



# The Barn at Smith Acres

A Non-Profit Organization Benefiting  
Veterans and Military Families

Founded by Lindsay Smith



# Meet Lindsay...



Lindsay Smith, Founder

\*Military Wife, Mom & Registered Yoga Teacher, With Specialized Training in Trauma and Teaching our Military Community

\*3<sup>rd</sup> Generation Hotelier

\*20+ Consistent Years in Hospitality

\*Held the following positions:

General Manager (Past 10 Years), Hotel & Restaurant Task Force Manager, Corporate Director of HR, Revenue Manager, Controller

\*Opened 4 new hotels successfully, earning the highest of accolades for each:

- Courtyard by Marriott Miami Downtown 2002
- Hilton Garden Inn by Hilton Fort Lauderdale Airport/Cruise Port 2004
- StayBridge Suites by IHG Kansas City/Independence 2009
- TownePlace Suites by Marriott Fort Myers/Estero 2017

\*Managed hotels worth \$14 Million (Average)

- Holiday Inn Downtown Mobile
- Admiral Semmes Curio Collection by Hilton

\*Experience includes managing hotels ranging from:

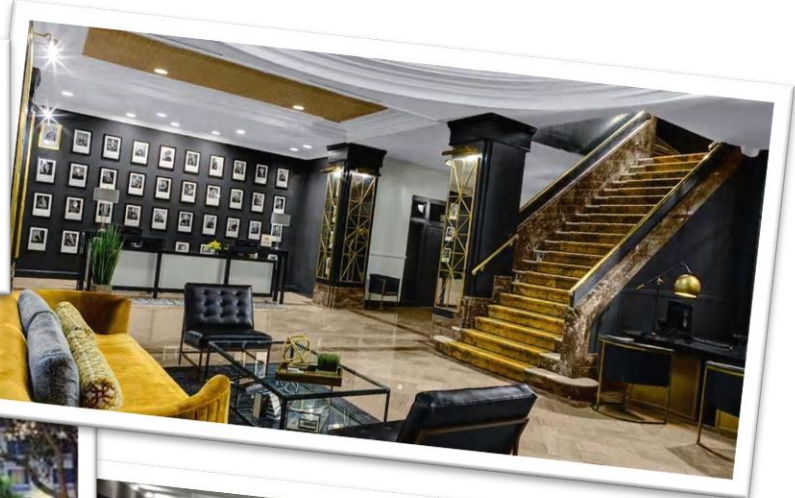
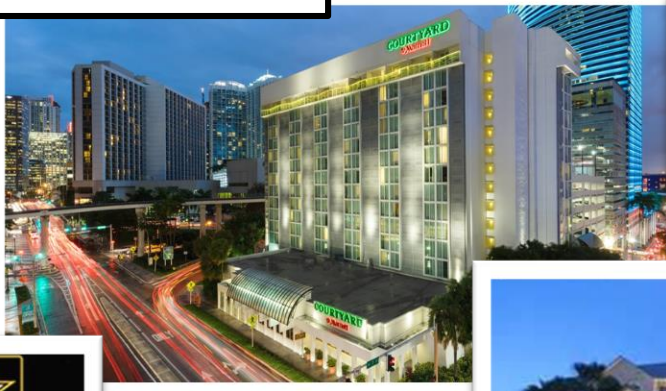
100-440 Rooms, 500-20,000 Sqft Meeting Space,  
1-3 Restaurants and 1-6 Bar Outlets

\*Either Chaired or Supported the Following Non-Profits:

Team RWB, Warriors at Ease, American Heart Association “Go Red” and various Heart Walks, Miles for Smiles, FRG, Give Kids the World, Several Independence Council for Economic Development Committees, Susan G. Komen, Operation Breakthrough, Red Cross, Girl Scouts of America.



# Lindsay's Resume at a Glance





# Why This?



Typical Meeting Space



The Barn at Smith Acres

*This is NOT your typical meeting space*



*Local Demand*



*Pre-Fabricated Post & Beam Structure*



*The ability to host a variety of events, through every season, being able to provide services, hands-on training, resources and awareness to our military community.*



*A multitude of resources to benefit our military and their families.*



*Unlimited Clientele*

**20+ Acres featuring a 5-Acre Preserve**

**7,500 Sqft Building**

**3,000 Sqft Partially Covered Patio with  
Outdoor Kitchen, Pizza Oven, Fire Pit  
and Lighting Options**

**5,000 Sqft Great Room to Host:**  
200 Classroom  
400 Banquet  
480 Reception  
500 Theater  
30 Booths

**1,000 Sqft Dividable Breakout Room**

**700 Sqft Banquet Kitchen**

**800 Sqft “His & Her” Bridal Suites**

**1,000 Sqft Office Building**



## Property Specifics

**1 Acre Pond with Waterfall Feature  
and Dock**

**Separate Covered Gazebo**

**Large Landscaped Outdoor Area  
Available for Outdoor Ceremonies,  
Festivals and Markets  
\*Accommodating up to 3,500**

**Mature Trees and Natural Preserve on  
Site**

**5K Trail Through Wooded Areas**

**Endless Photographic Opportunities**

**Oregon-Made Post-and-Beam  
Construction; Built to Withstand Any  
Natural Disaster**

**Parking for up to 400 Vehicles**

**Farm to Table Vegetable and Herb  
Garden**



# The Vision







*Weddings, Bridal Showers,  
Rehearsal Dinners, Baby Showers*



*Corporate & Association  
Meetings*



*Seminars, Workshops  
& Speaking Events*



*Holiday Parties*



*Fundraisers*



*Graduation Parties, School  
Banquets & Dances*



*Military Events*



*Farmers' Markets & Art Fairs*



*Trade Shows, Bridal Shows, Job  
Fairs & Vendor Expos*



*Family Reunions & Retreats*

# Sources of Business





**VA Resources**



**Military Reintegration,  
Including Small Groups  
& Clubs**



**On the Job Training, Resume  
Writing, Small Business  
Seminars, Job Placement**



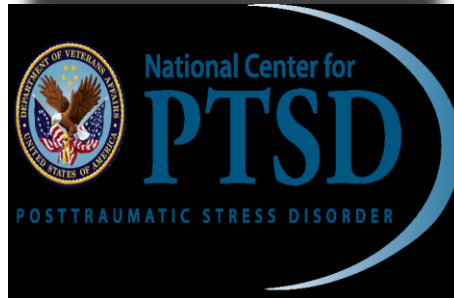
**Financial Workshops &  
Budgeting**



**Yoga & Meditation Classes,  
Retreats & Workshops**



**Mental Health Clinics &  
Support Groups**



**PTSD & TBI  
Information & Support**



**Fundraising Events to Build  
Community (5K's,  
Ruck Marches, Golf, etc.)**



**Yellow Ribbon, Deployment  
& Homecoming Events**



**Family & Couples  
Events & Retreats**

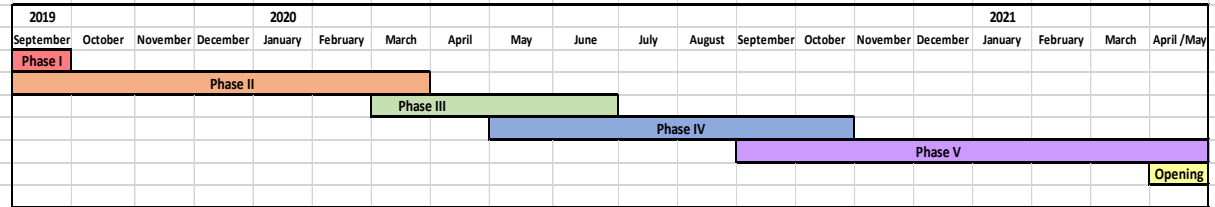
# **Veteran & Family Support**



## Development Costs & Timeline

The Barn at Smith Acres			
Fort Myers, FL 33913			
Land Area	23.29	Acres	
Building Size	7,500	SF	
Unit Cost			
<b>LAND COST:</b>			
Land Value (PSF)	\$ 1.23		\$ 1,250,000
<b>BASE BUILDING:</b>			
Barn Timber Kit (Florida Approved)	\$ 70	Building only	\$ 575,000
<b>BUILD OUT / FINISHES:</b>			
Erect & Build the Kit	\$ 24	\$ 180,000	
Concrete Slab, Electric, Plumbing, HVAC,	\$ 66	\$ 495,000	
Flooring, Fire, Painting		\$ 750,000	
FF&E and Kitchen Equipment		\$ 300,000	
Gazebo, Fountain and Dock			
<b>SUBTOTAL:</b>		<b>Build-Out</b>	<b>\$ 1,725,000</b>
<b>SITE AND SOFT COSTS:</b>			
Site Work (per acre) / 5 Acres	\$ 250,000	\$ 1,250,000	
Landscape (per acre) / 5 Acres	\$ 35,000	\$ 175,000	
Impact Fees (VERIFY CATAGORY (per 1K SF)	\$ 6,000	\$ 45,000	
<b>SUBTOTAL:</b>			<b>\$ 1,470,000</b>
<b>DESIGN &amp; PERMITTING:</b>			
Development	\$ 150,000		
Engineering	\$ 85,000		
Architect/MEP	\$ 100,000		
<b>SUBTOTAL:</b>			<b>\$ 335,000</b>
<b>TOTALS:</b>			
Land Cost	\$ 1,250,000		
Construction Cost (Building & Build-Out)	\$ 2,300,000		
Site & Soft Costs	\$ 1,470,000		
Design & Permitting	\$ 335,000		
Land Acquisition	\$ 1,250,000	\$ 166.67	PSF
Building and Development Cost	\$ 4,105,000	\$ 547.33	PSF
<b>Total Esimated Project Cost</b>	<b>\$ 5,355,000</b>	<b>\$ 714.00</b>	<b>PSF</b>

## The Barn at Smith Acres - Projected Timeline

[illegible]

Targeted Opening Date of April / May 2021





Proposal



Seeking Benefactors, Donors  
and Federally Sponsored Grants to Fund

**Project Cost \$5.35m**



# Stabilization Year 2 Proformas (Both For Profit and Not for Profit Split)

1st Full Year- For Profit	January	February	March	April	May	June	July	August	September	October	November	December	Total
REVENUES													
57% Profit / 43% NonProfit Expense Split													
Facility Rentals	\$112,500	\$117,500	\$127,500	\$128,750	\$122,750	\$93,750	\$93,750	\$93,750	\$93,750	\$122,750	\$138,750	\$180,000	\$1,425,500
Misc Rentals & Services	\$32,633	\$35,625	\$36,275	\$33,883	\$36,435	\$29,817	\$30,067	\$29,817	\$29,442	\$33,793	\$40,017	\$47,825	\$415,628
TOTAL REVENUES	\$145,133	\$153,125	\$163,775	\$162,633	\$159,185	\$123,567	\$123,817	\$123,567	\$123,192	\$156,543	\$178,767	\$227,825	\$1,841,128
EXPENSES													
WAGES													
Salaried Payroll	\$40,089	\$40,089	\$40,089	\$40,089	\$40,089	\$40,089	\$40,089	\$40,089	\$40,089	\$40,089	\$40,089	\$40,089	\$481,071
Hourly Payroll	\$18,286	\$18,286	\$18,286	\$18,286	\$18,286	\$18,286	\$18,286	\$18,286	\$18,286	\$18,286	\$18,286	\$18,286	\$219,427
FICA 8%	\$4,670	\$4,670	\$4,670	\$4,670	\$4,670	\$4,670	\$4,670	\$4,670	\$4,670	\$4,670	\$4,670	\$4,670	\$56,040
TOTAL WAGES	\$63,045	\$63,045	\$63,045	\$63,045	\$63,045	\$63,045	\$63,045	\$63,045	\$63,045	\$63,045	\$63,045	\$63,045	\$756,538
OPERATING													
Cleaning Supplies	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,394
Linen Rental	\$280	\$280	\$280	\$280	\$280	\$280	\$280	\$280	\$280	\$280	\$280	\$280	\$3,360
Laundry Supplies	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Uniforms	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Décor	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$2,451
Sales Tax (6%)	\$8,708	\$9,188	\$9,827	\$9,758	\$9,551	\$7,414	\$7,429	\$7,414	\$7,392	\$9,393	\$10,726	\$13,670	\$110,468
TOTAL OPERATING EXPENSES	\$9,509	\$9,988	\$10,627	\$10,559	\$10,352	\$8,215	\$8,230	\$8,215	\$8,192	\$10,193	\$11,926	\$14,470	\$120,473
FOOD & BEVERAGE													
Food Cost	\$2,280	\$2,280	\$2,280	\$1,520	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,900	\$2,280	\$2,850	\$21,090
Liquor Cost	\$8,213	\$8,213	\$8,960	\$7,466	\$8,213	\$4,480	\$4,480	\$4,480	\$4,480	\$8,960	\$11,200	\$12,693	\$91,838
TOTAL FOOD & BEVERAGE	\$10,493	\$10,493	\$11,240	\$8,986	\$9,353	\$5,620	\$5,620	\$5,620	\$5,620	\$10,860	\$13,480	\$15,543	\$112,928
ADMIN. & GENERAL													
Phones & Internet	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$2,736
Security / Cameras	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,394
Bank Fees	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$420
Employee Relations- For Profit Only	\$200	\$200	\$200	\$200	\$200	\$200	\$1,000	\$200	\$200	\$200	\$200	\$200	\$3,200
Office Supplies	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
Acct, Payroll & Legal Fees	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000
CC Commission	\$5,080	\$5,359	\$5,732	\$5,692	\$5,571	\$4,325	\$4,334	\$4,325	\$4,312	\$5,479	\$6,257	\$7,974	\$64,439
Travel	\$500	\$200	\$500	\$200	\$500	\$200	\$200	\$500	\$500	\$200	\$200	\$200	\$3,900
Entertainment	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Equipment Leases	\$684	\$684	\$684	\$684	\$684	\$684	\$684	\$684	\$684	\$684	\$684	\$684	\$8,208
A&G TOTAL	\$10,276	\$10,256	\$10,929	\$10,589	\$10,768	\$9,221	\$10,030	\$9,221	\$9,508	\$10,676	\$11,153	\$12,870	\$125,497
SALES & MARKETING													
Website & Email	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$9,000
Marketing Materials	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$34,200
PMS- SalesPro	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$5,472
Travel	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Cell Phones	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$2,052
Entertainment	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Print & Media Advertising	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
TOTAL S&M	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$75,924
MAINTENANCE & UTILITIES													
Electric	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$19,152
Gas	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$171	\$2,052
Trash & Recycling	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$4,104
Water & Sewage	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$1,596	\$19,152
Pest Control	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$13,680
HVAC	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$684
Paint	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$684
Landscaping	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$1,140	\$13,680
Electrical Supplies	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$228	\$2,736
TOTAL MAINT & UTILITIES	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$6,327	\$75,924
TOTAL OPERATING EXPENSES	\$105,976	\$106,436	\$108,494	\$105,832	\$106,171	\$98,755	\$99,578	\$98,755	\$99,019	\$107,427	\$112,258	\$118,582	\$1,267,284
CAPITAL EXPENSES													
Insurance	\$3,705	\$3,705	\$3,705	\$3,705	\$3,705	\$3,705	\$3,705	\$3,705	\$3,705	\$3,705	\$3,705	\$3,705	\$44,460
Depreciation	\$1,425	\$1,425	\$1,425	\$1,425	\$1,425	\$1,425	\$1,425	\$1,425	\$1,425	\$1,425	\$1,425	\$1,425	\$17,100
Lease	\$11,685	\$11,685	\$11,685	\$11,685	\$11,685	\$11,685	\$11,685	\$11,685	\$11,685	\$11,685	\$11,685	\$11,685	\$140,220
Property Taxes	\$1,568	\$1,568	\$1,568	\$1,568	\$1,568	\$1,568	\$1,568	\$1,568	\$1,568	\$1,568	\$1,568	\$1,568	\$18,810
TOTAL CAPITAL EXPENSES	\$18,383	\$18,383	\$18,383	\$18,383	\$18,383	\$18,383	\$18,383	\$18,383	\$18,383	\$18,383	\$18,383	\$18,383	\$220,590
TOTAL EXPENSES	\$124,359	\$124,818	\$126,877	\$124,214	\$124,554	\$117,137	\$117,961	\$117,137	\$117,402	\$125,810	\$130,640	\$136,965	\$1,487,874
NET PROFIT	\$20,774	\$28,307	\$36,898	\$38,419	\$34,631	\$6,430	\$5,856	\$6,430	\$5,790	\$30,733	\$48,127	\$90,860	\$353,254
All Profit goes to the Non-Profit 501(c)3													

1st Full Year- Non-Profit	January	February	March	April	May	June	July	August	September	October	November	December	Total
REVENUES													
43% of Events - # of Events	13	14	14	14	14	16	19	16	13	14	16	20	183
For Profit Net Revenues	\$20,774	\$28,307	\$36,898	\$38,419	\$34,631	\$6,430	\$5,856	\$6,430	\$5,790	\$30,733	\$48,127	\$90,860	\$353,254
Grants	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$1,800,000
Donations	\$20,000	\$20,000	\$30,000	\$20,000	\$20,000	\$40,000	\$60,000	\$40,000	\$20,000	\$20,000	\$50,000	\$50,000	\$390,000
Memberships	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
TOTAL REVENUES	\$200,787	\$208,321	\$226,912	\$218,433	\$214,645	\$206,446	\$225,875	\$206,446	\$185,803	\$210,747	\$258,143	\$300,880	\$2,663,437
EXPENSES													
WAGES													
Salaried Payroll	\$42,243	\$42,243	\$42,243	\$42,243	\$42,243	\$42,243	\$42,243	\$42,243	\$42,243	\$42,243	\$42,243	\$42,243	\$506,913
Hourly Payroll	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$288,000
FICA 8%	\$5,299	\$5,299	\$5,299	\$5,299	\$5,299	\$5,299	\$5,299	\$5,299	\$5,299	\$5,299	\$5,299	\$5,299	\$63,936
TOTAL WAGES	\$71,542	\$71,542	\$71,542	\$71,542	\$71,542	\$71,542	\$71,542	\$71,542	\$71,542	\$71,542	\$71,542	\$71,542	\$858,506
OPERATING													
Retreat Supplies (40ppl/Retreat)	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$32,000	\$48,000	\$40,000	\$16,000	\$16,000	\$16,000	\$16,000	\$264,000
Retreat Activities (On & Off-Site)	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$24,000	\$36,000	\$30,000	\$12,000	\$12,000	\$12,000	\$12,000	\$198,000
Workshop Instructors	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$1,000	\$1,000	\$1,000	\$1,000	\$15,000
Workshop Printed Materials	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Hotel Costs (2nts/2ppl/rm@\$129)	\$10,320	\$10,320	\$10,320	\$10,320	\$10,320	\$20,640	\$30,960	\$25,800	\$10,320	\$10,320	\$10,320	\$10,320	\$170,280
Cleaning Supplies	\$151	\$151	\$151	\$151	\$151	\$151	\$152	\$151	\$151	\$151	\$151	\$151	\$1,808
Linen Rental	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Laundry Supplies	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Uniforms	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
T-Shirts/Promo Items	\$1,500	\$1,500	\$1,500	\$1,500	\$3,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$19,500
Décor	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$1,720	\$4,010
Event Entertainment/Speakers	\$3,000	\$3,000	\$5,000	\$3,000	\$3,000	\$3,000	\$10,000	\$3,000	\$3,000	\$3,000	\$10,000	\$10,000	\$59,000
TOTAL OPERATING EXPENSES	\$45,150	\$45,150	\$47,150	\$45,150	\$46,650	\$84,470	\$129,791	\$103,630	\$45,150	\$45,150	\$53,741	\$53,021	\$744,198
FOOD & BEVERAGE													
Food Cost	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$48,000	\$60,000	\$408,000
Liquor Cost	\$4,050	\$2,700	\$2,700	\$2,700	\$5,400	\$2,700	\$5,400	\$2,700	\$2,700	\$2,700	\$5,400	\$6,750	\$45,900
TOTAL FOOD & BEVERAGE	\$34,050	\$32,700	\$32,700	\$32,700	\$35,400	\$32,700	\$35,400	\$32,700	\$32,700	\$32,700	\$53,400	\$66,750	\$453,900
ADMIN. & GENERAL													
Phones & Internet	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$2,064
Security/Cameras	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$1,806
Bank Fees	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$420
Office Supplies	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Acct. Payroll & Legal Fees	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000
CC Commission	\$3,012	\$3,125	\$3,404	\$3,276	\$3,220	\$3,097	\$3,388	\$3,097	\$2,787	\$3,161	\$3,872	\$4,513	\$39,952
Travel / Admin & Speakers	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000
Travel/Meals for Board Members	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$6,600
Entertainment	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
Sponsorships	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000
Education/Trainings	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Equipment Leases	\$514	\$514	\$514	\$514	\$514	\$514	\$514	\$514	\$514	\$514	\$514	\$514	\$6,168
A&G TOTAL	\$117,131	\$117,246	\$117,525	\$117,398	\$117,341	\$117,218	\$117,510	\$117,218	\$116,909	\$117,283	\$117,994	\$118,635	\$209,410
SALES & MARKETING													
Website & Email	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$9,000
Marketing Materials	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$2,850	\$34,200
PMS-SalesPro	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$456	\$5,472
Bank Fees	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Cell Phones	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$2,100
Entertainment	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000
Franchise PR	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Print & Media Advertising	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
TOTAL S&M	\$13,531	\$13,531	\$13,531	\$13,531	\$13,531	\$13,531	\$13,531	\$13,531	\$13,531	\$13,531	\$13,531	\$16,031	\$167,372
MAINTENANCE & UTILITIES													
Electric	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$14,448
Gas	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$129	\$1,548
Trash & Recycling	\$258	\$258	\$258	\$258	\$258	\$258	\$258	\$258	\$258	\$258	\$258	\$258	\$3,096
Water & Sewage	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$1,204	\$14,448
Pest Control	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$10,320
HVAC	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Paint	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Landscaping	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$860	\$10,320
Electrical Supplies	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$2,064
TOTAL MAINT & UTILITIES	\$4,787	\$4,787	\$4,787	\$4,787	\$4,787	\$4,787	\$4,787	\$4,787	\$4,787	\$4,787	\$4,787	\$4,787	\$57,444
TOTAL OPERATING EXPENSES	\$186,193	\$184,956	\$187,235	\$185,108	\$189,251	\$224,248	\$272,561	\$243,408	\$184,618	\$184,992	\$217,494	\$230,765	\$2,490,829
CAPITAL EXPENSES													
Insurance	\$2,795	\$2,795	\$2,795	\$2,795	\$2,795	\$2,795	\$2,795	\$2,795	\$2,795	\$2,795	\$2,795	\$2,795	\$33,540
Depreciation	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$1,075	\$12,900
Lease	\$8,815	\$8,815	\$8,815	\$8,815	\$8,815	\$8,815	\$8,815	\$8,815	\$8,815	\$8,815	\$8,815	\$8,815	\$105,780
Property Taxes	\$1,183	\$1,183	\$1,183	\$1,183	\$1,183	\$1,183	\$1,183	\$1,183	\$1,183	\$1,183	\$1,183	\$1,183	\$14,190
TOTAL CAPITAL EXPENSES	\$13,868	\$13,868	\$13,868	\$13,868	\$13,868	\$13,868	\$13,868	\$13,868	\$13,868	\$13,868	\$13,868	\$13,868	\$166,410
TOTAL EXPENSES	\$200,060	\$198,824	\$201,102	\$198,976	\$203,119	\$238,115	\$286,428	\$257,275	\$198,486	\$198,860	\$231,362	\$244,633	\$2,657,239
NET	\$727	\$9,497	\$28,810	\$19,458	\$11,527	-\$31,670	-\$60,554	-\$50,830	-\$12,683	\$11,887	\$26,781	\$56,247	\$6,198



# Proforma Breakdown:

For Profit Event Venue:

Revenues: \$1,841,128

Expenses: \$1,487,874

**All Profits Going Towards Non-Profit: \$353,254**

Nonprofit:

Grants, Donations, Memberships & Venue Proceeds: \$2,663,437

Expenses: \$2,663,437

**= \$2,663,437 Going Towards Veteran Services**

\*Only 19% goes towards Total Executive Wages

**This Money Will Support:** (but not limited to)

Reintegration, Family Day, Retreats, Financial Workshops, Parenting Workshops, Group Therapy, On-The-Job Trainings, Career Placement Services, Re-Boot Training, Resume Workshops, Educational Workshops, Healthcare Clinics, Dental Clinics, Wellness Clinics, Yoga, Meditation, Yellow Ribbon Clinics, Fundraisers, Spousal Support, Pre/Post Deployment Ceremonies, Military Kids Day and SO MUCH MORE!





# Long-Term Goals





# The Barn at Smith Acres

Thank you for your interest!

For further information, contact  
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