

# **The Galilean**

# **Family Fishing Lodge**

*Business Plan*

**Jeff and Suzanne Coulter, Owners**  
**Created on March 25, 2019**

# Executive Summary

## Non-Profit Summary

The parent company, JNS Ministries, is a 501(c)(3) non-profit that is verified with the Internal Revenue Service, EIN # 82-4756051, and The State of Ohio #4149036, which was founded in 2016 and incorporated on March 12, 2018.

The Galilean Family Fishing Lodge hereafter known as “The Galilean”, Ohio Trade Name Registry #4311127, is a faith-based recreational fishing lodge based in the East Fork Lake Region located in Clermont County Ohio, in the townships of Williamsburg, Batavia or Tate.

**The Galilean is an alcohol and tobacco free facility.**

## Contact Information:

JNS Ministries  
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[www.jnsministries.org](http://www.jnsministries.org)

## Customers

The target audience for The Galilean is low-income families that wish to spend quality time in a family-oriented faith-based facility where they can enjoy fishing, hiking and boating and take advantage of an opportunity to reconnect with themselves, nature and their faith in God.

## **Future of the Company**

The Galilean will provide a recreational facility in or around the area of East Fork State Park in Clermont County, Ohio. The target area for The Galilean is Batavia, Tate, or Williamsburg Townships located in Clermont County, Ohio, and approximately 10 miles from Interstate 275 and approximately 30 miles east of The City of Cincinnati, Ohio.

## **Company Description**

### **Mission Statement**

To acquire land and build a faith-based recreational facility for local youth with a primary focus on fishing clinics, and support mechanisms for troubled teens by direct referrals to secular and faith-based organizations such as but not limited to, Child Focus or Teen Challenge. To develop a place for meetings or fellowship for adults and their families. To open a pro-shop for discounted and free fishing gear for low-income youth.

### **Principal Members**

Jeff Coulter — President

Suzanne Coulter — Vice-President and Treasurer

### **Legal Structure**

The Galilean is a subsidiary of JNS Ministries which is a Christian non-profit 501(c)(3) verified charitable organization incorporated in the State of Ohio. EIN #82-4756051

# Market Research

## Industry

As a Christian non-profit, a need will be met for families to reconnect with themselves and their faith in God at East Fork Lake State Park which is the center hub of nature in Clermont County, Ohio and is conveniently located 30 miles east of the City of Cincinnati, 16 miles from I-275 and the Eastgate Mall shopping areas. East Fork Lake is surrounded by growing commerce, industry, academia, and family housing.

## Detailed Description of Customers

The Galilean will provide a facility with a primary focus on low-income youth and their families, but will also accommodate business and faith-based organizations, social clubs and organizations and fishing enthusiasts.

## Company Advantages

The Galilean has the following advantages compared to competitors:

- Exclusive Exposure and Marketing Opportunity.
- Faith-Based, Christian Nonprofit.
- Family Oriented Environment.
- Tax Deductible Funding Opportunities via Corporate and Private Donations
- Federal and State of Ohio Grant Opportunities.
- Faith-Based Programming such as Crafts and Seminars.
- Exclusive Exposure to the Eastern Corridor of Cincinnati, Ohio.

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## **Regulations**

The Galilean will abide by its parent company's (JNS Ministries) mission statement as a faith-based entity.

## **Service Line**

### **Product/Service**

The Galilean will offer an open recreational center format for area youth near East Fork Lake. Services will include but not limited to the following:

- Recreational Center.
- Conference room rentals for diverse organizations.
- Weekly crafts and seminars. – *TBD*.
- Fishing, hiking and camping in and around the 2200-acres at East Fork Lake State Park.
- Fishing lessons.
- Retail sales and free giveaways for youth fishing.
- Pro-Shop.
- Wi-Fi.
- Faith Learning and Resources.

## **Pricing Structure**

The Galilean will offer at no cost a recreational faith-based facility which will host fishing clinics, retail sales, business rentals and a pro-shop. Retail items will be discounted or free depending on availability.

## **Intellectual Property Rights**

The Galilean is trademarked in the State of Ohio. Certificate #4311127

## **Research and Development**

The company is planning to conduct the following research and development:

- Community and Land Area for adequate accommodations.
- Architectural Design.
- General Contractor Bids.
- Grants and Donor Funding.

# Marketing & Sales

## Growth Strategy

To grow the company, The Galilean will do the following:

- Advertise over such outlets as Internet and mailers.
- As business grows, advertise over regional media via the same marketing vehicle.
- Strong focus on Social Media Outlets

## Communicate with the Customer

The Galilean will communicate with its customers by:

- Providing an email newsletter with company news and product information.
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as Twitter, YouTube, Facebook, LinkedIn.
- Providing contact information on the company website.

## How to Sell

JNS Ministries is actively recruiting volunteers for fundraising and continually staying active in fund raising campaigns. JNS Ministries will also solicit ongoing investments from area churches and business organizations. Free advertising is available via Google for Nonprofits which currently is averaging 15k-20k unique hits at [www.jnsministries.org](http://www.jnsministries.org) per month.