



## Business Plan Summary

*Our mission of helping struggling children to succeed and helping successful children to become confident leaders is more important than ever.*

### Character Camp Will Develop A New Youth Retreat Campus

#### Project Statistics

Estimated Cost: \$8.1M

Annual Revenue Projection: >\$1M

Property Size: 58.5 Acres

Property Location: Damon, Texas

#### Why This Venture Will Be Successful

##### The Pressing Need

- The Houston metroplex continues to enjoy aggressive population growth
- There is an ever-increasing demand for high quality retreat locations and innovative summer programs
- There is an explosive interest among parents in cutting-edge STEM programs
- It is common for groups in our area to bus children to camps three or more hours away. Even Character Camp itself is usually on waiting lists with various camps for summer retreat space
- We are already receiving calls from groups seeking to rent retreat space from Character Camp
- A well-established national organization has committed to making Character Camp its preferred provider for youth summer camps due to its history with the national organization and its close proximity to the Houston market

##### The Premium Location

- This camp would be within 40 minutes of Houston, within 30 minutes of Pearland and within 30 minutes of Sugarland
- It is literally within one hour of several million potential campers – completely surrounded by close-proximity rapid growth

##### Our Remarkable Experience

- Character Camp has 34 years' experience hosting high quality youth camps, giving us a unique understanding of the business and the industry
- We are in an association with more than 800 camps and conference centers and have been featured at the national conference as a model of innovation for other camps
- In 2020, our visibility has increased exponentially as we joined a second national camping association with more than 12,000 members

##### Our Impeccable Track Record

- We have earned the respect and trust of parents, schools, churches and supporters
- In 34 years of retreats and international trips, no child has ever been abused, neglected or injured

### Our Proven Ability

- We have a well-developed, high-performing management team and staff
- We have demonstrated our ability to manage every aspect of retreats from bookkeeping, housekeeping, medical, and security to culinary, water safety, transportation, event programming and reservations
- We have surpassed more than 8,000 volunteer manhours per year

### Our Diversity of Services

- While most camps have upgraded their facilities and recreational amenities, their programming is years behind that of Character Camp
- Beyond all the attractions of traditional camps, we have an exceptionally strong STEM component, career development, character education and year-round mentoring programs
- Another important differentiator contributing to our success will be our Junior Apprentice Program whereby kids can live at camp through the week for six weeks to build skills toward a viable career path such as Aviation, Robotics, Electronics, CSI, Software Coding, Business Ownership or Project Management (Petrochemical)

### Our Project Development Team

- Our Board and Operating Staff include engineers and project managers who are experienced at managing construction, commercial and industrial projects in excess of one-hundred million dollars
- Our management team includes former successful business owners and business managers
- Our project planning team includes professionals who are familiar with numerous camp layouts retreat facility designs, educational space, recreational space and entertainment venues
- Our team is well-experienced at leveraging monetary capital, in-kind resources and volunteer manpower
- For the down payment on the property loan, we raised over \$50,000 in one-time gifts and about \$2000 per month in ongoing support in less than three weeks without a fundraiser

### Supplemental Income Sources

- Summer Day Camp
- Summer Retreat Rental To Other Groups
- Junior Apprentice Program
- Special Event Venue Rental
- Off-season Weekend Specialty Retreats
- RV Park – partitioned from camp (future)
- Youth Aviation Training
- Foundational Grants
- Special Fundraising Events