

September 30, 1974

Mr. Bob Garrison
Mr. Tom Robertson
Six Flags over Mid America
Box 666
Eureka, Mo. 63025

Hello, Bob and Tom:

Recapping our discussion of September 19 and 29, Animal Behavior Enterprises proposes to lease a trained animal show for two years to Six Flags over Mid-America. An option for Six Flags to buy the show at the end of the two year rental was also discussed.

Outlining the show's major characteristics: the theme and story line would be carried by the MC's personality. The MC should present a stereotyped "country bumpkin" image. The MC by sharp wit keeps the audience off balance and very much involved in what is going on on stage. He makes good humored fun of the sophisticated "city slicker" audience. The MC's comments throughout each portion of the show reflect this attitude. The proposed show would last about 30 minutes, although the flexibility of the script and the behaviors would allow this time to be extended or decreased to suit park traffic flow. The basic animal behaviors mentioned to implement this suggested show are as follows:

- 1) A school teacher ~~goes~~^{carries} a school bell to call the children in from the playground.
- 2) The children, bantam chickens, dash across the stage and enter the school house.
- 3) A goat raises the ~~American~~^{American} flag to open school for the day.
- 4) A pig plays the piano. (Happy Birthday--to greet the birthday child of the day).
- 5) A goose plays the guitar.
- 6) A duck plays the drum.
- 7) Three chickens dance in separate go-go booths (mirrors are used to augment the apparent number of participants).
- 8) The cow plays the harmonica.
- 9) A duck powers a paddle boat across the pond.

- 10) A pig pumps water into a bucket, and then
 - 11) the pig carries the bucket across the stage...
 - 12) and then takes a shower.
 - 13) A goat butts a "high striker" and rings a gong.
 - 14) A chicken plays the old shell game with audience participation.
 - 15) A turkey plays cards with one or two members of the audience.
 - 16) The chicken counts by ringing up the answer on a gong counter, answering questions put by the audience.
 - 17) The rabbit "multiplies" by releasing an appropriate number of baby bunnies.
 - 18) The show ends with the duck slide.
- Possible also if local regulations will permit:
- 19) A skunk walks across the stage.
 - 20) The vulture appears as lifeguard at the swimming hole.

We estimate that with all the above acts there would be provided about 45 minutes of show time. And, by adding such comic asides as an old-fashioned "outhouse" gag, even more entertainment is possible. Since, as mentioned above, your show probably would optimally involve about 30 minutes of action, we suggest selecting 12 to 14 acts for the first year and then adding one or two more the next year to encourage repeat business and fresh publicity.

Again, we suggest the MC be very "country" with a pointed wit directed at his (or her) city slicker audience.

Under our basic show proposal, ABE would design the show, produce a script outline, procure and train the animals, construct the show props, instruct Six Flags personnel in the care and handling of the animals and the equipment, first at Hot Springs for a two week (10 working day) period, then during show installation at Six Flags. The equipment would include only the basic animal operated equipment, and would not include such items as backdrops, decorations, staging, PA systems, audience accommodations, site preparation, and permanent animal housing. Animal Behavior Enterprises would in addition supply 10 man days of training and technical supervision during installation of the show, charging only for travel and living expenses of ABE personnel. If additional days are required during installation or later, they would be billed for as an extra charge at \$100.00 per man day plus expenses. ABE would supply drawings, sketches, etc., of suggested set-up arrangements, housing, etc. and would work with Six Flags personnel, as we did with Duell and Associates during the Opryland set-up.

ABE would replace animals that become ill or die or for other reasons (not related to Six Flags personnel negligence) cannot or will not perform. Here ABE would charge only for transportation costs. ABE would replace faulty electrical and mechanical components as required, charging again only for shipping costs.

In the second year, ABE would perform all of the above services plus add two new acts and provide again the services which might be required in connection with their operation, as detailed above.

Costs are hard to figure at this point because we really do not know exactly what the show specifications will be. The equipment requirements are particularly unclear, especially with regard to how much automation would be involved. With these uncertainties in mind, we estimate that our first year price for rental of the show would not exceed \$20,000.00. The second year rental price would not exceed \$10,000.00. Of course, we can be much more specific when the show design becomes more fixed.

As we discussed at Hot Springs, the rental situation offers some attractive advantages over the years, in that ABE would continue to back the show with replacements--animals or equipment--and consulting advice. The first two years' rental period might be interpreted as a trial period for both concerns--is Six Flags happy with the show and does ABE feel all is going well? If under these circumstances, Six Flags were to wish to purchase the show at the end of the first two years' rental the contract can specify an option to buy, at an additional price not to exceed \$5,000.00.

As we discussed in Hot Springs, there would be substantial savings if Six Flags wished more than one show of this type for the 1975 season. Our production costs per show would drop and we would pass these saving along to the customer.

We would like to emphasize that these show ideas are only suggestions --possibilities. ABE is a very flexible company, and very versatile. Many other animals, themes, and behaviors are possible. The scope of the show--hence its cost--can be increased or decreased to suit your wishes and budget.

Time will soon become a critical factor in any major show production. We should have six months to design, develop and produce an animal show of this type and caliber.

Please let us hear from you as soon as you are able to respond. We will be happy to field any other questions you may have.

Sincerely,

Robert E. Bailey
General Manager

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cc: Mr. Jim Sheppard, Six Flags over Texas