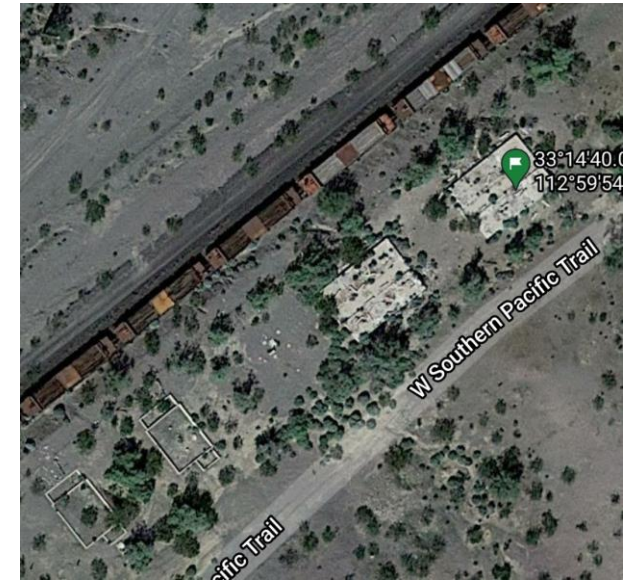


# Old Arizona Territory Preservation Society



Founded in 2021

Circa 1649

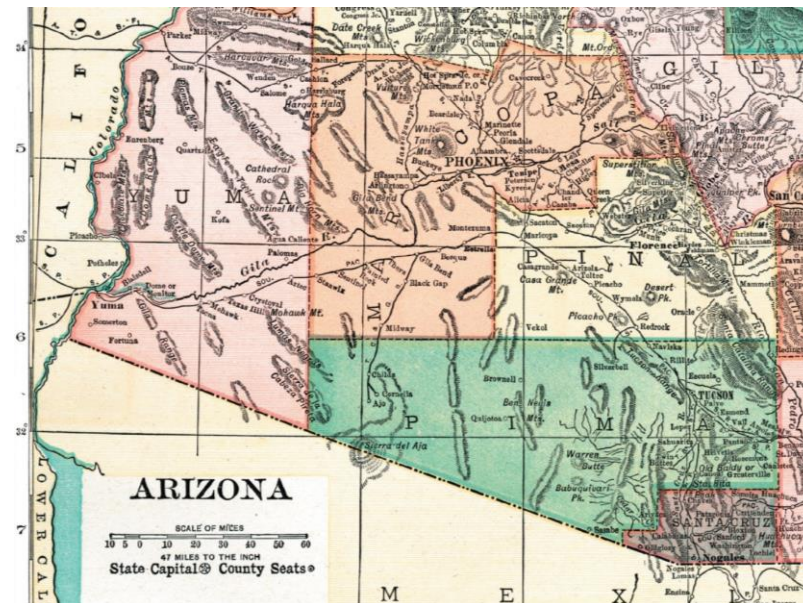
# Mission Statement:

To discover, research and preserve abandoned old towns, settlements, and landmarks along the historical trails, roads, and rail lines within the 12,000 sq miles of Southwestern Arizona. Providing data for state and federal programs and increase the awareness and education of the increasingly popular exploration of these areas by outdoor enthusiasts.

- **Executive Summary:**

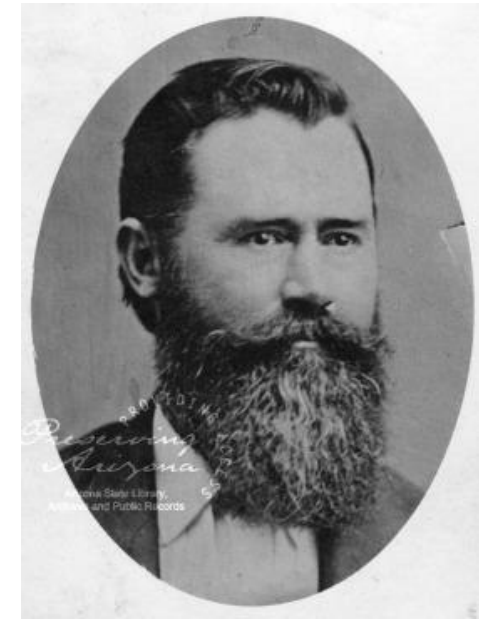
- *This is a concise overview of your entire business plan. Make it interesting enough to keep the reader engaged. Describe your nonprofit's [mission](#), its history, your unique strengths, and assets. Provide a list of your products, services, or programs. Don't forget your marketing plans and how you will [finance](#) your organization both in the short and long term.*

**Group of people from diverse backgrounds with a common interest in preservation, exploration, research, and acquisition of historical sites spread across the Southwestern deserts of Arizona from the Arizona Territory time period.**

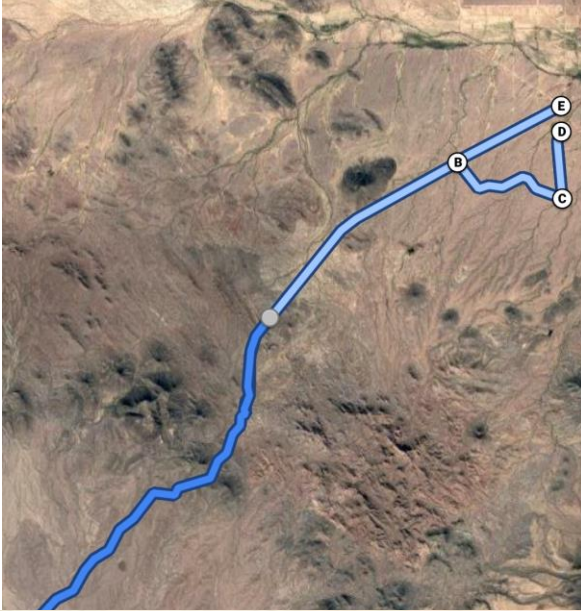


- **Organizational Structure:**

- The nonprofit has 5-7 board members who will determine through majority votes to the bylaws and plan of growth along with future land acquisitions and preservation projects.
- will employ staff to fill the following duties and tasks
  - *fundraising programs to acquire more lands and sites.*
  - *Grant writing for state and federal funding of research and data collection*
  - *Property maintenance and service project management*
- Subsidiary companies affiliated with the organization will be
  - *Museum/Historical Society*
  - *Cabin rental company*
  - *Off-road vehicle tour company*
- The members of the organization have purpose specific roles in Historical research and curation, trail mapping and surveying, and development of educational and statistical data. These roles will help the organization maintain the integrity of true Old West historical artifacts and sites while providing maps of safe riding trails between the preserved sites for the increasing population of off-road enthusiast.



**Products, Programs, or Services:** List and describe what products you may produce or distribute, what programs you will offer, and services you plan to provide. Include special features such as delivery processes, sources of products, the benefits of what you offer and what your future development plans are. Provide information on any copyrights, trademarks, or patents your organization has protected. Explain any new products and services you will eventually launch

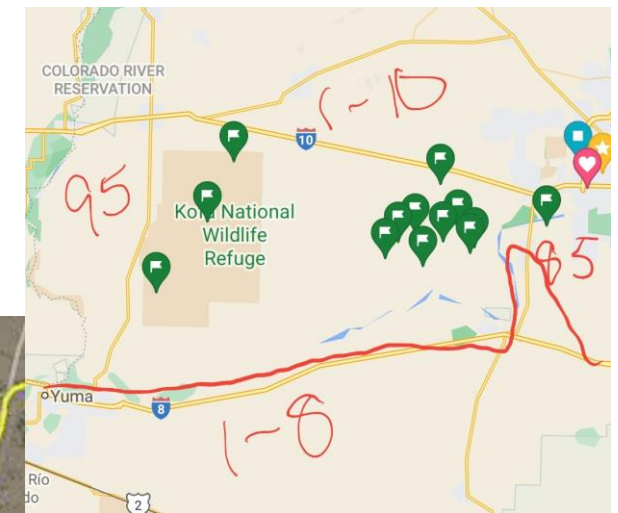


- The historical society functions as a preservation organization of pre 1930 settlements along the Arizona Western/Southern Pacific rail lines, stage coach trails from the Overland mail and Jackass mail lines, landmarks and roads along the historical old US Hwy 80 and various abandoned mining camps around the 12,000 square miles of southwestern Arizona desert lands between i10 and i8 and state highways 85 to 95
- Currently 265 acres of land is being sought for preservation attached to an abandoned settlement noted as Crag, Arizona, along the Southern Pacific Amtrak rail line that is “decommissioned” after a 1995 derailment of the Sunset Limited due to a domestic terrorist attack.
- Installment of boundaries and informative markers around the Crag ruins for artifact preservation for future observations. The county recognized road 339<sup>th</sup> Ave. divides the ruins around Crag so placement of hard barriers would preserve the site and still allow for trail/road access. This exact amount of land is on a 20 acre parcel that abuts the 80 acre parcel that is part of the 100 acre land deal.



## Products, Programs, or Services Continued

- The area is used and accessed year-round however the population of the area increases significantly during the fall and winter months. Installation of an annex building or structure adjacent to the preservation site will be used for administrative use and becoming a leasing income to the supporting off-road company and historical society. The building will also house a museum explaining the mission and history of the Old Arizona Territory.
- Currently the Off-road subsidiary has mapped and surveyed over 1200 miles of trails connecting 26 historical landmarks that are significant to the history of living in the southwest between 1649 and 1930. With the increasing popularity of the off-roading sports and open areas becoming developed as Arizona continues to expand, the subsidiary partners will be able to aide the preservation society with data, information, and research needed to obtain grants and funds from supporters of more historical sites and trails.





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## Crag, Arizona

From Wikipedia, the free encyclopedia

Coordinates: 33°18′04″N 112°54′08″W﻿ / ﻿33.30111°N 112.90222°W﻿ / 33.30111; -112.90222

**Crag** is a populated place situated in **Maricopa County, Arizona**, United States.<sup>[2]</sup> It has an estimated elevation of 883 feet (269 m) above sea level.<sup>[1]</sup>

### References [ edit ]

- ↑ ^ "Feature Detail Report for: Crag"  *Geographic Names Information System*. United States Geological Survey.
- ↑ "Crag (in Maricopa County, AZ) Populated Place Profile"  *AZ Hometown Locator*. Retrieved November 4, 2016.

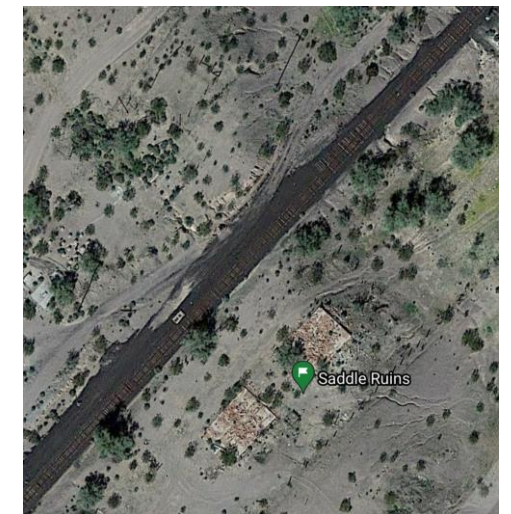
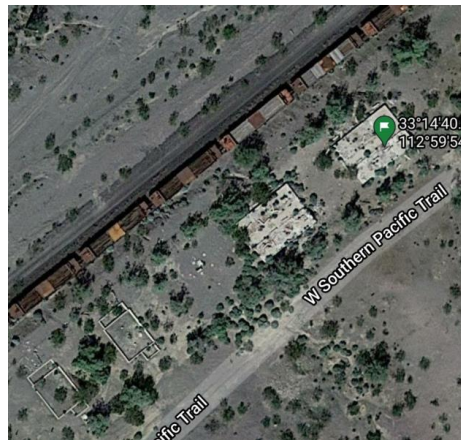


**Marketing Plan:** Who are you trying to reach? How will you reach them? Describe the constituencies you serve. What are the subcategories of your constituency? Explain the trends in your market, the need for your nonprofit's services, and what other organizations are competitors or possible collaborators. List your promotional efforts, [market research](#), [media outreach](#), and [communication channels](#). Include examples of your promotional materials in the

- In the beginning of the project the target will be financial supporters and industrial contributors. This will be accomplished through the professional services using crowd funding and other capital raising opportunities with the information provided. Once the target amount has been reached to begin seeking grants and hosting fundraising events, the focus will shift to the next target audience and the sub-constituency.
- The largest group of constituencies that the preservation society serves is the outdoor enthusiast. The subsections of this gigantic class include but are not limited to off-road vehicle owners; having its own extensive list of sub-categorical users. Other populations include campers, naturists, historical fanatics and the generally curious about the lives of old west townsfolk.
- The success of other ghost town communities and projects are the model for this particular project in Crag, Az. The potential opportunities for more land acquisition may only be for the purposes of preservation and maintenance. Sedona has a society, and a very affluent community has developed over time. Other towns from the Crag time period that are successful in preservation and tourist activity would include Tombstone and Bisbee, which also have the same old stagecoach trails and are on old US Hwy 80.

## Marketing plan continued

- The partnership with the Off-road rental and tour company provides valuable data and information that can be used to institute safer trail markings and information as the area traffic will begin to increase. By having trails designated, marked and mapped the preservation society will educate and distribute the information on safe trail riding. This will minimize the opportunity of collisions and lost people in the vast desert. Accidents and search missions are expensive on the local and state resources and tax payers that can now be aided by these proactive measures.
- Social Media and website presence will provide current marketing avenues for targeted groups that have previously specified. The highways north and south will have large “billboard” or Canvased trailer advertising for the California coming to phoenix traffic. We will be the first attraction along the highway since leaving the state of California. Digital billboards along the 303 and the 101 to attract the off-road population to come out to this area for the weekend instead of Glamis which is highly populated
- [The Painted Rocks and Campground](#) is an example of a local historical site that was preserved and used by approximately 25,000 visitors or more per year. Partnering with this site will increase this projects exposure.
- Arizona Highways magazine article



- **Operational Plan:** How do you plan to deliver your services? Where will your facility be located? Do you have equipment or inventory? Explain how you plan to maintain your operation and plans for future growth.
- **The mission is for the acquisition of property to remain within the trusts of the preservation organization or the non-profit historical societies as subsidiaries of this organization. With this organization and a representative of its members to sit as a member on any other society or organizational board.**
- **Establish rapport with BLM officials on self policing and assisting in safe land use by application and maintenance of permits needed by the tour business to operate on BLM property.**
- **There are 3 main properties that the organization would consider of high use in the efforts for preservation**
  - The ruins of Crag 100 acres
  - The dual wash site 165 acres with rail access
  - The Co-Op bar on Old US Hwy 80 5 acres with high community popularity
- **Establishment of a traditional trust fund for land and equipment acquisitions and management of property.**
- **The initial set up for the site will include the following**
  - 265 acres of property around the ruins of Crag, Arizona.
  - Annex building 7500sqft minimum with solar electric and running well water
  - 4 maintenance vehicles for the trails and property
  - Materials for the ruins site set up and educational products
  - Public facility installation and maintenance (mobile shower and toilet units)
  - Salaries for 6 staff and personnel for 6 months to include all operations.
  - Member salaries to be voted upon as determined in the bylaws once conceived





- **Evaluation Plan:** No charity should operate without a clear idea about how it will measure the effectiveness of its programs. No foundation will want to give it money, and donors will not be interested unless the organization can show that its programs make a difference. A charity can evaluate itself, although many choose to hire a professional to do so. How will you [measure the impact](#)? Don't underestimate the complexity of this task or the importance of [communicating it to constituents](#).

- **Timed and Measured**

hiring an outside agent after 6 months to evaluate and recalibrate the efforts of the board in the next season of tourists. To possibly acquire a minimum of 25 sites in 24 months and institute a preservation society for other historical sites in this region of Arizona.

- By applying proactive measures in the name of safety it would be punitive to attempt to measure positive or negative impact. Currently there is no significant or reliable data that will support or refute the need for safe trail riding measures in this area. However, once instituted the organization will stand to be ready and available if a need for emergency issues should arise.
- To partner with the historical societies of Bisbee, Douglas, Tombstone, and organizations like the Old US Hwy 80 society in Tucson. We may seek to adopt or become a variant of this society as it is far from the target area here in the Gila river region.



**Management and Organizational Team:** Who is on your management team? Provide information about key management staff and their expertise. List the members of your board. Explain their expertise. Include an organizational chart. Explain lines of responsibility. Provide an assessment of current and future staffing needs, including how [you will use volunteers](#).

- Management team includes

- Tommy Dee – Co-Founder/Historian – Land Acquisition manager/curator
  - Finding land and the history of it, assessing the value of the acquisition and negotiation
- Charlie McDee – Co-Founder – Engineer/Trail surveyor
  - Operations engineer for all buildings and equipment. Head trail surveyor and map designer
- Karel Sangster – Co-Founder – Treasure/Security
  - Treasure and marketing manager. Head of security and property protections
- Tammy Durfee – Secretary – Event Planner/Grant researcher
  - Secretary of the board, grant researcher and coordinator, fundraiser chair leader
- Tom Mom or Charlie Mom – Librarian/Book/Record keeper
  - Maintain information found through internet research, Social media chair leader

- Staff positions

- Start-up
  - Marketers, Grant Writers, Contractor for site work
- Growth
  - Curators, Property maintenance crews, Advertising and event staff

- Volunteer needs

- Organizations – BoyScouts, Church Groups, Schools, Clubs based on archeology, history, and the paranormal
- Fundraising help – Sponsoring events that raise funds for the restoration society current and future needs
- Corporate Sponsors – Continuous contributions from corporations for possible land tax credits



**Capitalization:** Explain your organization's capital structure. List outstanding loans, debts, holdings, bonds, and [endowments](#). If there are subsidiaries, explain how they relate to the primary organization.

- Currently there are no loans and the debts are under \$9,000.00 for the work currently collected
- The Subsidiary companies that will support this organization through lease and information collection:
  - UTV rental and Tour Company – Polaris Adventures Outfitter
  - Cabin Rental/AirBnB Company
  - Historical Society organization based in Crag, Az. With an artifacts museum



- **Financial Plan:** What are your nonprofit's current and projected financial status? What are your [sources of income](#)? Consider including an income statement, [balance sheet](#), [cash flow statement](#), and [financial projections](#). Explain any need for financing. List any [grants](#) you've received, significant contributions, and [in-kind support](#). Include your [fundraising plan](#).
- Currently the organization is seeking start-up funding of \$500,000.00 for the purposes of land acquisition, structural development and start up staffing needs
- Initial Income sources will be through fundraising efforts that include institutional charity, corporate sponsorship, and individual philanthropy. Once enough funds have been procured for staff salary, Grant research and writing will commence for additional funding and income sources until events and fundraising programs can begin from the actual site. (\$10,000 - \$100,000/contribution)
- Once operations at the site have begun Visitor traffic will sustain the subsidiary partners who lease land and building space to operate their respective companies. (\$1000 - \$5000/ week)
- Monthly events during the operational months will continue to supply the preservation society with awareness to the cause and increase the funds needed for daily operations and more events that raise awareness
  - Organized trail rides (\$5,000 - \$25,000/event)
  - Social club sponsored parties (\$20,000/Event)

# 3 stages of funding

## Donations

- Cash Donation
- Land Donation for tax relief
- Sponsorships from corporations
- Volunteer Labor/materials

## Subsidiary Partners

- Lease Payments by Subsidiaries
- SxS Rental and repair shop
- Sponsored events for fundraising – rides, parties, service projects

## Grants

- [Preservation Directory](#)

[National Trust Preservation Funds](#) - includes funds that provide two types of assistance to nonprofit organizations and public agencies: 1) matching grants from \$500 to \$5,000 for preservation planning and educational efforts, and (2) intervention funds for preservation emergencies.

[Johanna Favrot Fund for Historic Preservation](#) - provides nonprofit organizations and public agencies grants ranging from \$2,500 to \$10,000 for projects that contribute to the preservation or the recapture of an authentic sense of place.

[Cynthia Woods Mitchell Fund for Historic Interiors](#) - provides nonprofit organizations and public agencies grants ranging from \$2,500 to \$10,000 to assist in the preservation, restoration, and interpretation of historic interiors.

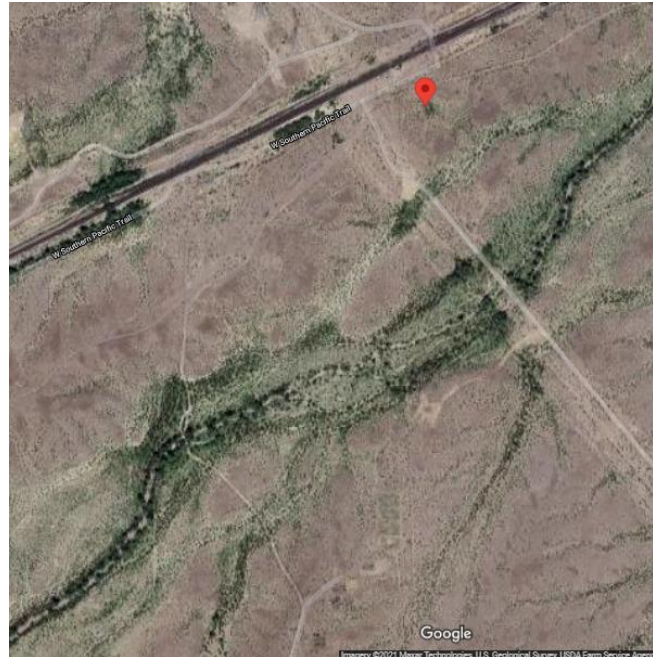
[Peter H. Brink Leadership Fund](#) - helps to build the capacity of existing preservation organizations and encourages collaboration among these organizations by providing grants for mentoring and other peer-to-peer and direct organizational development and learning opportunities.

# Crag, Arizona

Home Base

## Major Points of Interest

- Old US Hwy 80
  - Gillespie Dam and Bridge
  - Desert Rose arena
  - Co-op Bar and Grill
- Aqua Caliente Rd.
  - Crag, Az
  - Sundad, Az
  - Aqua Caliente, Az



# Major Points of Interest

Continued

- Stagecoach Trails
  - Overland Butterfield Stage line
  - Jackass Mail line
- Southern Pacific/Arizona Western Rail line
  - Saddle, Az
  - Harqua, Az
  - Gillespie, Az
  - Pappago, Az
- Abandoned mines/historical sites
  - Woolsey Corral – Woolsey Ranch – Woolsey Peak
  - Lower Buckeye Copper Mine
  - Stronghold Mine
  - Yellow Medicine Tank
  - Sunset Limited crash site

# Subsidiary partners

- Society Events
  - \$2500 to \$4500
- Cabin Rentals
  - Potential income of \$2000/month
- SxS rental and Tours
  - Potentially make \$5000/month

More data is in the business plans to these subsidiary partner companies



# Brothers on a mission



**Tommy Dee**  
**Co-Founder**

- Hobby Historian
- Passionate about historical preservation
- Avid Outdoorsmen-Adventure
- General Contractor/Developer -15 years
- Bachelors of Science in Nursing -8 years
- Entrepreneur
- Stand-up Comedy 2 years



**Charlie McDee**  
**Co-Founder**

- Master Mechanic – 30+ years
- Avid rider of all ATV and UTV
- UTV and ATV safety and riding instructor
- Certified Diesel Mechanic – GM, Cat, GE
- Operations/Mech. engineer - Superlite
- 35 certifications in all mechanical fields
- IMCA Stock builder and racer

- **Appendix:** Include in your appendix resumes of key staff, board member lists, pertinent charts and graphs, promotional material, [strategic plan](#), [mission and vision statements](#), and [annual report](#).
- **Strengths** Strong Teams - Strong Partnerships with Industry Leaders and Community Stakeholders
- **Weakness** Passion for the project - heavy workloads of research - heavy workloads on fundraising
- **Opportunities** The development of the OZ Fund and a capital raise of 100million
- **Threats** Development of more solar farms - change in political climate - more investors seeking alternative land uses

This portion can be discussed during the first meeting of the board members