

Task 14: Your final season!

You can now make a number of improvements to your park for its final year!

This can be done in two ways. You have unlimited spending this year but spend wisely and remember you can only spend what you have in the bank.

Making Improvements to your park

1) Clearing land you already have

- £10 000 per square to clear land where there is a category 1 or 2 attraction/facility
- £5 000 per square to clear land where there is a category 3 facility
- £1 000 per square to clear a toilet, path, car park, lake or tree.

OR

Buying extra land

- £5 000 per new square. (You may like to invest in making some extra space in your park as there are some exciting new additions in your final season which could make you quite a lot of income.)

2) Advertising

You can advertise in up to four ways. However you can only choose a website and/or one other.

Website

Setting up a website will cost you £15 000. It will enable you to have special offers to your park and therefore attract more people. More will be explained later!

Leaflet

These will cost you £50 000. However you will increase your attendance by 10% a day

Radio

This will cost you £100 000. However you will increase your attendance by 20% a day

TV

This will cost you £250 000. However you will increase your attendance by 30% a day

Decide what improvements you wish to make and record them clearly in table.

Making it even better...

You can now add new features to your park. There are a number of new rides and facilities which have become available. You can add these to your park if you have the space and money to do so. You can also add in the features that were on the original list. Remember to keep clear records of how much money you are spending and most importantly how much money you have in the bank. You will need to update the plan of your park. If you have bought extra land you may need to stick squares onto your paper. Get ready for the final season!

3rd SEASON - NEW FEATURES



A hotel

Yes it's finally arrived.

To build a hotel it will cost you £150 000 and you must have 16 squares (4 squares by 4 squares) free in your park.

You may only have 1 hotel in your park.



A swimming pool

Build a swimming pool with water slides and a fantastic wave machine.

To build a swimming pool will cost you £95 000 and you must have 12 squares (4 squares by 3 squares) free in your park.

You may only have 1 swimming pool in your park.



A cinema

Build an amazing 3D cinema spectacular.

To build a cinema will cost you £75 000 and you must have 9 squares (3 squares by 3 squares) free in your park.

You may only have 1 cinema in your park.

Task 15: Running your theme park (season 3)

Again the costs have gone up for the third season. To run your theme park for the final year the following costs will apply to each item that you have every day. How much will it cost to run your theme park for one day?

| Item | Costs | | | |
|------------------------------------|----------------|--------------------------------------|----------------|---------------------|
| | Staff Costs | Electricity, Maintenance and Repairs | Number in park | Total Costs per day |
| A Hotel | £180 | £140 | | |
| A swimming pool | £140 | £120 | | |
| A cinema | £90 | £100 | | |
| Category 1 Ride (per ride) | £80 a day | £80 a day | | |
| Category 2 Ride (per ride) | £60 a day | £50 a day | | |
| Category 3 Facility (per facility) | £50 a day | £30 a day | | |
| Toilets (for all toilets) | £10 a day | £7 a day | NA | |
| Bins (for all bins) | £31.50 a week | £5.25 a week | NA | |
| Trees (for all trees) | £91.25 a year | None | NA | |
| Website | £46,000 a year | £25 a day | | |
| | | Totals | | |

Your park is open for 153 days again this year. How much does it cost for the season to open your park?

However your hotel is open for 180 days of the year. How much extra will it cost to open your hotel this year? _____

Furthermore your swimming pool is open for 350 days of the year. How much extra expenditure is this?

Total cost of opening your park this season: _____ (add three figures above)

Task 16 - Entry Fee

Decide on a price per person to enter your theme park for the third year.

How much money does it cost to open your park each day? _____

How many visitors do you think you will have each day during your third season?

Make an estimate: _____

Give your plan to a partner, you must not tell them anything about your park. They must use the criteria below to decide your entry fee. You must choose a different person than you did in season 1 and 2

Price Category 1 - £35 per person.

- A swimming pool and or 3D cinema
- Six or more category 1 rides
- 15 or more rides in total
- A first aid centre
- 6+ category 3 facilities
- A detailed and well set out park with carefully placed bins, benches, toilets and paths.

Price Category 2 - £25 per person.

- Four or more category 1 rides
- 10 or more rides in total
- A first aid centre
- 6 or more category 3 facilities
- A well set out park with carefully placed bins, benches, toilets and paths.

Price Category 3 - £15 per person.

- Two or more category 1 rides
- 7 or more rides in total
- A first aid centre
- 4 or more category 3 facilities
- Some consideration to where bins, benches, toilets and paths are placed.

Price Category 4 - £10 per person

- One or more category 1 rides.
- 5 or more rides in total.
- 2 or more category 3 facilities.
- Some errors in where bins, toilets and paths are placed which may lead to unhappy customers.

Decide on the entry price and enter it here £ _____

Task 17 - How many visitors?

Here are your visitor numbers for each month.

May (31 days): 45 602 visitors

June (30 days): 49 891 visitors

July (31 days): 54 512 visitors

August (31 days) 87 003 visitors

September (30 days) 64 768 visitors

However depending on the improvements you made you may have attracted more people.

- If you bought a leaflet your attendance figures increased by 10%
- If you bought a radio advert your attendance figures increased by 20%
- If you bought a TV advert your attendance figures increased by 30%

BUT...

- If you purchased a website then you managed to get companies to pay for adverts on your website. You managed to raise £250 000 through this.
- You also managed to increase your attendance over the year by 15%. Each of these extra visitors paid a special price of £15 through offers on your website.

Write down your new attendance and money taken figures below

May (31 days): _____

Money taken this month: _____

June (30 days): _____

Money taken this month: _____

July (31 days): _____

Money taken this month: _____

August (31 days): _____

Money taken this month: _____

September (30 days): _____

Money taken this month: _____

Total number of visitors: _____

Total Money taken: _____

Number of extra visitors through owning a website: _____

Money made through owning a website (each visitor pays £15): _____

Total Money taken on the gate this year: _____

Task 18 - What are your profits?

Calculate your season 3 profits by completing the task below.

Here we go then...

Total income made on admissions/website £_____

How much does it cost for you to open your park every day? £_____

Your park is open for 153 days so you need to multiply the above figure by 153.

Total cost of opening your park for the season £_____

- Total profit made in season 3 so far: £_____ (total profit on admissions/website - total cost of opening park)

However....

$\frac{1}{2}$ of your customers spends £10 at one of your restaurants. Total income: _____

Every customer spends £5 at each café you have. Total income: _____

Every customer spends £4 at each shop you have. Total income: _____

Every customer spends £3 at each sweet shop you have. Total income: _____

Every customer spends £1 at each ice cream stand you have. Total income: _____

Every customer spends £3 at each photo kiosk you have. Total income: _____

Every customer spends £5 at the cinema. Total income: _____

Every customer spends £5.50 at the swimming pool. Total income: _____

AND.....

15% of your total visitors also stayed at your hotel. How many people was this? _____

Each one of these customers paid £75 to stay 2 nights. How much was raised through your hotel? _____

What is the total profit made on all of your attractions? _____

Now add this amount to the figure at the top of the page (the figure next to the bullet point)

Current total profit in season 3: _____

Task 19: Taxes and Insurance!

At the end of season 3 you receive another letter from the inland revenue. These are the people who collect taxes for the government.

As you are in charge of your own company you have to pay tax on the profits you make.

30% of your profits in season 3 now have to be paid to the government.

Work it out.....

Total profits on season 3: £ _____

30% of your profits: £ _____

Total amount to be paid in taxes: £ _____



New current total profit for season 3: _____

Insurance renewal...

The insurance on your park is up for renewal. Insurance is a legal requirement and you are not allowed to open your park without a certificate. Therefore you have no choice but to renew the insurance certificate at the following costs.

Price Category 1: £250 000

Price Category 2: £200 000

Price Category 3: £175 000

Price Category 4: £150 000

Deduct the above costs from your yearly profits.

What are your final season 3 profits: _____

What money do you now have in the bank in total: _____



Task 20: Your loan!

At the beginning of season 1 you took out a £500 000 loan with Barclays Bank.

In season 1 it was interest free which meant at the end of season 1 you still owed £500 000 to the bank.

However in season 2 and 3 the loan is subject to 11% interest. This means that 11% is added onto the loan at the end of every season.

Work out how much you now owe:

Season 1: £500 000

Season 2: £555 000

Season 3: _____(add 11% onto £555 000)

So...

You are now at the end of season 3.

What is the total amount in your bank? £_____

How much loan do you owe? £_____

You must now pay back the loan to the bank. (subtract the above two figures)

How much are you left with? _____

Total Money in the bank at the end of the Theme Park Maths: _____