

Austin Convention and Visitors Bureau/Historic Landmark Commission Spring 2014 Grant Application Summary

Grant Applicant: The Paramount Theatre/Austin Theatre Alliance
Address: 713 Congress Avenue

Project Summary: Fabrication and Installation of a new, historically accurate
Paramount Blade

Requested Grant Amount: \$ 47,000.00
Matching Funds/In-Kind: \$ 145,532.69

Previous Grants Received:	\$	42,000.00	FY 2007/2008 - Roof Repair
	\$	34,927.25	FY 2008/2009 - Main Floor Façade
	\$	29,925.43	FY 2009/2010 - Marquee and Lighting
	\$	21,500.00	FY 2010/2011 - 3rd Floor Ballroom Doors
	\$	42,000.00	FY 2011/2012 - Ground floor restoration of entry
	\$	47,000.00	FY 2012/2013 - Façade/brick restoration
	\$	217,352.68	

Historical Significance Summary: The Paramount has been listed in the National Register of Historic Places listing since 1976. It is also located in the Congress Avenue National Register Historic District, to which the Paramount is a contributing property. The Paramount is also a City and State Historic Landmark.

Tourism Impact: Approximately 200,000 people attend events at the Paramount each year with 30% of the attendees coming from outside Travis, Williamson and Hays counties and 12% coming from outside the 10 county Central Texas region. Paid tours are offered Monday - Thursday during regular business hours.



February 28, 2014

Ms. Julie Hart
VP Finance & Operations
Austin Convention & Visitors Bureau
301 Congress, Suite 200
Austin, Texas 78701

Dear Ms. Hart,

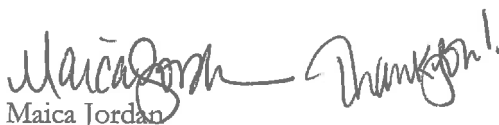
On behalf of the Board and Staff of the Austin Theatre Alliance, thank you for the opportunity to submit this grant application for consideration by the Austin Convention & Visitors Bureau. We are truly grateful for all the support you have provided to our organization over the years. We simply would not be able to carry out many of the large-scale, high-profile preservation projects without your generous contributions to our historic theatres.

The Austin Theatre Alliance is the umbrella organization for the Paramount & Stateside Theatres. Together, these venues are acoustically more intimate, visually more striking, and historically more significant than any other theatre in Austin. Each year, more than 200,000 people pass through our doors to take in first-rate performing arts events and films. Our 2013-14 Season includes Wynton Marsalis, Bob Newhart, Bonnie Raitt, Dr. Neil deGrasse Tyson, Chick Corea & Bela Fleck, Lily Tomlin, and The Daily Show Live. The theatres are also principal venues for the SXSW Film Festival, the Austin Film Festival, the Moontower Comedy & Oddity Festival, and the Summer Classic Film Series.

Listed on the National Register of Historic Places and an architectural cornerstone of the Congress Avenue Historic District, the Paramount Theatre has entertained and inspired Central Texas audiences for nearly a century. On October 11, 2015, the theatre will officially turn 100 years old. To celebrate, we wish to take on a truly memorable preservation project, the fabrication and installation of a new, historically accurate Paramount blade. The blade adorned the building from 1930 until 1964. Our plan is to relight the blade on the night the theatre turns 100. The blade will be visible all up and down Congress Avenue, drawing increased attention, appreciation, and business to downtown Austin's vibrant cultural arts district.

The Austin Theatre Alliance respectfully requests \$47,000 in funding from the Austin Convention & Visitors Bureau towards the fabrication and installation of the Paramount blade. The total cost of the project is \$192,500. In what follows, we present the blade project in greater detail. If you have any questions about our proposal, please do not hesitate to contact me, either by phone at 512-692-0519 or by email at mjordan@austintheatre.org. We are grateful for your organization's generous support of our historic preservation efforts and look forward to our continued partnership in preserving Austin's landmarks for Central Texans and tourists alike.

Sincerely,



Maica Jordan
Executive Director of Development
Austin Theatre Alliance

PARAMOUNT
AUSTINTHEATRE.ORG



GRANT APPLICATION

Austin Convention and Visitors Bureau
Attn: Julie Hart, VP Finance & Operations
301 Congress Avenue, Suite 200
Austin, Texas 78701
Phone: 512-583-7205 Email: jhart@austintexas.org

DATE: February 28, 2014

HISTORIC PROPERTY AND ADDRESS: The Paramount Theatre 713 Congress Avenue Austin, TX 78701

APPLICANT'S NAME: Austin Theatre Alliance

APPLICANT'S ADDRESS: P.O. Box 1566 Austin, TX 78767

NAME AND ADDRESS OF OWNER, IF DIFFERENT FROM APPLICANT: NA

TAX I.D. NUMBER/TAX STATUS: 74-2975922

PERSON PRESENTING REQUEST/CONTACT PERSON: Jason Leubner

ADDRESS: P.O. Box 1566 Austin, TX 78767 TELEPHONE NO. 512-692-0520

E-MAIL: jleubner@austintheatre.org FAX NUMBER: 512-472-5824

PROJECT NAME: Fabrication & Installation of a new, historically accurate Paramount Blade

DESCRIPTION OF PROJECT – PLEASE SUMMARIZE THE PROPOSED PROJECT. (IF DESIRED, APPLICANT MAY ALSO ATTACH AN ADDITIONAL SHEET MORE FULLY EXPLAINING THE PROJECT AND THE REASON FOR THE GRANT REQUEST

Constructed in 1915, the Paramount Theatre (originally the Majestic) has stood on Congress Avenue in the heart of downtown Austin for nearly 100 years. As Austin's oldest surviving theatre, it has a long history of entertaining and inspiring Central Texas audiences. Performing artists such as Harry Houdini, Katharine Hepburn, Orson Welles, and Helen Hayes graced the theatre's stage in its early days. The Paramount is one of the few surviving examples of an early twentieth-century vaudeville theatre, and because we still use ropes and sandbags for the rigging system, it is also one of only a handful of hemp houses left in the United States. It thus has an importance that extends well beyond Central Texas.

In anticipation of the theatre's 100th anniversary, the Austin Theatre Alliance will undertake a truly special project, the fabrication and installation of a new, historically accurate blade on the Paramount Theatre's façade. On October 11, 2015, the night the theatre turns 100 years old, we will hold a special event and relight the blade for all on Congress Avenue to see.

The scope of the work includes the contractor providing a detailed survey of the location and all mounting points for engineering, as well as engineered sealed drawings showing all structural mounting and bracing of

the blade. We will then build the structural bracing and fabricate a historically accurate 12' 6" x 48' double-sided blade per the contractor's drawings and specifications. The fabrication will include LED bulbs, a flasher, a speller, a controller, and a mounting frame. Once the blade has been fabricated in the contractor's shop, it will be transported to the theatre and installed. The installation itself will go quickly and should take no longer than two to three days. We are likely to select Wellborn Sign Co. from Amarillo, TX to undertake the project. They have more than 25 years of experience in restoring, fabricating, and installing historic signs, including their beautiful restoration of Amarillo's Paramount blade in 2006. Finally, it should be noted that we have pushed back the start date for the restoration of the Paramount's stone and brick façade to summer 2014 in order to be sure of the sequence in which these two large-scale, high-profile projects should be carried out. We have already paid for a preliminary engineering assessment (see the attachments) to ensure that the building will hold the new blade and that the blade project will not impact the restoration of the façade. Because we will use aluminum for the blade and LED bulbs that do not require excessive wiring, we estimate that the weight of the blade will be reduced by about half of its original weight. The entire blade project – from fabrication to installation – will take four to six months to complete.

Although the theatre officially opened its doors as the Majestic on October 11, 1915, it was in 1930 that the Interstate Theatre Circuit, owned by Carl Hoblitzelle, engaged in a major remodeling to accommodate the rise of film entertainment. The Majestic Theatre became a Paramount-Publix theatre, and it was in 1930 that the Paramount blade became a fixture of both the theatre's façade and the Congress Avenue downtown corridor. In an article dated August 29, 1930, the *Austin-American Statesman* described the blade this way: "A huge sign, more than 75 feet high [from the sidewalk], and topped with a brilliant sunburst." Little is known about the blade's demise or its current whereabouts, and there are no known architectural or engineering drawings of the original blade. A November 24, 1963 article in the *Austin-American Statesman* indicates that the theatre's façade, including the blade, was to undergo a renovation: "The theater's familiar vertical sign, something of a Congress Avenue landmark, will be re-lamped and renovated, but its appearance will be kept the same in deference to tradition." Yet video footage from the Aqua Fest Parade, held in August 1964, shows the Paramount Theatre without the blade. After conducting extensive research, we have concluded that the blade was dismantled sometime in the first half of 1964.

As for the blade's color, all of the photos in our possession, as well as those at the Austin History Center, are in black and white and date from the 1930s and 1940s. The first color pictures of the theatre that we have in our possession date from the *Batman* world premiere of 1966 and show the façade minus the blade. However, we recently located a number of color postcards of Congress Avenue suggesting that the blade was green with a yellow/white border. They also suggest a predominantly red sunburst at the blade's crest that matched the color scheme of the marquee. Video footage from the Texas Archive of Moving Images indicates the same general color scheme as seen in the postcards (we have included in the attachments a screen shot from video shot in 1960 showing the green blade with a yellow/white border). Video footage of the blade from a 1961 parade with LBJ and a foreign dignitary shows the same color scheme and includes footage of the blade's predominantly red crest. Finally, black-and-white video footage taken of Congress Avenue in 1955 shows one way in which the blade was programmed, the lights running up each side of the blade and into the crest, and pulsating at the top. We suspect that the sign had multiple lighting options, with the video reflecting one version of how it could be programed.

In addition to our own collection of historical photos, newspaper clippings, and other materials, Austin Theatre Alliance staff members have spent countless hours sifting through photos, videos, and documents at the Austin History Center, the Harry Ransom Center's Hoblitzelle & Interstate Theater Collection, the Texas Archive of Moving Images, and online, where we discovered the postcard images. We have contacted the archivists at Paramount Pictures for information about the blade and/or the sign company that built it, but they do not have any information in their records. We will continue to seek out new avenues for information about the blade's original design.

The fabrication and installation of the Paramount blade will ensure pedestrian and worker safety while protecting the rest of the theatre while we carry out the work. The restoration methods used will comply with OSHA and City of Austin policies. The contractor will obtain the required permits from the City of Austin.

PLEASE LIST HISTORIC DESIGNATIONS OF THE PROPERTY, AND IF LOCATED WITHIN A NATIONAL REGISTER OR LOCAL HISTORIC DISTRICT (PLEASE SPECIFY WHICH DISTRICT), AND IF THE PROPERTY IS CONTRIBUTING:

The Paramount Theatre is a City of Austin and State Historic Landmark and has been listed on the National Register of Historic Places since 1976. It is also a contributing structure to the Congress Avenue Historic District.

AMOUNT OF FUNDING REQUESTED: \$47,000

AMOUNT OF MATCH OR VALUE OF IN-KIND MATCH: \$145,532.69

The total cost to fabricate and install the Paramount blade is \$192,532.69. Should the full funding of \$47,000 be awarded, the Austin Theatre Alliance's match would be \$145,532.69. If funded, the project would commence in spring 2015. To make up the match, we will approach family and corporate foundations, as well as individual donors who have a strong interest in historic preservation. Our 2013 "Ready, Set, Glow!" preservation campaign, which centered on the restoration of the Stateside blade and other preservation and maintenance projects, was enormously successful. Because of the Paramount Theatre's prominence in Austin, we feel a preservation campaign centered on the Paramount blade will yield an even better result.

In addition, the Austin Theatre Alliance continually undertakes both proactive and reactive facilities maintenance and restoration projects. Since November 2012, we have invested \$512,000 towards the maintenance and historic preservation of our buildings. Projects have included restoring the Stateside Theatre's neon blade, replacing several major HVAC units, and upgrading the stage and auditorium's lighting and dimming system. Given the large-scale, high-profile projects we are planning to undertake in preparation for the Paramount Theatre's 100th anniversary and the Stateside Theatre's 80th anniversary, we anticipate this figure will increase in the next two years.

DO LIENS EXIST AGAINST THE HISTORIC PROPERTY? () YES (X) NO

IF YES, DESCRIBE THE LIENS AND AMOUNTS: NA



(OWNER OR AUTHORIZED AGENT, AND TENANT IF APPLICABLE)

REQUIRED ATTACHMENTS:

- 1) TOURISM JUSTIFICATION: Include substantiation of contribution to the tourism industry in Austin (i.e., annual summary of out of town visitation, copies of promotional material, list of promotional activities, hours of operations, tours provided, etc.).
- 2) HISTORIC DOCUMENTATION: Historic photograph(s) or other documentation (especially those showing the elevation(s) of the historic property where restoration, alterations, changes, and/or improvements are planned).
- 3) CERTIFICATE OF APPROPRIATENESS FOR CITY DESIGNATED LANDMARKS AND LETTER OF APPROVAL FOR STATE DESIGNATED LANDMARKS: Proof of approval for historic property alterations, if required. *NOTE: If an approval is required, the Preservation Agreement with ACVB will not be executed until such documentation has been issued and provided to ACVB.*
- 4) PROJECT BUDGET: Applicant must include a budget, specifying the major components of the restoration/preservation project with associated costs. Also include evidence of other sources of funding, i.e. your own or others' match, and the corresponding work to be performed with these funds.
- 5) THREE COMPETITIVE BIDS for the proposed work (in excess of \$5,000) must accompany the application.
- 6) PROJECT SCHEDULE: Phasing schedule and amount of funding required for each phase, if applicable.
- 7) PROOF OF OWNERSHIP/LEASE/AUTHORIZATION: Copy of the Deed or Will (if applicant is the owner) or documentation showing authorization from owner and any existing lease between owner and applicant.
- 8) INSURANCE: Proof of casualty, fire and federal flood insurance, if applicable.
- 9) PLANS AND SPECIFICATIONS OF PROPOSED WORK.
- 10) INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

TOURISM JUSTIFICATION

Austin values the arts highly. Indeed, the city's identity and economy are built on the arts and other industries that require creativity and innovation. Tourists often come to Austin because of its reputation as "The Live Music Capitol of the World" and its standing as one of the nation's leading creative communities. The Paramount & Stateside Theatres are vital contributors to what Austin has to offer, welcoming performing artists and visitors from all over the state, the nation, and the world.

Each year, more than 200,000 people pass through the doors of the Paramount & Stateside Theatres to take in a live performing arts event or film. Approximately 20% of our patrons come from outside the City of Austin, including 30% who travel to Austin for our own Moontower Comedy & Oddity Festival. The Paramount & Stateside Theatres are also principal venues for the SXSW Film Festival, which attracts visitors from every corner of the globe. The theatres are open to the public for more than 200 nights per year, making it easy for out-of-town visitors to take in a show or film.

The breadth and depth of our programming allows us to market and promote our events throughout Central Texas and ensures that we attract audiences from different backgrounds. We include events that are geared towards the region's Hispanic, African American, and Asian communities and invite children from all over Central Texas to the theatres to take in our children's theatre productions. We advertise our events via local and regional media outlets, promote our Moontower Festival on a national level, and partner with a number of downtown hotels and restaurants to attract tourists to the theatres and other downtown businesses. Even with the seeming restrictions of a historic facility, we have received the "Austin Access Award" from the Mayor's Committee on People with Disabilities for our efforts to make our events accessible to everyone. And because of our robust fundraising efforts, we are generally able to keep ticket prices low.

Finally, we often make arrangements for tours of the Paramount & Stateside Theatres, where guests have the opportunity to hear about the role these two Austin landmarks have played in the history of our great city. Our 50-minute tours capture nearly 100 years of history for visitors. Guests learn that the Paramount is one of the few surviving examples of an early twentieth-century vaudeville theatre; that it is one of the only theatres in the nation that still uses ropes and sandbags for its rigging system; and that performers such as Harry Houdini, Katharine Hepburn, Orson Welles, and Helen Hayes have all graced the Paramount stage. And they learn that the Stateside Theatre was the first venue in Austin built specifically to show motion pictures. Tour guests might even hear a few ghost stories along the way!

HISTORIC DOCUMENTATION



The Paramount Blade



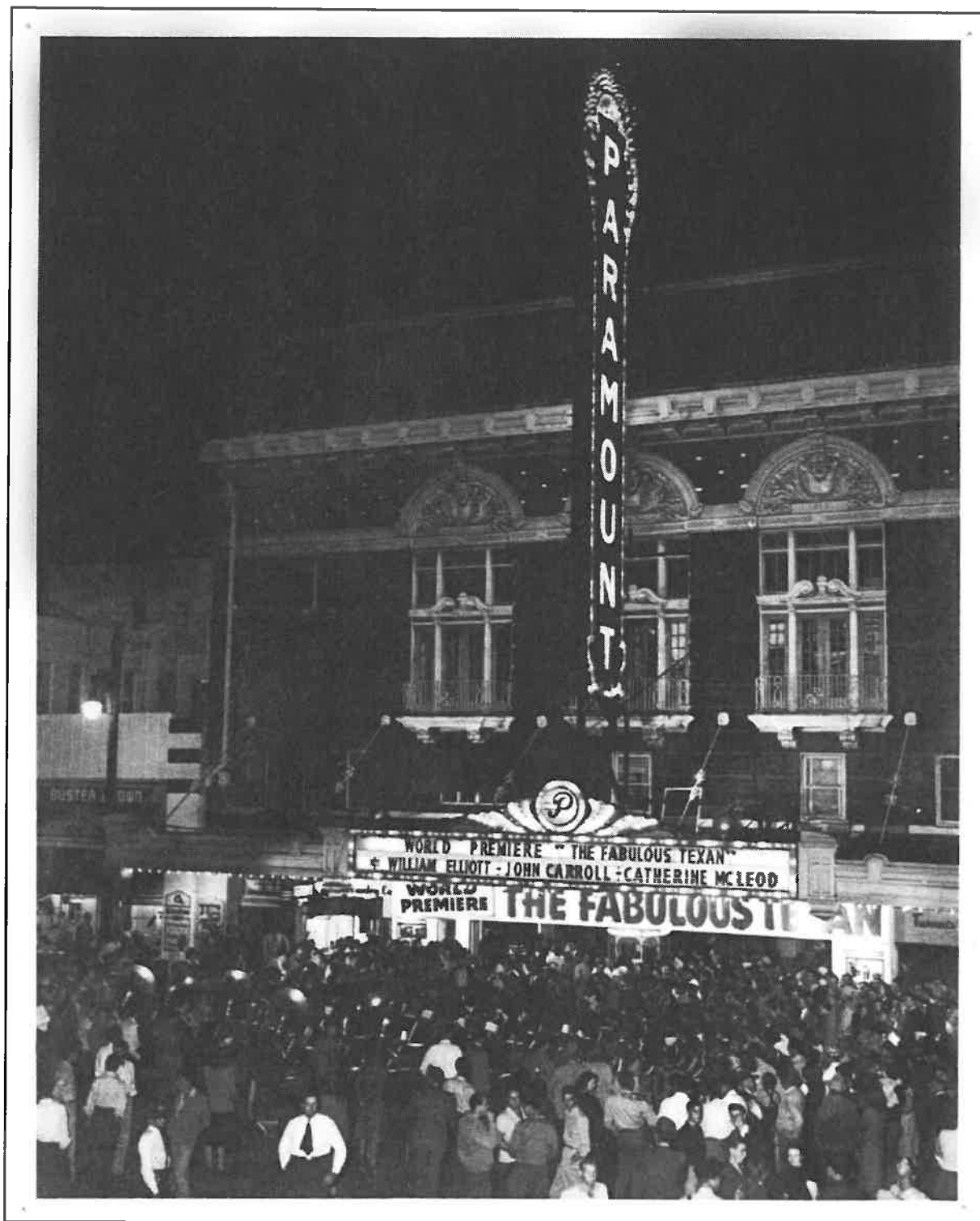
**Paramount Theatre
(early 1930s)**



**Paramount, Stateside
& Queen Theatres
(1942)**



The Paramount Blade (1945)



World Premier of The Fabulous Texan (1947)



Color Postcard of Congress Avenue with the Paramount Blade (circa 1960)



Screen shot from video footage showing the green Paramount blade (1960)

CERTIFICATE OF APPROPRIATENESS

We have had preliminary contact with preservation officers at the Historic Landmark Commission, all of whom have received the Paramount blade project with enthusiasm. As with the Paramount façade project, we will work closely with the Historic Landmark Commission to ensure that the blade project meets all of their requirements for historical accuracy and the protection of the theatre.

PROJECT BUDGET

Revenue

Austin Convention & Visitors Bureau	\$ 47,000.00
Other Historic Preservation Grants	\$ 75,000.00
Historic Preservation Campaign/Individual Contributions	\$ 70,532.69
Total	\$192,532.69

Expenses

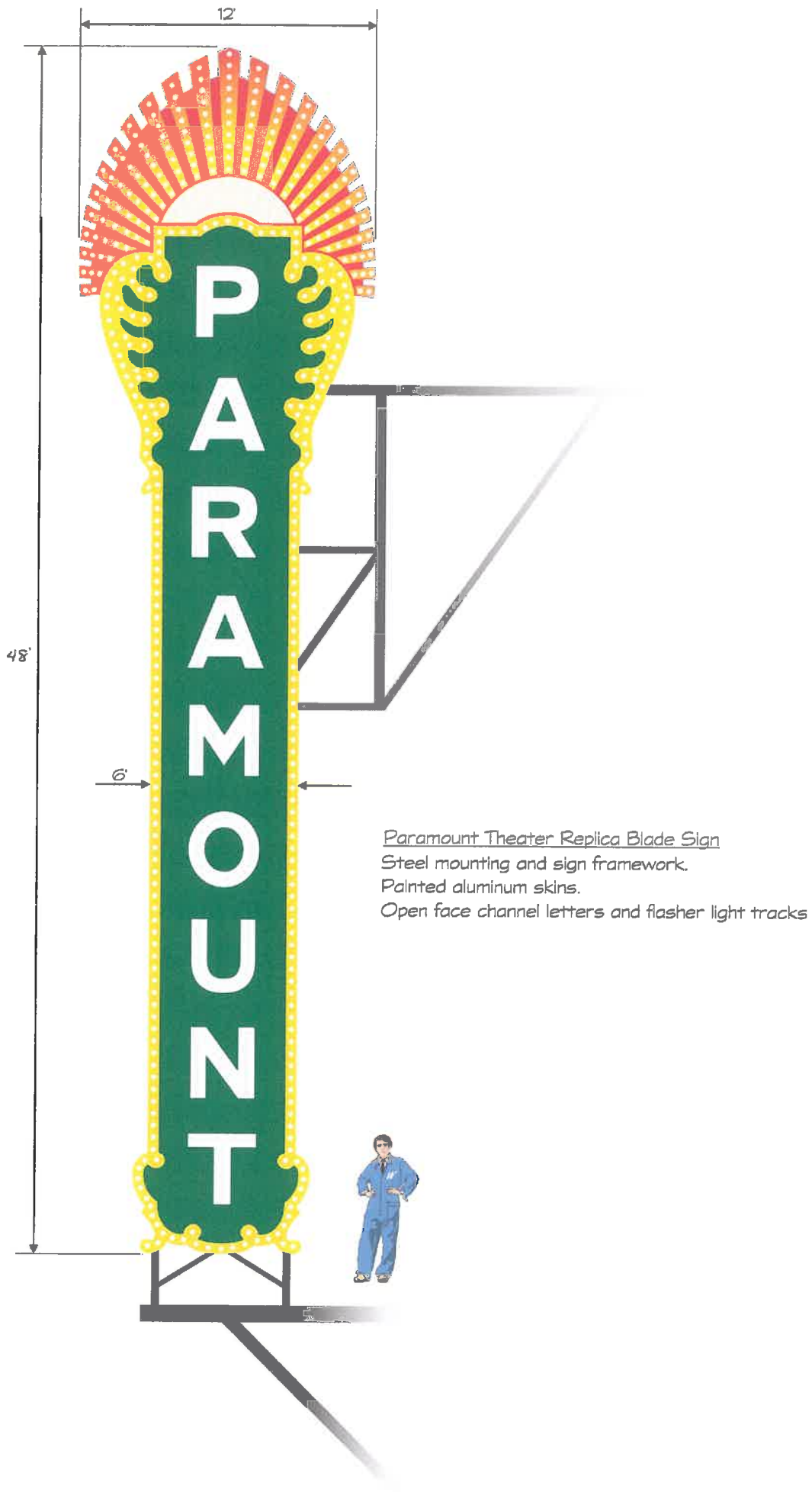
Fabricate & install 12' 6" x 48' historically accurate, double-sided blade sign (includes LED bulbs, flasher, speller, controller & mounting frame)	\$170,232.69
Framework	\$ 3,500.00
Motorcrane (8 hrs.)	\$ 2,400.00
Sign truck to install framework & sign (16 hrs.)	\$ 2,400.00
Miscellaneous hardware (includes bolts, mounting supplies, paint, rollers & brushes)	\$ 500.00
Detailed survey of location & all mounting points for engineering	\$ 3,000.00
Engineered sealed drawing	\$ 3,000.00
Delivery cost, trip charge & overnight expenses	\$ 7,500.00
Total	\$192,532.69

PROJECT SCHEDULE

The fabrication and installation of the Paramount blade will take four to six months to complete. We plan to commence work on the blade project in March/April 2015, so that the blade will be installed on the Paramount's façade in plenty of time for the theatre's 100th anniversary on October 11, 2015. The spring 2015 start date will also give us the necessary time to secure the additional funding required to complete this exciting project.

PLANS AND SPECIFICATIONS OF PROPOSED WORK

Please see the Wellborn Sign Co.'s preliminary drawing showing the blade in green with yellow trim and a red, yellow, and orange sunburst. A detailed survey of the location and the mounting points for engineering, as well as the engineered sealed drawings, are included in the project bids. In addition to Wellborn's drawing, we have included a preliminary engineering assessment conducted by Sparks Engineering, Inc. Their assessment focuses on the bracing and concludes that the weight of the blade will not impact the structural integrity of the building.



wellborn sign co.

700 E 10TH
 ANTONIO, TX 78202

OFFICE: 214-557-5555
 FAX: 214-557-5555

WWW.WSIGNCO.COM



This artwork is the sole property of Wellborn Sign Inc. Any copy or reproduction of this artwork is strictly prohibited

SPARKS ENGINEERING, INC.

STRUCTURAL EVALUATION, DESIGN AND TESTING

December 13, 2013

Mr. Jonathan Humphrey
Facilities Director
Austin Theatre Alliance
713 Congress Ave.
Austin, Texas 78701
(512) 740-9179

Sent via email to JHumphrey@austentheatre.org

1 page

SUBJECT: FEASIBILITY STUDY FOR NEW BLADE SIGN
Paramount Theatre
Austin, Texas

Dear Mr. Humphrey:

At your request, I have completed a feasibility study for the structural framing and support of the planned Paramount Theatre blade sign in accordance with our signed Consulting Services Agreement, dated November 27, 2013. The purpose of these consulting services was to estimate the expected loading for the new sign and to make recommendations regarding feasibility and further analysis. I visited the subject building on December 3, 2013 to provide a preliminary review of the building framing and I have reviewed the structural steel drawings that you provided for the Majestic Theatre, dated January 20, 1915.

Based on a historic photo that you provided of the Paramount facade, it appears the existing blade sign spanned from the concessions floor to just above the roof and I estimate it was approximately 4-feet wide and 40-feet tall. In my opinion, it is possible to construct a new blade sign which is similar in size and matches the architectural features of the existing sign. The actual design and detailing of the sign will require additional investigation and further analysis; however, for planning purposes, the new sign will likely consists of a three-dimensional space frame which is constructed of aluminum pipe or tubular members and is 'skinned' with an architectural aluminum sheet. Based on our preliminary calculations, I estimate the weight of the sign will be approximately 2,000 pounds.

The new sign will have a lateral wind load of approximately 5,000 pounds (subject to 30-psf code prescribed wind load) and will require support at the base, top, and at intermediate tie-backs. The base support will likely consists of a cantilever beam which penetrates the wall and is fastened to the interior building frame. The top bracing will likely consist of a pair of steel frames which are bolted to the structure on the interior and penetrate the mansard roof to brace the top of the sign. The intermediate ties will consists of guy wires. The supports will be detailed to prevent water infiltration at the building penetrations.

Please contact our office with any questions regarding this report. At your request, my office can provide you a proposal for schematic structural design.

Sincerely,

SPARKS ENGINEERING, INC.
TEXAS REGISTERED ENGINEERING FIRM F-00515

S. Patrick Sparks, P.E.
Principal Engineer





Wellborn Sign Co.
700 E. 10th
Amarillo, TX 79101
TESCL# 18051

Estimate

Date	Estimate #
1/27/2014	5436

Name / Address
Paramount Theatres PO Box 1566 Austin, TX 78767

Job Location

Description	Qty	Cost	Total
(1) BUILD 12' 6" X 48' HISTORICALLY CORRECT DOUBLE SIDED BLADE SIGN PER DRAWINGS AND SPECIFICATIONS WITH LED BULBS, FLASHER, SPELLER, CONTROLLER, MOUNTING FRAME AND INSTALLATION ON BUILDING IN AUSTIN, TX	1	179,032.69	179,032.69
DETAILED SURVEY OF LOCATION AND ALL MOUNTING POINTS FOR ENGINEERING	1	3,000.00	3,000.00
ENGINEERED SEALED DRAWING - ESTIMATED COST	1	3,000.00	3,000.00
DELIVERY COST, TRIP CHARGE AND OVERNIGHT EXPENSE	1	7,500.00	7,500.00
***NOTE: DOES NOT INCLUDE ELECTRIC TO SIGN IN THIS ESTIMATE.			
LORI MARTIN 512-692-0534			

Terms: 50% down, 25% in 30 days, with remaining balance due on completion.

Subtotal \$192,532.69

Sales Tax (0.0%) \$0.00

Total \$192,532.69

Standard Sign Warranty

All signs manufactured by Wellborn Sign, Inc. are guaranteed unconditionally against defective parts, materials and workmanship (with the exception of incandescent and fluorescent lamps, as they are never guaranteed) for a period of 360 days or 12 months from the date of installation or delivery. Damage caused by violent forces or acts including, but not limited to hail, tornadoes, lightning, high winds and vandalism are not included and all parts and labor to repair the signs will be the owner's responsibility.

SIGN INSTALLATION PRICING CONDITIONS

Standard installation pricing has been based on the parameters outlined below: (A.) When specifications call for new footings, pricing assumes 3000 PSF soil conditions. Any required breaking of surface pavement or overcoming underground obstructions such as rock, utility lines, frost, etc. will be billed as an extra after obtaining customer approval. (B.) Pricing assumes building walls are adequate to support signs using standard anchoring methods. Any wall reinforcements or other special anchoring will be billed as an extra after obtaining customer approval. (C.) Pricing includes making electrical connections at base or point of wall attachment assuming an adequate circuit exists within 5' of time of sign installation. This applies only in cities where sign installation crews are allowed to make final electrical connection. New electrical circuits or relocation of existing circuits are the responsibility of the client and not included in the installation pricing. (D.) Permits, staff time variances, engineering and surveys are not included in the installation pricing. (E.) Pricing does not include removal of any existing signs. Each location will be quoted on an individual basis.

Signature _____

Phone #	Fax #	E-mail	Web Site
(806)331-3563	(806)331-3569	betty@wsignco.com	http://www.wsignco.com

"Regulated by the Texas Department of Licensing & Regulation, P.O. Box 12157 Austin, TX 78711
800-803-9202, 512-463-6599; website: www.license.state.tx.us/complaints"



Wellborn Sign Co.
700 E. 10th
Amarillo, TX 79101
TESCL# 18051

Estimate

Date	Estimate #
1/27/2014	5436

Name / Address
Paramount Theatres PO Box 1566 Austin, TX 78767

			Job Location
Description	Qty	Cost	Total
(1) BUILD 12' 6" X 48' HISTORICALLY CORRECT DOUBLE SIDED BLADE SIGN PER DRAWINGS AND SPECIFICATIONS WITH LED BULBS, FLASHER, SPELLER, CONTROLLER, MOUNTING FRAME AND INSTALLATION ON BUILDING IN AUSTIN, TX	1	170,232.69	170,232.69
FRAMEWORK	1	3,500.00	3,500.00
(1) MOTORCRANE 8 HRS	8	300.00	2,400.00
(1) SIGN TRUCK (16) HRS TO INSTALL FRAMEWORK AND SIGN	16	150.00	2,400.00
MISC HARDWARE: BOLTS, AND MOUNTING SUPPLIES, PAINT, ROLLERS AND BRUSHES	1	500.00	500.00
DETAILED SURVEY OF LOCATION AND ALL MOUNTING POINTS FOR ENGINEERING	1	3,000.00	3,000.00
ENGINEERED SEALED DRAWING - ESTIMATED COST	1	3,000.00	3,000.00
DELIVERY COST, TRIP CHARGE AND OVERNIGHT EXPENSE	1	7,500.00	7,500.00
***NOTE: DOES NOT INCLUDE ELECTRIC TO SIGN IN THIS ESTIMATE.			
Terms: 50% down, 25% in 30 days, with remaining balance due on completion.		Subtotal	
		Sales Tax (0.0%)	
		Total	

Standard Sign Warranty

All signs manufactured by Wellborn Sign, Inc. are guaranteed unconditionally against defective parts, materials and workmanship (with the exception of incandescent and fluorescent lamps, as they are never guaranteed) for a period of 360 days or 12 months from the date of installation or delivery. Damage caused by violent forces or acts including, but not limited to hail, tornadoes, lightning, high winds and vandalism are not included and all parts and labor to repair the signs will be the owner's responsibility.

SIGN INSTALLATION PRICING CONDITIONS

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Wellborn Sign Co.
700 E. 10th
Amarillo, TX 79101
TESCL# 18051

Estimate

Date	Estimate #
1/27/2014	5436

Name / Address
Paramount Theatres PO Box 1566 Austin, TX 78767

Job Location

Description	Qty	Cost	Total
Jonathan Humphrey Facilities Director Austin Theatre Alliance 512.740.9179 cell			

Terms: 50% down, 25% in 30 days, with remaining balance due on completion.

Subtotal \$192,532.69

Sales Tax (0.0%) \$0.00

Total \$192,532.69

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www.wagnersign.com



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7135 West Ridge Road
Elyria, Ohio 44035
FAX (440) 233-6455

Friday, February 21, 2014

Mr. Jonathan Humphrey
Austin Theatre Alliance
Austin, Texas

Re: Paramount Theatre - Marquee Blade
Design/Build Replica Budget

Dear Mr. Humphrey,

Thank you for sending us the information on the marquee Blade for the historic **Paramount Theatre**. We would look forward to working with the group on this project. What an exciting project for which to be a part!

Signs are built to last 10 or 15 years. A marquee blade is not a typical sign. It is very different. We design and fabricate our marquee blades to last for decades and this would be typical on a historical theatre. Most sign companies do not understand this. *Wagner Electric Sign Company has been in the business of restoring and replicating historical theatre marquees for over 30 years all across the United States. Our time-tested product speaks for itself.* We have reviewed the minimal project information and have come up with a workable budget that is based upon our decades of experience.

We will provide site visits, color renderings, detailed shop drawings, manufacture, installation, as-built drawings and owner / maintenance manuals (if required). Wagner Electric Sign Company can make the final electrical connection in the field to the service provided. The product includes a solid-state programmable flasher/speller to control the lighting. Several light shows can be pre-programmed and has the capability to update these light shows as desired.

All fabrication of the marquee will be from steel angle structure and steel/aluminum sheet material. All finishes are acrylic polyurethane (automotive grade). All electrical will be per NEC code and all products are UL recognized. This includes UL 2161 compliant transformers, which require internal ground faulting.

Engineering of the manufactured product is included. Engineering of the building steel/attachment is included. Any necessary support steel in the building (to mount the blade steel) is not included. We are assuming the main steel and supports can be used. Permits are not included. Tax is not included.

We believe this can be accomplished through our process for \$185,900.00. This is a proper and complete replica.

NOTE: Realistically we anticipate your project could take 4-6 months. Our Spring 2014 rotation is booked. And it looks as though we will soon book the shop through the summer rotation and begin booking for Fall and Winter. If you would like to complete your project this year I would suggest booking with us as soon as you can. Of course as other projects come in this time frame moves further out. Anything I can do to assist please let me know.

Should you have any questions, comments, or concerns please do not hesitate to call me at 1-800-553-6366 ext.34. I look forward to hearing from you. Call any time.

Sincerely,

Mark A. Wagner

President
Wagner Electric Sign Company



LHAT MEMBER

REALMBUILD

D E V E L O P M E N T

D E S I G N

B U I L D

1706 Alta Vista Ave. Austin, Texas

Tel. 512 444 5330

Email: realm@realmbuild.com

Paramount Theatre Blade Sign

Monday, February 17-2014

Client: Austin Theatre Alliance
713 Congress Avenue
Austin, Texas

Project: Build and install blade sign

Proposal

RealmBuild proposes to do the following work:

- Provide historically accurate and detailed drawings of blade sign.
- Provide detailed survey of location of all mounting points
- Provide engineered sealed drawings of structure and mounting.
- Fabricate and install 12'-6"x 48'-0" double sided blade sign per approved drawings and specifications with LED bulbs, flasher, speller, controller and mounting frame.
- Provide all necessary permits and traffic control during installation.
- Provide one year unconditional guarantee against defective parts and workmanship.

Austin Theatre Alliance to provide a 120V electric power source within 5' of blade sign junction box.

Total cost for above listed work

\$196,000.00

Thank you for the opportunity to bid on your project.

Richard Low

RealmBuild

1706 Alta Vista Ave.

Austin, TX 78704

Ion Art, Inc.

407 Radam Lane
Suite A-100
Austin, TX 78745

Proposal Invoice

Date	Estimate #
2/7/2014	2976 - A

Name / Address
Austin Theatre Alliance 713 Congress Avenue Austin, TX 78701

Description	Qty	Rate	Total
<p>Ion Art proposes to fabricate and install a duplicate Paramount blade sign as per the specifications provided by the Paramount Theater.</p> <p>The engineering of the sign and the engineering of the sign related infrastructure for the sign is included in this proposal</p> <p>The construction and installation (as per the engineered drawings) of any and all steel support structures related to the anchoring of the sign is included.</p> <p>Any lane and side walk closures and related barricading are included in this proposal.</p> <p>Power for the sign is not included.</p> <p>Ion Art will offer a 3-year unconditional warranty for the sign with the exception of burned out LED bulbs.</p> <p>\$150,000.00</p>	1	150,000.00	150,000.00
Thank you for your business.		Subtotal	\$150,000.00
Customer is to furnish all primary electrical service (120v UNLESS OTHERWISE AGREED) and connection to the sign including: Timers, photocells, switches and/or other controls required by local city ordinances at Customer's own expense.		Sales Tax (8.25%)	\$0.00
		Total	\$150,000.00