

From: Scott Bagwell
Sent: Saturday, May 28, 2016 9:31 AM
Subject: SOP: SUMMER KID SHOWS

I guess this can serve as the KID SHOW SOP:

The success of The SUMMER KID SHOWS is based on how well Management promotes them.

2 very important things for Kid Shows to be successful and for the managers working them to make a commission:

1. You have to get sponsors
2. You have to sell concessions

These 2 items are the only thing that funds the SUMMER KID SHOW Series.

If we lose money doing these we will have to cancel future Kid Shows. One of the reasons SUMMER KID SHOWS are so important to us as an industry is that it's a great community service. Another reason is this is one of the ways we get future generations used to coming to the theatre. This is our "Free Sample" and we hope we hook some to be customers for life.

Another way to help ensure the shows are profitable is by keeping tight controls on your payroll. Do not keep extra staff around, this diminishes profitability faster than anything else.

Make sure your kid shows are on your recording at all times. Even now it should say coming soon.....

Scheduling and presenting the SUMMER KID SHOWS:

I typically drop all the rated "R" product unless it just opened or is top 5 from the past weekend.

I try to schedule the kid shows in as many screens as possible (see attached). Go ahead and ingest into every screen.

Once show starts if I didn't need/use the screen(s) I will add the movies back to the daily schedule, republish and resend to csXpress to try and get walk-ins....always try to maximize business.

You'll have to adjust your Show Times recording daily.

Current films playing - I always have 1 screen of new product (just opened) and 1 of top 5 playing. For an example see attached schedule from BW14 last year.

Looking at same attached schedule you can see I couldn't use the XTRM screens but I used almost all other auditoriums.

When dropping films and you have multiple prints always try to drop the earliest so if anyone shows up for it they can go to the next showing.

No trailers should be played unless given direction from operations. You can run our policy trailer and that's it.

MISC:

I open the doors as soon as possible, at a minimum 30 minutes before show time. As soon as I got enough staff clocked in to cover the minimal positions I would open. Then as other employees come in just put them in their positions.

You need to have a manger or someone very dependable on podium to direct and keep track of the auditoriums being filled and what is available.

Only open new screens if needed. I always tried to fill the auditorium to about 65-70% before I opened a new one. Use total seats not "sellable" seats.

I try to keep all first run movie start times 45 minutes from the kid shows. As soon as the kid shows start **everything needs to be cleaned** so the paying public comes in to a clean environment. Sometime during this summer we will get an email from a guest saying the theatre was dirty when they entered for the first show of the day. Something will be left uncleaned, either the lobby, bathrooms or auditorium. Don't be that theatre this year.

All films should be screened for quality control.

I always try to make available 1000 seats. I know we don't want to turn anyone away but we can only do so much. It is a first come first serve showing.

There will be location specific things and the operations team will be willing to discuss this with you via email.

I'm sure I didn't cover everything and I will try to keep the revisions to a minimum.

Cordially,

Scott Bagwell

Xscape Theatres - Patoka Capital

825 Northgate Blvd., Suite #203

New Albany, IN 47150

PatokaCapital.com

Xscapetheaters.com

Facebook.com/XscapeTheatres