorative, can be a large attraction, potential to be the most profitable

Cons – Costly to run, higher caliber of actors to manage, longer lines of patrons, more equipment needed for operations, high maintenance, not usually for beginners or inexperienced operators

Dark Maze or Haunt:

Pros – Less upfront capital to run, very scary, faster throughput of patrons, less equipment needed for operations, less maintenance, can be a large attraction, great for beginners or inexperienced operators

Cons – Less entertaining than the theatrical haunt, less decorative

Turn Key or Un-Manned Themed Haunt:

Pros – Lowest up front cost, low maintenance; can run all year as a tourism ride, can be used to market other seasonal attractions, can be another source to increase revenues during Halloween

Cons – Continuous marketing/advertising to keep traffic coming, not very scary or as entertaining as other haunts; usually small, needs to be part of another operations to be profitable after Halloween

Hayride Haunts:

Pros – Can be as entertaining as theatrical haunt, can be a large attraction; more decorative, outside

Cons - Larger upfront capital to run, slow throughput of patrons, more equipment used for operations; more maintenance, outside, without land and vehicle/wagon can be expensive for beginners or in experienced operators



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CHAPTER 2: DESIGNING YOUR HAUNTED ATTRACTION



YCHH Inflatable Maze

This chapter should be last, but most newcomers to this industry really want to start by being creative. Chances are the reason you are reading this book is to make a lot of money and have fun doing it. So we will use the example of the non-themed dark maze attraction as the perfect money making model.

To start, you will need to light the dark maze haunt minimally, just enough to make it spooky and require a minute or two for your eyes to adjust to the low light; 25-watt colored party bulbs in green, red, blue, and yellow or flicker fake flame sconces like the ones from Party City work great.

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You can use new LED bulb technology if cost affective. Keep in mind to use non-directional LED projectors; some LED bulbs focus the light to a minimal beam.

In fact, the flame sconces will add more atmosphere and light than the bulbs alone, but you can also combine both lighting. Black lighting is also a great way to keep the atmosphere both dark, lit and eerie at the same time.

Avoid detailed props and décor since most will not see them as they run by. Why will they be moving by so fast? Because there will be all sorts of monsters and creatures of the night chasing them and here is where your actors come in!

The actors can wear elaborate masks, but makeup will be more comfortable during a long night. Their costumes can be basic dark robes with painted hands or monster gloves on.



YCHH Skeleton Flicker Flame Sconce



Masked Actor



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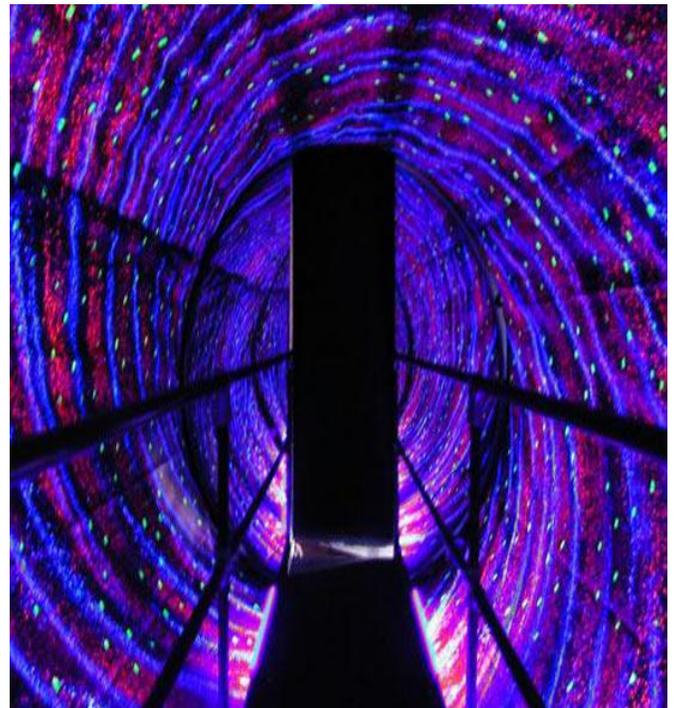
Build trap doors and secret passage ways into your haunt so the actors can disappear and reappear at will and be in front of the patrons whenever they want.

The trick is to have the actors work as teams to scare the patrons forward as quickly and safely as possible.

Design into the haunt air blast cannons, animatronics, fog machines or water misters and drop devices with pressure pads and sensors.

Make obstacle courses for the patrons to bend down, squeeze through or even kneel down in order to create a claustrophobic or panic mood. Have at least three WOW special effects illusions inside; for example: a vortex, optical illusion spirit or monster, (i.e. Pepper's Ghost), etc.

The haunt should not be smaller than 2,000 square feet and should have some kind of entertainment outside for the people standing in line.



Vortex Tunnel



YCHH Floating Ghost Illusion



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CHAPTER 3: MAKING YOUR HAUNTED ATTRACTION PROFITABLE



YCHH Skeleton & Lantern

In Chapter 2, I chose a non-themed dark maze as the model for a financially successful haunt. Why not a full blown theatrical haunt?

A theatrical haunt is too big of a project for beginners or existing companies who plan to use their full time staff to work on this project. I want to ease you into the business without burning out your staff. So many get into this industry believing it is all fun and little work only to find that they could not handle all the operations of a haunt.

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They tend to crash and burn before they ever get the chance of learning how to have fun managing and operating a haunted attraction. If you really want to do a theatrical haunt, I suggest reading our next e-book, “So You Want To Get Into The Haunted House Business”. There is truth to the saying ‘walk before you run’; for you walkers, please read on.

I’d now like to discuss four topics that will ensure the success and profitability of your haunted attraction. The four topics are:

- Marketing
- Actors & Staff
- Structure
- Sponsorships & Donations

Let’s take a closer look at each of these topics...

Marketing– ‘Build it and they will come’ doesn’t work! Keeping your haunt profitable comes down to how well you market and advertise. Below is a breakdown of what amount of your budget should go to your marketing and advertising campaign:

- 25% towards radio
- 30% towards television
- 15% towards cable
- 10% towards internet
- 5% towards billboards
- 15% towards fliers, signs, and coupons

Actors & Staff – Marketing will bring them in but what will keep them coming back and telling all their friends? Passionate, and if possible, experienced actors and trained staff! Since this is not a theatrical haunt, you will still need actors who will put on a good show and trained staff to run and operate the haunt.



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Interview the actors to see if they know how to scream, growl, moan and laugh maniacally. Make sure the staff are instructed and coached on what to do under all circumstances.

To keep your actors fresh and from getting bored, make sure to rotate them every few hours. Where needed, allow time for bathroom, snack, and water breaks. Actors in haunts should have great makeup and/or masks, wear dark robes and shoes.

Actors outside should be entertaining the patrons in line and the parking lot. They should have the best makeup and costumes, and have experience acting in order to work the crowd. Check local school acting departments for actors, or place ads for them on Craig's List .

Structure – The haunt should be between 1,500 to 2,000 square feet at the least.; if smaller than 1,500 square feet, build an event around the haunt. Add concessions or other vendors selling anything from food, drinks, candy and glow sticks to mini shows like fortune tellers, face painting, magicians, etc.

Sponsorships and Donations – Finding reliable funding sources is vital if you are a non-profit or community organization! Go to all local corporations, businesses, schools, colleges and universities to help with your up front costs, and/or assist with advertising.

A school or college can help you advertise the haunt in their local student activity centers, newspaper, or website. They can also donate students to help in all areas of building, designing and operating the haunt.

A local restaurant may supply food, cups, straws, napkins, etc. for your haunt as a sponsor; this will mean less expense for you and great exposure for them!



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CHAPTER 4: TRACKING THE SUCCESS OF YOUR HAUNTED ATTRACTION



YCHH Dracula in his crypt

The process of tracking the success of your haunt doesn't have to be difficult or complicated. Following these simple steps will help you keep a good, clean accounting of all your hard work:

- Create a budget and don't deviate from it!
- Establish a good system to account for all monies
- Find reliable funding
- Establish a numbered system to account for all tickets
- Get the right consultant in the industry

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Let's take a closer look at some of these systems:

Budgets - have three functions:

They help you gauge what you can and cannot spend

They will force you to be innovative and creative

They will also help you track all the money

Accounting system(s)

Should include ways to track your numbered tickets sales

The system will help you see where your money is coming and going

Your accounting system will also keep your staff honest

Reliable funding

Make sure that you have all deals with your sponsors and donors in writing. If any problems come up, you can respond with a copy of the signed agreements

If you take out a loan, make sure the lender will work with you to make sure you can pay back the loan

IMPORTANT – If you are new to the haunted attraction industry, budget into your plans a haunt consultant. This is a business and a smart business owner will attempt to lessen the learning curve by listening to an expert in the industry.

What ever the size or type of haunt you choose, find a haunt consultant to help you improve customer satisfaction, increase profits and reduce costs risks!



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CHAPTER 5: RENT A STARTER HAUNT



Afraid of all the work it might take? Rent a starter haunt!

If after all this work on marketing, advertising, designing, building and operating the haunted attraction it still seems like too much for your inexperienced crew to pull together successfully, then I have a temporary solution: for the first year, leave the work to a professional.

[Your Custom Haunted House](#) is the expert in “all things Halloween” and you can rent a haunted house or graveyard from us, or we can train you on how to set up and run your own.

Let’s take a closer look at two of our most popular haunted attractions...

[Rent A Haunted House](#)

Your Custom Haunted House is the first company in the U.S. to rent a complete haunted attraction that sets up in hours not weeks.



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We have two different themed attractions that we offer for the Halloween season and all year round.

The haunted dark maze features numerous nightmares, loops and false directions as its name implies. Suspenseful with randomly dispersed encounters with an amazing assortment of unexpected entities of the night, it doesn't take long for emotions to take a downward turn into fear as you wander in almost total darkness searching for a way out.

Occasionally, faint glimpses of light fool you into believing that an exit is near but they're dead ends. All you can do is feel your way through one claustrophobic corridor after another while unexpected creatures appear around you without warning, literally coming at you from every direction; you never know where they might lead you or when or where the next one is coming from!

A sense of nervousness and apprehension sets in almost immediately then increases in intensity and finally reaches an almost panic level the longer you're lost in the maze; the worst part of your journey is the realization that you might become separated from your group!



YCHH Countess Grabula



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Rent A Haunted Cemetery

Your Custom Haunted House can even setup a cemetery that would rival the maze.

You hurry down the path of our haunted graveyard, you feel an unnerving creepiness in your bones. Perhaps the most unsettling aspect of our cemetery is trying to figure out which specter is alive and which is simply there for ambiance while you stumble around in the dark...

After a few inanimate objects jump out from dark corners, the thought of what might be around the next turn can be terrifying. Sometimes you are entertained by some silly spook at your side while a moment later...

Where did that thing come from?! Perhaps from the hell-mouth you just passed or the undulating and smoking grave at your feet.

You walk past sunken graves and dying flowers hoping upon hope that the sound you hear is just the wind or your heart beating; still you try to shake the feeling that something is following close on your heels...



YCHH Light Stones



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Whether you are a new to the haunted attraction industry or an experienced hauntepreneur looking to expand their business, I hope this book will help you in making your dreams of a successful, profitable business come true!



YCHH Rotting Skeleton

HAPPY HAUNTING!



CHECK OUT OUR WEBSITE

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