



# Viking Dinner Theatre



## UNIQUE

### OVERVIEW

This opportunity provides people a tremendous, immersive dinner theatre experience that is Viking-themed. Because of Camrose's legitimate claim to being built on the efforts of descendants of the great Viking clans, this authenticity can be parlayed into an outstanding narrative that makes the dinner theatre that much more compelling than simply watching a stage play while you eat dinner. The food and beverage replicates Viking fare, which is to say that it is delicious but certainly not requiring four or five-star presentation. Food is served family style and patrons literally eat with their hands, so French service is not a goal here.

### LOCATION

Mohler Lot 17. A city-owned piece of land in the Mohler Industrial area.

### INITIAL CAPITAL "D" INVESTMENT

\$ 4,123,524

## Market Opportunity

Anything to do with Viking history and legends is very much top of mind in pop culture. One has only to look at the plethora of Viking-related shows on Netflix to realize how Viking Lore has permeated our world. Vikings, Viking Valhalla, The Last Kingdom, Norsemen, Ragnorock, Barbarians, The 13th Warrior, and the Witcher are but a few of the best-known Norse sagas.

It is a culture and history that many find compelling, and it makes for the perfect theme around which to create a tremendous, immersive dinner theatre experience. The opportunity in Camrose exists because while there are a few dinner theatre productions in Edmonton and Area such as the Jubilation Dinner Theatre, Mayfield Dinner Theatre, Spotlight Cabaret, and the St. Albert Dinner Theatre, none of them are truly immersive (where actors dine right next to the guests and draw them into the play) nor are they based on a Viking theme. Because of Camrose's legitimate claim to being built on the efforts of descendants of the great Viking clans, this authenticity can be parlayed into an outstanding narrative that makes the dinner theatre much more compelling than simply watching a stage play while you eat your dinner.

The business is a relatively low-capital opportunity that can be created on a small footprint on inexpensive land found in Camrose. This type of "production" is very ad-libbed and mostly unscripted ensuring that you only require one or two actual actors, and the rest of the staff simply play at being rowdy Vikings. The food and beverage replicates Viking fare, which is to say that it is delicious but certainly not requiring four or five-star presentation. Food is served family style and patrons literally eat with their hands, so French service is not a goal here. Expenses are limited, so the margins can be substantial while still keeping the costs to the guests reasonable.

## The Experience

Based upon the market demand, gaps and segments already identified in this document, the following is the initial experiences and corresponding, required infrastructure recommended for the execution of a successful dinner theatre

production based upon the Viking heritage of the Camrose region. The Viking dinner theatre is aimed at both Camrose residents and visitors. The theatre is proposed for development on property owned by the city currently for sale. This location could realize synergy with similar market segments that may want to enjoy other tourism experiences that may potentially be built in the same area.

The lobby/holding area prior to entering the Great Hall will have retail sales of Viking themed items ranging from children's versions to adult cosplay quality items. Bar services will be available during the waiting period. This is also when guests can purchase additional special items – appointments as Housecarls or nobility with associated titles and certificates, pictures with nobility or Vikings, throwing an axe or spear, and upgrades to seating options.

The theatre will fully immerse the guests in the Viking Great Hall dining experience. The Viking actors will be seated amongst the guests with an elevated head table/stage at the front of the hall. The experience will be a

combination of performance and immersion, guests will not just watch the performance like Toronto's Medieval Times, they will be part of it like many murder mystery dinner performances where guests become part of the story.

Guests will wear a Viking-look smock to protect their clothing from food and drink spills (which will happen) and help to create the overall "feel" of the Great Hall dinner. The guests will be assigned roles as "Karl" – free men and women who make up the vast majority of the population.

The Jarl (highest ranking nobleman with control of a territory) will welcome the guests to the dinner and provide the background for the feast and activities that are planned. A surprise visit from his Konungr (King) and interactions with Thrall (slaves), Housecarls (professional warriors) and other Karl will impact the feast activities and participating guests.

Sharing platters (family-style) of food will be delivered to the tables as well as ale, mead and other drinks. Guests will be seated alongside dozens of other Vikings in the Great Hall and the experience is all about the atmosphere and the

sense of community within the Horde while sharing food and drink with their fellow Vikings. The Horde has been known to burst out into popular songs and chants or an infectious spontaneous Valhalla call with everyone raising their drinks and enjoying the music and performances from the main stage. The feast will be slightly different each night, and the performance outcomes will change regularly. All Vikings will remain in character for the duration of the festivities.

It is expected that the visitation to the Viking theatre will be a combination of regular guests in addition to many special events for groups such as birthday parties, corporate groups, incentive dinners and wedding stags, sports teams and other specific client groups.

## Examples

- [Medieval Times](#), Ontario
- [Beowulf](#), UK
- [Lofoten](#), Norway

## Financial Projections

### THE SEASON

The financial projections assume a 365-day season for the venue, split between 171 days of Viking Dinner Theatre performances and 194 days for Event rentals.

### OPERATING CAPACITY/OCCUPANCY

For the purpose of forecasting sales, analysis of existing sales patterns provided by a Camrose retail operator have been used as a baseline. Sales projections have been set on a monthly basis for the first year and projected for the remaining four years. Monthly sales projections are based on actual monthly Camrose sales percentages reported. Using the provided Camrose data, the baseline projected number of monthly shoppers has been converted to a daily shopper average then projected to a 6-day per week operation. The final projected number of shoppers has been increased an average of 16.75% due to the expected increase in sales due to investment in marketing and improved location.

### CONSERVATIVE PROJECTIONS

A conservative approach to the financial projections has been utilized, including:

- Growth has been projected at 10% per year for year 2; 8% for year 3; 6% for year 4; and 5% for year 5.
- Operating expenses have been projected to increase 5% annually;
- Bank/credit card charges of 3% on all revenues have been assessed; and
- Generous salaries and wages have been projected and staffing numbers have increased as sales increase.



CAPITAL COSTS

Construction Cost	Number	Width	Length	Sq. Ft.	Cost/Sq. Ft.	Extended	Average % FF & E	FF & E Per Area	Estimate
Covered Entrance	1	8	16	128	\$ 225	\$ 28,800	10%	\$ 2,880	\$ 31,680
Lobby/Retail/Bar/Hold-ing Space	1	20	40	800	\$ 275	\$ 220,000	25%	\$ 55,000	\$ 275,000
Administrative Office	2	10	12	240	\$ 150	\$ 36,000	10%	\$ 3,600	\$ 39,600
Dining & Performance Area	1	40	60	2,400	\$ 400	\$ 960,000	25%	\$ 240,000	\$ 1,200,000
Production Kitchen	1	20	40	800	\$ 350	\$ 280,000	35%	\$ 98,000	\$ 378,000
Bathrooms	2	12	20	480	\$ 300	\$ 144,000	25%	\$ 36,000	\$ 180,000
Performers Changing & Bathrooms	1	24	30	720	\$ 200	\$ 144,000	15%	\$ 21,600	\$ 165,600
Subtotal Dinner Theatre				5,568		\$ 1,812,800		\$ 457,080	\$ 2,269,880

CAPITAL COSTS CONTINUED

Category	Number	Cost per unit	Total
Construction Costs– Viking Themed Building	1	\$ 2,269,880	\$ 2,269,80
Infrastructure			
Land– Mohler Lot 17	1	\$ 520,000	\$ 520,000
Water, Wastewater, and Power Connection	1	\$ 40,000	\$ 40,000
Paved Parking Area (75 car)	1	\$ 100,000	\$ 100,000
Signage	1	\$ 30,000	\$ 30,000
Groundworks and Landscaping	1	\$ 30,000	\$ 30,000
Equipment			
Viking Costumes, Weapons	25	\$ 1,000	\$ 25,000
Dining Hall Decorations	1	\$ 50,000	\$ 50,000
Soft Costs Budget Estimates			
Architectural (8% of capital cost)	8%	\$ 2,409,875	\$ 192, 790
Site Planning & Engineering (10% of capital cost)	10%	\$ 2,409,875	\$ 240,988
Development of Performance Theatre Script/ Guidelines	1	\$ 50,000	\$ 50,000
Pre–Opening Marketing	1	\$ 200,000	\$ 200,000
10% Contingency			\$ 374,866
Class “D” Capital Budget Estimate Total			\$ 4,123,524