



# MIDWEST

Model Makers Inc.

6220 Carrollton Avenue  
Indianapolis, Indiana 46220  
317.257.5131 Fax 317.257.5132

[www.midwestmodel.com](http://www.midwestmodel.com)

December 14, 1998

Mr. Ken Condray  
Condray Design Group  
2525 74th St. # 100  
Lubbock, TX 79423

Dear Ken:

We are pleased to present a preliminary budget proposal for the Vietnam Center scale model as you requested. These costs are based on our initial conversations and plans received. We have tried to anticipate the design as much as possible. Once we have access to a full set of plans, sections, material colors, cad files, and a meeting to agree on model detailing we can further refine our proposal. A complete itemized breakdown example of proposed hours and costs with options is enclosed for your reference. We organize our proposals in a 'shopping list' format giving our clients the opportunity to select the detail and options needed. Labor and material items with the ☛ symbol are ones which could have less detail in order to reduce the model budget if necessary.

Through Our Web Site, [www.midwestmodel.com](http://www.midwestmodel.com), our clients are able to view digital photographs of *their own* in-progress projects within minutes of us taking the photos. Resources such as the internet, fax machine, progress photographs, and overnight shipping alleviate geographical restrictions. As a result, we have maximized our cost effectiveness, time efficiency, and communication with our out of state clients.

**The Physical Model Option** would be laser cut acrylic in full color and as detailed as the scale and budget allows. High detail buildings are constructed as a six sided acrylic box with 'layered' laser cut detailed facades with parapets. Keep in mind, 'layering' adds shadowing detail and effect. The windows would be clear with scored on mullions or layered (depending on actual design and model scale) with the facades painted in full color. Context buildings would have one layer of facade detail and painted one or two colors. Landscaping items such as grass, trees, walks, colored pavers, parking lines, street names, water features, flowers, and planters etc. would be shown in full color realistic textured detail. Cars and people would be shown for scale. Graphics and street names could be shown with laser etched signs or custom white dry transfers. Costs typically range from \$8500 - \$13,000.

If your budget does not allow for this type of a model, we would like the opportunity to make suggestions to effectively reduce the price while sustaining the original intent of the model. Once a model budget has been approved, this model typically could be completed and delivered to your office in 5 - 8 weeks, depending on final detailing. Upon approval, we would request a retainer of one half of the total fee with the balance upon model delivery.

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**Coordination, Meeting, and Review** scheduling would begin immediately upon model approval. For better efficiency, we would prefer to have one contact who would be responsible for design decisions, clarifications, and color and detail approval prior to construction. Two scale site plans, two full sets of drawings, AutoCad 12, 13, or 14 files on zip disk, and other relevant information would be supplied by Condray Design Group.

A **Computer Animation** of the exterior or interior areas would include appropriate materials, colors, lighting, vegetation, and other background objects. Detailing and furniture would be dependent on the amount of information supplied and the final budget. A preliminary 3D model would be rendered in a VHS video presentation format for viewing the proposed structure and camera paths. This animation will represent the duration of the final animated piece. The preliminary model will not reflect the detail or color of the final production. After reviewing the preliminary model, the client will provide changes required in the camera path, and alert us to any facade or design changes. The necessary modifications will be incorporated into the preliminary model and then a final, fully rendered animation with background music and credits will be produced to the level of detail needed to design a successful presentation. Costs typically range from \$10,000 to \$18,000 for an exterior pan and \$14,000 to \$25,000 for high end detailed interior and exterior animations. Still images would cost in the \$3800 to \$6000 range.

Please keep in mind, the more detail the higher the cost. It is important for you to determine to whom you will be showing these presentations and what questions the models need to answer. This will help us in determining the level of detail needed to design a successful presentation.

Please call when you are ready to discuss this proposal further or to clarify any questions or revisions you may have. We appreciate Condray Design Group giving us the opportunity to bid on this project and look forward to the possibility of working with you.

Sincerely,  
MIDWEST MODEL MAKERS INC.



Ed Watson  
President

Phone 317.257.5131 Fax 317.257.5132

LABOR ITEMS	✓	Estimated		Actual Hours thru To Date	Hours Left To Complete
		Hours	Cost		
10 PLASTIC BASE	✓	0.5	25		0.5
11 OAK FRAME	✓	4	200		4
12 ACRYLIC COVER	✓	1	50		1
13 SITE DESIGN	✓	2	120		2
14 CONTOURS					
15 ROADS / WALKS	✓	12	720		12
16 PARKING LINES	✓	3	180		3
17 20 TREES	✓	4	240		4
18 FENCE / RAILING					
19 STAIRS / DETAILS	✓				
20 FLAGS	✓	4	240		4
21 CARS / PEOPLE	✓	3	180		3
22 LIGHT POLES					
23 GRAPHICS					
24 PAINT/MASKING	✓	25	1500		25
25 SITE MASSINGS					
26 LASER PREP & CUT	☛	30	1800		30
27 SHELL/ROOF	✓	40	2400		40
28 BUILDING DETAIL	✓	12	720		12
29 FINAL ASSEMBLY	✓	2	120		2
30 ERROR (no charge)					
31 ARCH. CHANGES					
32 CLEAN UP	✓	1.5	75		1.5
33 ORDERING/RUNS	✓	2	100		2
34 MODEL SIGN	✓	1	60		1
35 PHOTOGRAPHY					
36 PACK MODEL	✓	1	50		1
37 COORD. / ADMIN.	✓	10	600		10
38 MEETINGS	✓	4	240		4
<b>TOTAL HOURS</b>		<b>162</b>	<b>\$9,620</b>		<b>162</b>

Amount Completed

NOTES

We have tried to anticipate the design as much as possible. Once we have the opportunity to review the design in more detail, some of the above items may be eliminated.

☛ Labor items with this symbol are ones that could have less detail in order to reduce the model budget if needed.

# 26 Laser Prep depends on the condition of your cad files such as proper layering and line connection (fillet) etc.

Date 11/24/98 Project # 9838

Project Vietnam Center / Texas Tech

Client Condray Design Group, Inc.

Phone # 806-748-6190 Fax 806-748-6193

Contact #1 Ken Condray

Contact #2 \_\_\_\_\_

Estimated Due 4/8/98 Due Date \_\_\_\_\_

Base Size \_\_\_\_\_ Scale 1/16"

ITEM	ESTIMATE
LABOR	9620.00
DELIVERY/ TRAVEL (breakdown below)	
LASER CUTTING	325.00
MATERIALS (breakdown attached)	275.43
ACRYLIC COVER	325.00
<b>ESTIMATED TOTAL COST</b>	<b>\$10,545.43</b>

OPTIONS

SHIPPING BY AIR	\$350 - \$600
OAK MODEL STAND	\$350
PROFESSIONAL SHIPPING CRATE	\$800 - 950
3/8" PLYWOOD SHIPPING CRATE	\$220 - 350

DELIVERY COSTS

LOAD / PACK MODEL	
TRAVEL ONE WAY TO SITE	
SET UP MODEL @ SITE	
TRAVEL BACK TO MMM	
TRUCK / TRAILER	
GAS / MILEAGE (based on 0.33 a mi.)	
SHIPPING INSURANCE	
<b>ESTIMATED DELIVERY COST</b>	

This proposal is based on approval by 12/18/98, start model by 12/28/98, with delivery no later than 4/8/99. We require a 50% retainer fee due immediately upon approval. The balance would be due C.O.D. Please sign below indicating your acceptance of this proposal and fax a return copy for our files.

Signature \_\_\_\_\_

Date \_\_\_\_\_