

MLA INDUSTRIES AND ENTERTAINMENTS, LLC. d/b/a

Granby Manor

206 Chinquapin Orchard

Yorktown, VA 23693

(757) 868-8002

Michael Allen, Director of Operations

2013 – Haunted Forest

- Haunted Forest Entertainment Company is formed
- Opened on Halloween night, Haunted Forest 2013 was the first Haunted Forest Entertainment attraction.
- Construction began: September 2013
- Operation: Halloween night, 7-9
- Free

www.mlaindustries.wix.com/yorktown



2014 – Forbidden Trail

- Originally planned as a indoor haunted house, Forbidden haunted trail opened on Halloween night 2014. The trail featured areas like spiders, a haunted forest, clowns, graveyard, and more.
- Misunderstanding with permits
- Construction began: June 2014
- Planned Operation: 6 nights in October
- Operation: Halloween night, 7-9
- Free, donations

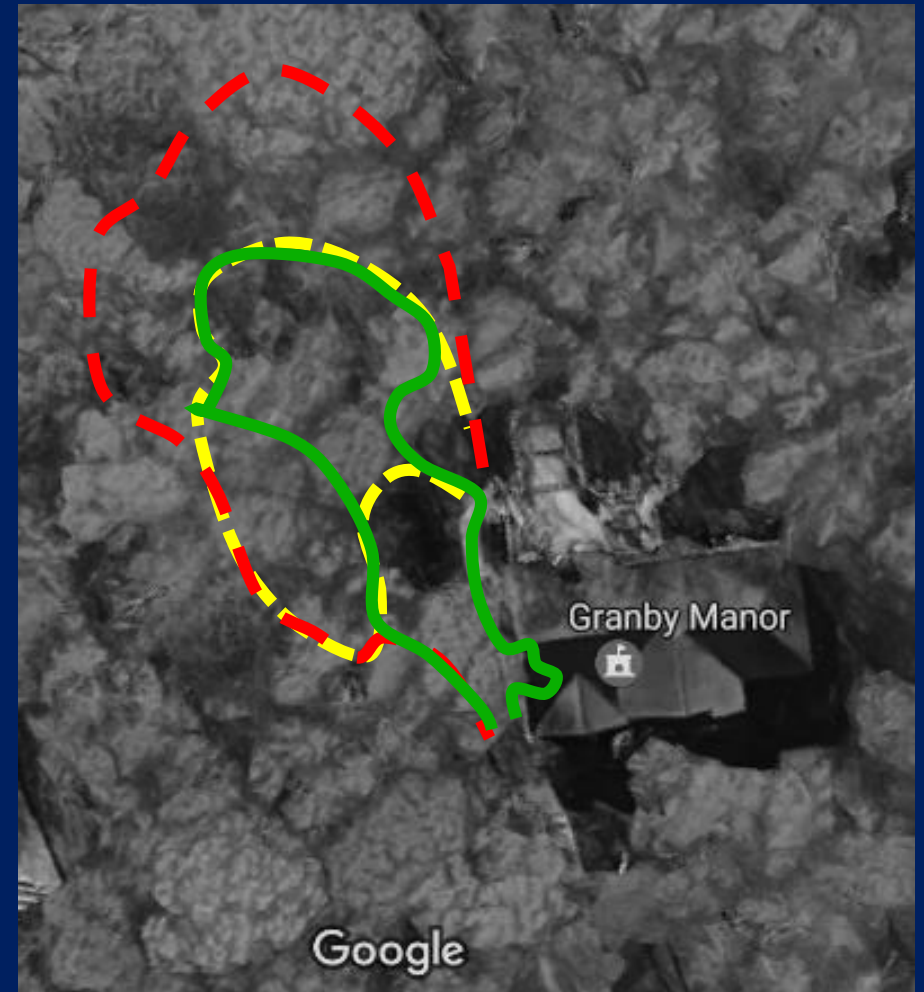
www.mlaindustries.wix.com/yorktown



2015 – Forbidden

- Haunted Forest Entertainment Company is re-branded as MLA Industries and Entertainments, LLC.
- Forbidden featured scenes and effects that have never been seen anywhere. There was no entrance fee for Forbidden in October, but special behind-the-scenes and lights-on tours were offered.
- Operation delayed because of problems caused by hurricane Juquin
- Construction began: March 2015
- Operation: October 17, 24, 30, 31
- Donations

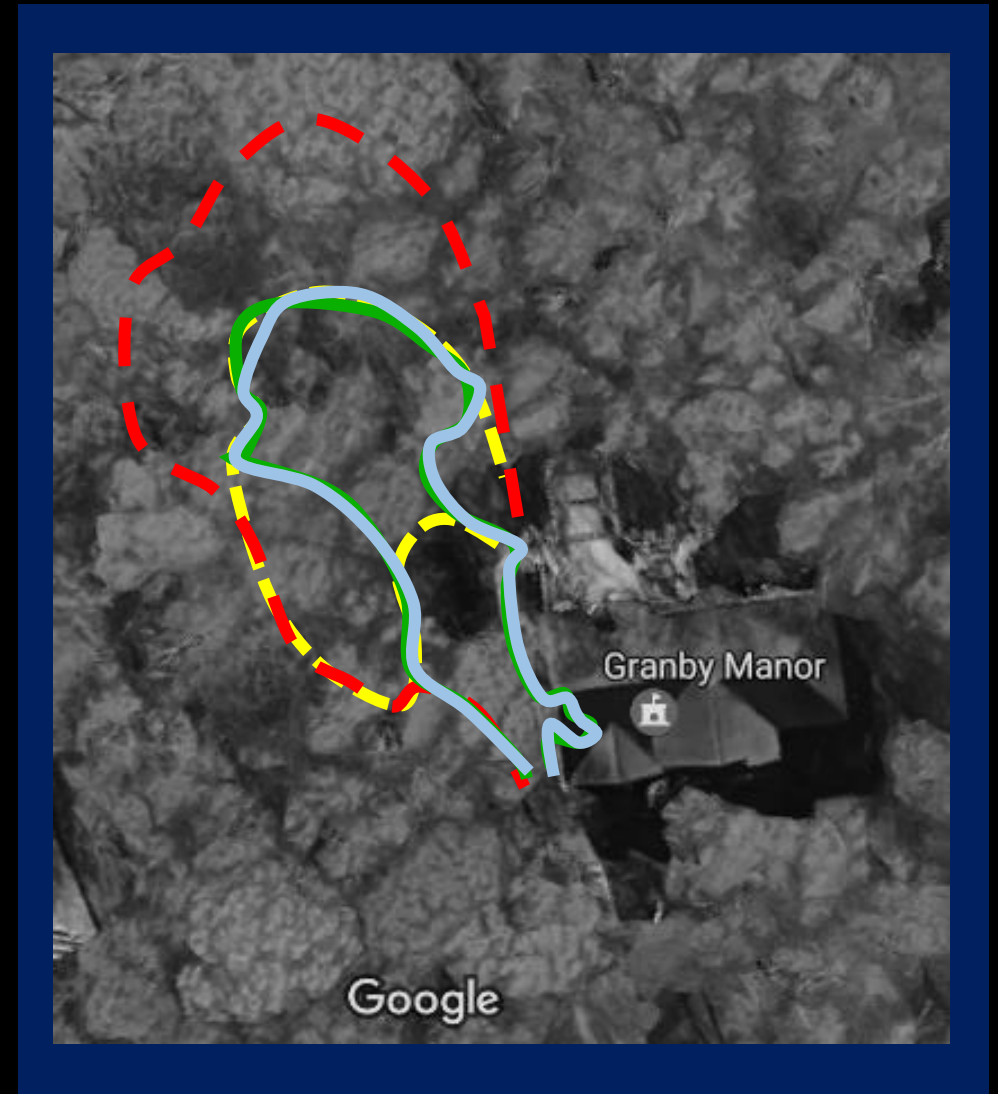
www.forbiddenhh.wix.com/2015



2016 – Granby Manor

- Loosely based on Disney's Haunted Mansion, Granby Manor offered a uniquely classic haunted experience. Granby Manor closed in October 2016.
- Construction Began: March 2016
- Operation: 5 Nights in October
- MLA Industries' largest and most advanced attraction to date
- \$2 per person

www.granbymanor.wix.com/2016



Facebook Reviews



Sue McNall reviewed Granby Manor — 5★

November 4 · 🌐

Awesome attention to detail and cool effects!!!! There was a living painting and the sealing disappeared! Very cool stuff outside too. The actors would pull you in to their rooms and interact with you - different from any other haunted house, and very well thought out. There were glowing footsteps and ghostly voices all around us!! The director (whos apparently 15!!!!) was very nice and everyone stayed in character. Fantastic how everyone, can't wait to go next year!! definitely would recommend!



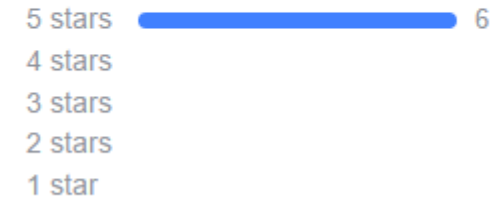
Nathan Kowalczyk reviewed Granby Manor — 5★

December 17 at 4:49pm · 🌐

I'm amazed every year at what Michael Allen pulls off! 10/10

5.0 ★

5.0 of 5 stars
6 reviews



Katika Troy reviewed Granby Manor — 5★

October 23 · 🌐



Joe Waller reviewed Granby Manor — 5★

August 16 · 🌐

Google and Yelp Reviews



Sam S.
Yorktown, VA
👥 0 friends
📌 3 reviews

★★★★★ 1/23/2016

Very spooky attraction! No gore, but looks like an old haunted house. The experience changes each year, so I can't wait to see what they are building!



Raymond zeigler
a month ago

★★★★★ Nice effects! They follow you around the woods! Great job!



Jason M.
Yorktown, VA
👥 0 friends
📌 3 reviews

★★★★★ 1/23/2016

Awesome experience! Very realistic but not too scary for kids. No stereotypical dollar store blood or body parts all over the place, but a very well thought out haunted manor theme. Great attention to detail and very friendly "ghosts" (employees)! Can't wait to see what they came up with for this year!



Brittany Allen
a year ago

★★★★★ Definitely the scariest haunted house in the area! I'm going back next year!



Donald Allen
a month ago

★★★★★ It gave me a spook !! The ceiling disappeared and thers a dude a hanging in the rafters. Very cool! The outside was SOOOO HAUNTED! CLOWNS 🤡🤡

Very spook: and so haunt!

Other Reviews

Average Rating:

Average Rate 9.83
Based on 6 ratings



[Submit Your Review](#)

Visit Date - October 22, 2016 - 'Trevor Morgan' says: **"Incredible!"**

Would you recommend this to friends?: **Yes!** Score: **10**/10

Very realistic and professional. Based on the haunted mansion. A lot of cool effects like lightning, sound, 3D, etc. Sounds like the ghost is floating around in the room and the sealing disappears. Cool stuff around in the woods and the actors interact with you. They didn't let me record though. Very well done and amazing attention to detail!

Trevor Morgan noticed these Special Features: Handicap Accessible, Queue Actors/Entertainment, Multiple Attractions/Ticket Options, Gift Shop/Souvenirs, Coupons/Discounts Available

Visit Date - October 30, 2015 - 'Tom Smith' says: **"Very Realistic"**

Would you recommend this to friends?: **Yes!** Score: **10**/10

Awesome experience! Very realistic but not too scary for kids. No stereotypical dollar store blood or body parts all over the place, but a very well thought out haunted manor theme. Great attention to detail! Can't wait to see what they came up with for this year!

Tom Smith noticed these Special Features: Indoor waiting area, Handicap Accessible, Queue Actors/Entertainment, Gift Shop/Souvenirs

Very realistic - 01/26/2016



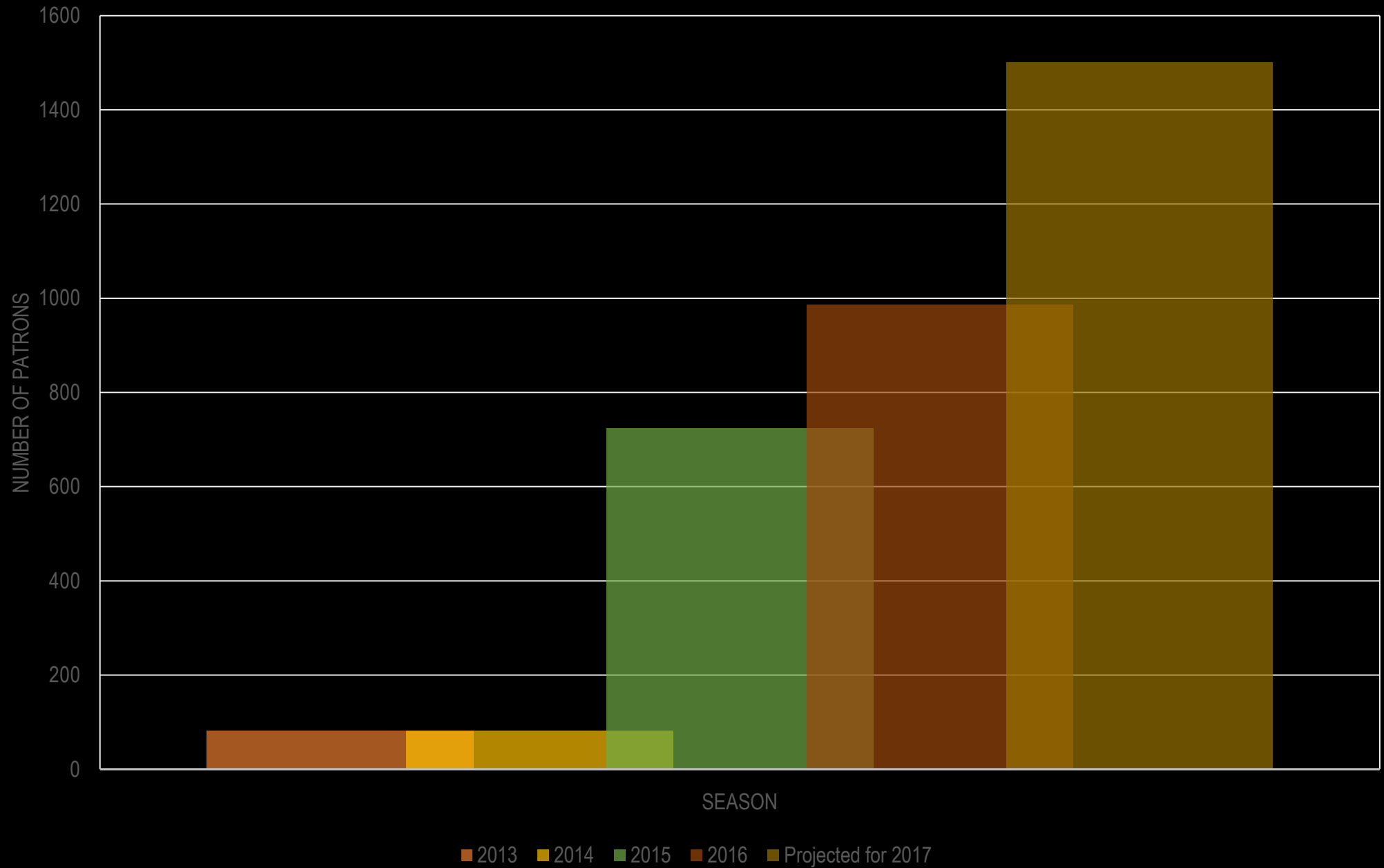
Awesome experience! Very realistic but not too scary for kids. No stereotypical dollar store blood or body parts all over the place, but a very well thought out haunted manor theme. Great attention to detail and very friendly "ghosts" (employees)! Can't wait to see what they came up with for this year!

So Much Special Effects and Technology! - 03/30/2015

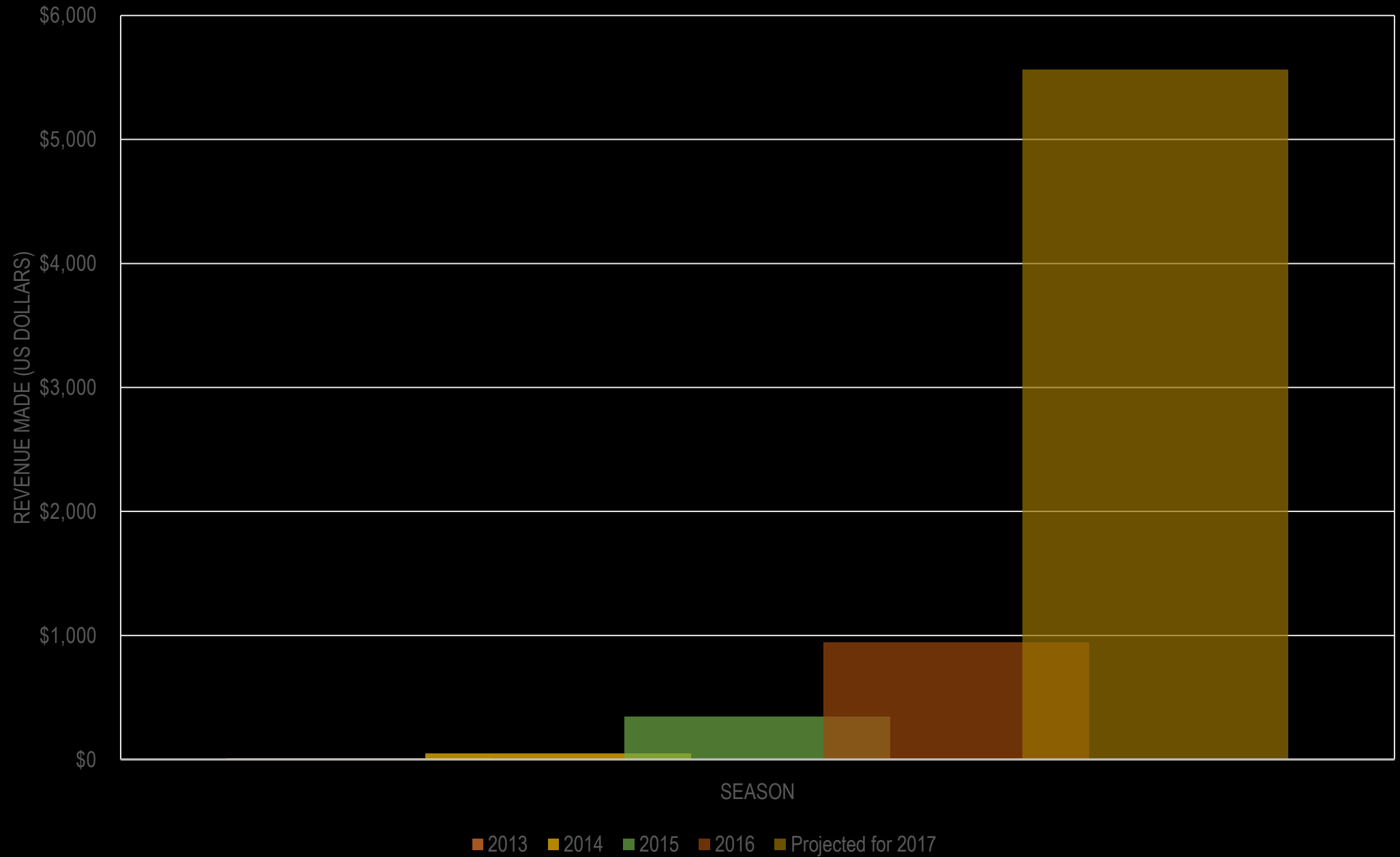


I went through the haunted house four times, and each time something changed! The intro video was different, the paintings on the walls changed, the back story changed, and the overall experience changed. Recommend this to everyone!

Total Patrons Based on Season



Total Revenue Based on Season



Executive Summary

- Our mission is to design, build, and operate a haunted attraction in which customers can receive high quality entertainment and service at a reasonable price.
- Our new haunted attraction is designed to be more compact than in the past, but more technically sophisticated.
- The planned attraction would take significantly less time to assemble than in the past
- Granby Manor would operate for five nights in October

Goals and Strategies

- Short-term goal: Surpass the previously established high reputation of our haunted attractions and continue to grow as a well known recreation attraction in Yorktown.
- Long-term goal: Leave behind a high reputation and use the business as a model for our future projects.
- Strategy: Work together with all crews at MLA Industries and Entertainments to create one of the best attractions in the surrounding areas.

SWOT Analysis

- Strengths: 5 years of experience, continuing experience in set design and architecture, large and experienced crew/cast, large fan base, high reputation, well-known attraction, strong budget, a lot of ready supplies and props, benefits in special event building code regulations, reasonable prices, and more.
- Weaknesses: Weather
- Opportunities: Job and volunteering opportunities, ability to work in a professional environment
- Threats: OPCHOA

Legal Structure

- The attraction will be run as a sole proprietorship
- According to Code of Virginia § 40.1-102, a state issued worker's permit is not required
- Granby Manor is a "Class B Amusement Facility" which according to York County Code does not require inspections or special permits.

Marketing Strategies

- A crew at MLA Industries and Entertainments is currently working on different fundraising opportunities
- Target Market: Our primary goal is to reach out and appeal to people that are 16–52
- Advertisement: Crews at MLA Industries are designing highway signs and flyers. Granby Manor also has a popular website, Facebook page (250+ likes), Instagram page (700+ followers), Google AD Works Express page, Snapchat, Yelp, and YouTube.
- A documentary about Granby Manor is scheduled for release in 2017.

Budget Information

- Forbidden 2015 was built for about \$930
- Granby Manor 2016 was built for about \$4,250
- Granby Manor 2017 currently has a stable budget of over \$9,000

Summary of Financial Needs

- During the construction of previous attractions, we have received external financial assistance. This will no longer be necessary because of planned fundraisers and the large sum money raised from Granby Manor in 2016. Admission to Granby Manor in 2017 would cost \$3-5 per person, so we will be able make a large profit quickly. Granby Manor 2017 is projected to raise over \$5,500 (if the admission is \$5).

Break-Even Analysis

- If Admission is \$5 per person, and the attraction cost \$900 to build:
 - >> We would break even after 180 people enter the attraction
 - >> A minimum of 200 people are projected to visit the attraction each night
 - >> Granby Manor 2017 would raise a minimum of \$1,000 each operation night, for 5 nights

2017 – Granby Manor

- Spin-off from 2016
- Advanced effects
- Less time needed to assemble because we already have everything built
- Large and experienced build crew
- Construction to Begin: January 2017
- Operation: 5 Nights in October
- \$3-5 per person

www.granbymanor.wix.com/2017

