

The Freedom and Sustainability Project:
A Business Plan
(Revised 11 April 2022)

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The Freedom and Sustainability Project

1/ EXECUTIVE SUMMARY

We Have A Strategic Opportunity

In this age of instant communication and information, our world is becoming increasingly more connected. While much of this development has had a marvelous and favorable democratizing affect on society, it has made us susceptible to the vulnerabilities and weaknesses of the collective world social structure.

Recently a global pandemic, incidental political machinations leading to unwise government spending practices, and the resulting inflation has caused fuel and food shortages and unsustainable spikes in prices.

Failing education systems have also left parents and children vulnerable to the influence of toxic ideologies, all the while leaving them hampered with dogmatic practices and without reliable or adaptive skill sets.

As energy costs rise, currency loses its value, and fiscally unsound legislation and unpredictability of national and international commodity markets grow, there is motivation for families, cities and regions to question the current and future stability of these systems.

While attempts to reform systemic problems in the existing system are the primary objective, these institutions have an obligation to determine alternative plans of action in the event these problems remain unsolved.

The Freedom and Sustainability Project is a solution to these problems.

Our Product

The Freedom and Sustainability Project is an organization that seeks to build a community of fully functional, interdependent, economically robust villages. These fully functional connected living areas are designed to provide for all the needs to sustain life and cultivate knowledge while physically representing actual places only hitherto represented in fantasy stories. The stories referred to are a part of the world of *Wizarding in the Wild West*.

These story-oriented aesthetic villages will incorporate an alternative education system, private agronomical and industrial production facilities, relevant centers of cultural expression, artistic and invention creation, and technological research, as well as public markets in which to sell the products, goods, and services created therein.

Our goal is to provide the most reliable and independent means of temporal, entertainment, and educational support to the local community.

Management

Thirdofeight is solely owned and led by its founder, Benjamin Roche. His ambition, tenacity, idealism, and vision have brought the project to where it currently stands.

By seeking to surround himself with a successful team of specialists, mentors, industrial experts, personal advisors, trusted confidants, and entrepreneurs, the founder is preparing to meet the challenges and demands of this complicated project.

As the project grows in scope, the organization will be fully complemented by a concerted group of qualified consultants and technicians as needs and resources require.

The Industry: The First Step to Stability

Story Telling with Film

In recent years, story telling has become easier than ever.

The tools of film making have become as ubiquitous as smart phones. Social media systems have become default marketing and promotional tools, and digital streaming services have largely supplanted theater and television as the dominant distribution model. Additionally, the movie industry's over-reliance on old franchises has all but ignored the value of new and original stories.

Agriculture

Over the last few years our food supply has become a focal point of public discussion. Our overwhelming reliance on transportation networks has been emphasized as the price of fuel has fluctuated.

The effect inflation has had on our money supply demonstrates the truth that hard or physical resources are much more reliable than cash or symbolic currency. Even gold is relatively useless if it can't be converted to food when you're hungry.

Besides the obvious need for sustenance, people generally are becoming more interested in connecting to where their food comes from. Controversy surrounding large-scale farming methods has contributed to the development of the 'certified organic' label. Benefits of locally produced food are becoming more widely recognized by the public as the drastic increase in popularity of farmers markets manifests.

By purchasing land and cultivating it internally, we will be able to more closely manage and develop a reliable and local food supply for our community that is independent of otherwise unpredictable market fluctuations.

Energy

Our modern lifestyle has become reliant on chemical and electrical energy, so naturally it is recognized as a major factor when discussing most social issues. Increasing world demand, market speculation, and overt manipulation through limiting the supply sends ripples throughout our economy and our personal lives.

Power is a key factor in allowing both the production of goods and services, and also the quality of our everyday lives. Cheap, abundant, and reliable energy is essential for an community to prosper.

As we find ways to produce and control new and local sources of energy, we will be fundamentally empowered in countless ways.

Education

Public education is fraught with problems. Its methodologies are based in outdated and irrelevant processes that track back to the industrial revolution. Innovation is often kept back in the name of maintaining the status quo of government employees. This causes the students to suffer as old and dated methodologies are maintained despite evidence of their incompleteness.

Wokeness has infected education as well, integrating dogmatic emotional practices and procedures in place of proven principles and historical facts.

The many problems of modern day education have been compounded despite an increased effort by government to provide solutions.

We have designed an education system that is free of the old stake holders. Its focus is developing the innate creativity of individuals. It is catered to the one, but overall based in universal principles. It uses a system of mentoring and hands-on experience to expose students to the subjects and knowledge they seek.

The Local Market

The key to success in film these days is having original high quality content. We have it in spades. Our story has been carefully designed to scratch all the right itches in all the right places, but still remain flexible and fluid.

The filmmaking process has never been so accessible. Through social media, there are many alternative routes to marketing them as well. Distribution has followed a similar path as streaming services have become the central focus of all the studios.

Amusement parks are an old model. We prefer to create more interactive, lived in spaces and invite audiences to more actively participate through creating their own characters and participating through live immersive events. But integrating the experiences and engaging an active audience, we orchestrate more investment from our viewers and generate a more steady source of income from it.

Risk and Responsibility

This project involves no direct investment risk as we are not seeking for outside investors. For those who wish to donate, the Sustainability Project and its management cannot and does not ensure intrinsic benefits resulting from its activities if these are hindered by contrary forces beyond its control.

Financial Outline

Financing for start-up activities will result from a combination of internal story-based business developments and charitable contributions, both in time and resources.

As we advocate and integrate our educational system, this will help to establish a flow of talented and empowered individuals who will help to further cultivate our story-oriented businesses.

As the organization grows in its financial independence, it will seek to expand its land holdings. These properties will become the foundation of further projects dedicated to establishing a system of physical independence for the organization and those under its stewardship.

Once sufficient property is secured, a large farming operation will be initiated in so far in order to provide a flow of raw materials for direct sales and production of onsite goods and services.

These goods and services will feed into the existing tourism sector, which will provide further income through localized retail sales.

As the tourism sector becomes financially solvent, the education sector will continue to grow.

From the beginning, the educational branch of the organization will bring in tuition and fees to help cover its operating costs.

In time, the Sustainability Project will be enhanced through donations, grants, and conditional agreements in order help finance its ongoing mission. The needs of the organization will rely on both internal commercial development, as well as charitable contributions by individuals, groups, and businesses who have mutual interest in our goals.

Long-term Plan

The development of the Sustainability Project is a complex will require a three-pronged approach that will require careful balancing between them.

2/THE PRODUCT

A Vision for the Future

Thirldofeight.com is committed to pursue means of accomplishing its goals for mankind: helping people be as happy

as possible. This means many things: preserving individual human agency, enriching the human experience by improving and enhancing the beauty of physical environments, and optimally empowering individuals to fulfill personal potential. It seeks to accomplish these goals within the arena of respect and reverence for all living things while remaining dedicated primarily to the moral needs of the human race.

The most efficient way of accomplishing these objects is to establishment to the best of our ability, an ideal community.

This community will theoretically grow and produce the food, products, and energy they consume, use, and sell through the practices of creativity, invention, farming, industry and manufacturing. To fuel growth beyond subsistence, they will relying on outside income through tourism and donations. By filling existing market demands and cross-collateralizing functions of what may be limited resources, the organization will quickly establish itself while building a strong foundation for future growth.

From the beginning, the model accommodates an educational structure to catalyze established learning processes in a remarkable yet minimalist approach. The recipients will help to revitalize and contribute to the growing needs for talent and skills to further bring about the long term goals of the organization.

Part 1: Educational Innovation

The foundations of education in western society are on the brink. Corrupt philosophies are invading the sciences and warping reality.

Students are disinterested and devoid of motivation due to teachers' inability to harness their existing and natural motivations. Kids are left unprepared to adapt to the changing circumstances of life.

We seek to harness their passions by helping the discover and connect to their purpose. When a student has meaning, and you connect them to knowledge, passion will follow.

Part 2: Cultivating Community

Central to the goals of Thirdofeight is a thriving community. Not only do we wish to serve others, but practically we have found that the quickest way to help ourselves is to help others. Whether it be in through story telling, product design, technological invention, or education, collaboration is the life blood of our efforts. We always consider how we impact and influence of others through our efforts, and maximize them to the greatest effect.

Not only do we seek to help others in our process, but literally in time the organization will eventually develop and expand a community in which agricultural system will assist us in meeting the physical needs of the community. It will harness much of the research and methodologies promoted by the Minnesota Institute for Sustainable Agriculture. It will be composed of a network of farms initiated, orchestrated and run by the organization. These farms will contribute to the network of existing farmer's markets, food suppliers, and restaurants in the general area. Families in the area will have direct access to the produce created by the organization through a CSA, or community supported agriculture, which provides memberships, or rights to goods produced for a fee. Later an onsite store will be opened, allowing a decrease in farm transportation cost by centralizing activities to the Project sites.

Part 3: An Aesthetic Experience

Story is an important way in which to draw audiences, earn money, develop and encourage imagination. All these these promote economic development.

One of the public draws resulting from this focus on grand narrative story telling will be the eventual creation of a beautiful story-based community in the mountains. As the story develops, the physical locations represented in the story will literally come into being. They will act as a combo lived in space, industrial community, and pseudo amusement park for visitors.

As the story-oriented community comes into its own, fans and participants of the story will visit and engage with us from near and far, bringing financial reliability and a fulfillment of purpose for the organization.

As we tell a consistent, imaginative story, the network of resulting story-based communities will be visually united

under the aesthetics of specific attractive cultures and time periods. They will be motivated by fictional and historically inspired cultures. This invention will be represented in original and unique designs that will give identity and beauty to the various connected locations; their design will also reflect the character and imagination of the region's historic inhabitants.

Because of the care being given to the story, people will come to these places of enjoyment and imagination throughout the year, and holidays will be especially fun. Shoppes, festivals, concerts, and many other activities will entertain and provide wholesome distractions at these times. As per the direction given by the story, purposeful cultural tradition will provide additional meaning, purpose and context for these activities.

Further, as dictated in the story, each of the unique centers will eventually be connected through a mass transit system in order to forge stronger ties.

3/THE MANAGEMENT

Management and Organization

The strengths of the Thirdofeight organization lie equally in its mission and in its management. The Sustainability Project's principal, Mr. Benjamin Roche, is fully competent to captain this ship. He is establishing relationships with consultants and advisers who will assist in filling the varying responsibilities.

Educational Insight

Over the course of five years, Benjamin Roche spent two and half years at Brigham Young University (BYU), broken up by the fulfilling of a two-year mission for his church. While serving there and studying at school, he developed a remarkable alternative education method.

While in college he began learning at a pace that overshadowed his current university experiences. As his mind expanded, he increasingly came to understand further methods for applying his new found light. This led him away from the university system, and he moved back to his childhood home in northern Idaho. It was at this time he began to develop the non profit organization that would eventually embody the principles and techniques he was then beginning to comprehend.

He has since been experimenting and iterating his educational system over a period of about fifteen years.

Storyteller

For approximately ten years, Benjamin Roche has been actively developing a unique intellectual property in the form of his Wizarding in the Wild West brand. This story is largely based on a combination of his own life experience, mixed with the whimsy, imagination, and flights of fancy that has been his since childhood.

Organizational and Leadership Skills

As a devoted member of the Church of Jesus Christ of Latter-day Saints, Benjamin has been trained to lead as well as intelligently follow. An artist and an organizer, he has had many experiences leading a variety of artistic and community projects.

He has an extensive background in structure and hierarchy couched in an atmosphere of mutual participatory benefit. A thorough understanding of and belief in personal accountability, deep personal ambition and grounded idealism complement his capacities. His experiences qualify him as a highly value candidate to successfully carry out this ambitious project.

Additional Officers and Management

Roles and offices will be filled by competent, vetted individuals. These will fulfill roles such as office management, marketing, education, vendors and tradespersons, animal husbandry specialists, product design, shipping and product distribution, city planning, agriculture, architecture, financing, and legal counsel, amongst others.

4/THE INDUSTRY

Stories are the Life Blood of Humanity

Stories are the way humans relate to things. People tend to project narrative on to everything, whether they know it or not.

Further, by tying our collaborative efforts to a united fictional story, though fictional, we make it easier to promote the products we sell. Narrative is also an easy way to promote valuable principles to help improve the perspective and suggest positive ideas to those who consume it.

Agriculture and Tourism

It has been said that if any number of things caused an interruption in the trucking industry, it would take two days or so to completely empty local supermarket shelves. Without another steady source of food, most communities would be in a world of hurt.

Over the last century our mainstream food sources have come under fire as evidence of questionable use of steroids, antibiotics and preservatives have been reported. There is a wide-spread public conception that 'factory' food has contributed to the rise of obesity, diabetes, cancer, and other ailments of our society.

Further, over the last few years there has been a resurgence of interest of people seeking to connect with where their food comes from. People seek to feel more connected to the natural processes that have been taken for granted for decades. Families travel upwards of 100 miles to experience festivities based around farming and agricultural practices. Enterprising farmers have sought to take advantage of this new demand; 'agrotourism' has developed into a significant facet of local agricultural economies; hay rides, pumpkin patches, and corn mazes are some of the things that have resulted from this new development.

In concert with this trend, the popularity of farmers markets across the country has risen dramatically. Growing and consuming locally grown food has become an attractive solution to some of the problems afore noted. Further, these dynamic institutions provide a local venue for producers and consumers to interact in a social way.

There are other agricultural outlets and opportunities available to market raw material close to home besides farmers markets. These include CSA's (community supported agriculture), roadside stands, direct-to-consumer relationships, and an onsite stores.

Normal tourism in itself is a viable source of income for fueling short-term growth. Since the opening of Disneyland in 1955 (<http://www.disneydreamer.com/WF.htm>) carefully designed family friendly entertainment specifically has been a predictable and fulfilling way to make money. Thanksgiving Point, (Lehi, Utah), Silverwood Theme Park (Athol, Idaho), and Huntington Gardens (San Marino, California) are a few examples of this phenomenon in the western United States.

Energy

Ask anyone above the age of eighteen what has happened to the price of energy to in the last two years, and you're bound to get a diatribe of frustrated emotions. Before the housing market tanked, utility rates seemed to rise for no apparent reason. Even during an economic recession, reports reflect that utility companies are reticent to decrease rates. (<http://www.spokesman.com/stories/2009/feb/08/avista-rate-hikes-draw-protesters/>)

Before the housing market crash of 2008, price forecasting drove the price of crude oil up and up, eventually reaching 145 dollars a barrel (<http://media.journalinteractive.com/images/NATGAS30G.jpg>). Just one year previous, it had been around 74 dollars a barrel (ibid). Other types of energy has followed a similar pattern. (<http://www.eia.doe.gov/cneaf/coal/page/coalnews/coalmar.html>)

Lately possibilities of further artificial growth in prices for energy have become a real issue. Within the next few

years, legislation in the form of 'Cap and Trade,' or some other version of the same could quite possibly send the price of energy over the wall of reason. (<http://www.newswithviews.com/NWV-News/news154.htm>)

This type of absurd expansion of price has destroyed consumer confidence in personal budget forecasting; percentage of personal income devoted to energy consumption is viewed as a veritable black hole, and eminent liability.

Establishing new local sustainable types of energy are necessary in order to better manage cost of living; not only is does the price of energy affect transportation budgets, it also artificially inflates the cost of food. (<http://blog.heritage.org/2009/07/24/cap-and-trades-effect-on-diesel-prices/>) As the price of diesel rises, trucking companies pass the cost onto the consumers. Growing locally can contribute to lowering the overall cost of food.

Methane generation is one type of energy that could be easily developed.

Collecting free electricity from the magnetosphere and transmitting it through wireless network is an idea once entertained by none other than Niccola Tesla.

We will see to it to research and develop the necessary systems in order to make sure that energy is flowing in our community.

Education

An experimental educational structure has been designed and integrated to provide for the educational needs of all ages to upgrade and make more efficient the public systems we have relied on for generations.

Based on the research of the founder, this outline is based on the idea of "self teaching." It uses the refinement and fueling of existing student passions in order to foster a strongly motivated student body. Indoctrination with broad, universal principles provides a paradigm in which this passion may have place to act. Teaching of fundamental spiritual principles will provide the necessary moral framework to provide purpose, direction and control to this motivation. This structure provides meaningful, motivated insight for students in their choice of study.

As students become proficient in this system, they will be given access to hands-on learning contexts. They will be immersed in their desired professions while gaining universal understanding of how everything works.

From the very beginning of the educational process, mentors will assist students in their day to day decision making. They will act as liaisons between students and the organization resources. Further, these mentors will remain accountable to the Project for the individual students' academic state of being. As students' personal capacity rises, counselors' roles will diminish.

5/THE MARKET

We Have Original and Valuable Intellectual Property

Wizarding in the Wild West is a story created by the owner of Thirdofeight.com. He has made this story available to use by the Sustainability Project to be integrated and used as a front for its aesthetic design.

Decentralization of Entertainment Creation, Marketing, and Distribution

Once upon a time, film making was wholly reliant on systems based in Los Angeles and New York. Sunny weather was an important and necessary factor in the production of films; as studios converged in these areas, momentum of their collective choices led film makers to congregate in these areas.

In the last twenty years, conditions have dramatically altered this status quo. Many factors have contributed to this.

Areas such as Vancouver Canada and American states like Louisiana and Utah have passed legislation to attract the

attention of the studios. This has led to a massive shift in investment of production resources.

The digital revolution has reduced the cost of production equipment to almost nothing. This makes it easier and cheaper for talented story tellers to create content.

Getting quality content in front of audiences has never seemed more likely. Streaming service infrastructure has exploded, pitting the distribution companies more competitive, and opening up more opportunities to those with valued content.

Though few productions have emerged to take advantage of these market developments, they are ripe for the emergence of a focused and organized creative organization to take it by storm.

Integrated Experiences are the Next Big Thing

Streaming services and amusement parks are now the places where movies go to live after their theatrical runs are completed. But audiences have been showing much more interest in getting involved in the stories themselves. The snafu of the recent Star Wars debacle demonstrated how audiences want to be actively involved in the creation and satisfaction of popular stories.

What if you could get your audiences involved from the beginning, not just at the end? What if your audience could live partially in the world of the films? What if they could contribute, not just in general approval, but actually add stories and characters that manifest in onscreen content?

We have designed a story and system to do just that. We provide wide canvases for just about any story within the confines of western fantasy, and even some beyond.

Through carefully crafted world building, we have created a story that specifically provides a sustainable way through which invested individuals can actively participate in the stories. Through live events and collaborative contributing, we provide a variety of means whereby excited creative audience members can contribute and actively engage with content creation. All this while orchestrating pivotal and consistent themes, giving structure and meaning to the broader narratives.

There has been some indication that there is a market for this approach. Evermore Park in Pleasant Grove Utah has chosen an approach focused on what is commonly known as DnD. While they have not integrated their park into a wider world, nor have they found a successful way to incorporate the contributions of the audience, they have demonstrated that the wider community is interested in more active participation in their entertainment and story telling.

International Food Systems are Vulnerable

Currently the local food supply largely depends on imported food via the trucking industry aka. diesel (personal experience/observation). Alternatively, as prices rise with war and inflation, the closer food production can be to the consumer, the cheaper it will be.

Also, with the technology and innovation of the last fifty years, growing food has never been so easy. For an organization dedicated to this objective, it is not only possible, but a wise investment of capital.

In the northern Idaho region, there are currently three farmers markets. There is also the occasional roadside stand. Other avenues for selling local produce are not prevalent in this area. Farmers markets generally only operate from late spring to early fall.

Energy

Alternative fuel sources are not entirely foreign to the region. Hydroelectric sources of power are a major part of the existing electricity grid. Wood burning stoves also are a significant part of the energy system, especially in the most rural areas. The most vulnerable aspect of the energy system is transportation, which relies exclusively on imported

petroleum products.

Through research and a focus on cultivating technological innovation, we plan to incorporate new approaches to sustainable energy production. These include methane generation and short distance wireless energy technology.

Aesthetic Demand

The region of northern Idaho is naturally beautiful, but there is evidence that people desire to integrate beauty with function. For example, there is a housing development in the area based some of the paintings of Thomas Kinkade. Leavenworth, WA and Lake Arrowhead, CA are prime examples of adapting attractive aesthetics to commercial function as these are very popular venues (http://www.suite101.com/article.cfm/so_cal_kids_activities/53026). In order to secure market share, it is important that developing businesses use all the moxie they can.

Further, when a community is proud of the way it looks, it improves morale and overall, the quality of life. We want to live in an inspiring and beautiful place. There is definitely room and a market for more beautiful communities in the world.

Tourism

Family Fun

Currently in northern Idaho, a decent number of family friendly entertainment ventures exist. Silverwood Theme Park in Athol, ID is open only during the warm summer months. Also, during an overlapping weekend in August, the North Idaho Fair and Rodeo attracts enormous crowds. Art on the Green is also in August, but is a single weekend long. Ironman CDA is another event that draws large numbers and income to the local economy, but is only one day of the year. A local gathering of car enthusiasts gather downtown in Car d' Lane for a weekend.

Seasonal Holiday Demand

During the holiday season, a limited number of attractions exist in the area.

A lighting festival occurs the in downtown CDA the weekend following Thanksgiving. This is limited to a short corporate-centric ceremony led by Hagadone, Inc, followed by a somewhat puzzling fireworks show. Wallace, Idaho has their Yuletide Festival in early December, but the market they serve is isolated to local participants.

The Forever Green Tree Farm, near St. Maries, ID, has holiday hayrides and a pick-your-own Christmas trees (<http://www.pickyourown.org/XMT.php?URL=http%3A%2F%2Fwww.forevergreentree.com>). Closer to Sandpoint is Stillwater Ranch, a small farm that focuses exclusively on hay and sleighrides with their teams of draft horses. (<http://www.stillwatershires.com/>)

Leavenworth, the Bavarian Village of western Washington draws closer to the ideas of the Sustainability Project. It includes a Christmas lighting ceremony and shopping during the month of December. Though a great approach to the ideals of the Sustainability Project, its distance is far enough to warrant building the second.

Creating and Satisfying Our Own Market

As our stories grow in popularity, desire to experience the places, events, and characters represented in them will grow. If we can create, successfully organize and market these products, we will see the intended results as a company.

Education in the West is Falling Apart

Internet-based teaching has practically made learning completely free.

Public education is weighed down by dogmatic industrial revolution-era practices that get in the way of innovation.

Costs of higher education have been outpacing inflation for some time, indicating that education financing is experiencing a bubble.

Caustic philosophies are corrupting western cultural institutions by rooting ideas oriented to solely identity based decision making, rather than competence. It is only a matter of time until these chickens come home to roost.

Abusive practices alienate many students and de-incentivize learning while killing their creativity.

If we can provide an efficient, effective, decentralized and integrated system of learning that preserve and cultivate natural motivation of students, we will capture and revolutionize this market.

6/RISK AND RESPONSIBILITY STATEMENT

As all enterprises involve some degree of uncertainty, the Sustainability Project does not assure any direct or indirect social benefits, nor assume any responsibility for failure of the Institute in its objectives due to unforeseen circumstances, incidents out of its control, or acts of God.

The Project is prepared to follow industry standard practices, procedures and protocols in order to be as realistically successful as possible.

7/FINANCIAL OUTLINE

Long Term Financial Sources

Every business organization, whether for or not for profit, requires long term capital. This money provides for research and development, employee wages, office supplies, and other necessary acquisitions.

We will harness the power of story telling through movies and live events to fund these needs. As we prove and incorporate our educational system, it will provide a reliable source of talent for us to harness in the bringing to pass of our goals. We anticipate that, as a result of all these activities, additional funding will be acquired through private donations, corporate gifts, charitable contributions and/or government grants.

Eventually, opportunities will develop that will likely bear fruit in the temporary acquisition of various story-based locations in the vicinity of Wallace, Idaho, Coeur d'Alene, Idaho, and Sandpoint, Idaho. Where land comes up for sale and is purchased, the immediate goals of the Sustainability Project will be focused on generating income through creative means including story-based tourism, agriculture, and energy production. This will further expand our abilities to not only become more financially resilient, but food and energy independent.

Plan for Long-term Sustainable Economic Support

Magical Markets

A system is being developed that uses story to bring together producers, vendors, creatives, and artists in order to promote and provide opportunities for emotional and economic engagement. This system is being iterated as we speak in a variety of contexts in order to help us learn exactly the best way to accomplish all of our objectives.

Other Immersive Magical Experiences

As this system is improved upon, it will provide financial support for our other endeavors. We will build on these markets by joining them with other story-motivated activities and events demanded by our patrons.

Each activity we engage in will also inspire stories that will pollinate existing tales.

As resources allow, in time we will turn our stories into a multi-season tv series, which will likely multiply the effectiveness of all our endeavors.

Collaborating with Other Organizations

It will also provide means to advocate and substantiate our various goals and supporting institutions. As we iterated our market, we expect interested by groups and like-minded institutions to grow. These relationships will likely be enlisted to collaborate with us in growing our reach through additional opportunities and resources.

Building on Past Successes

In time, we anticipate pursuing the purchase of properties to further expand our story-based activities and endeavors. Once the property is owned by the Project, a network of even more immersive profit producing commercial undertakings will be implemented in these locations.

Farmlands

Producing food through agriculture and farming will be the first priority of the Project. Establishing a strong and stable flow of raw food and resources will always remain a primary focus of the endeavor; it is of utmost importance that this stage be given sufficient time and attention in order to fully accommodate the demands to be placed upon it by later developments.

Manufacturing Facilities

Raw goods produced by the Project will be funneled in two directions; some will be sold in markets directly, the remainder will be routed to manufacturing processes. Jams, jellies, baked goods, soaps, metal works, woodwork, paper products and other material goods will be manufactured in the various locations.

Village Businesses

The tourism sector will market manufactured and imported goods on existing sites. Various creative businesses will be unified with a common theme with the view of creating an appealing atmosphere. A specialty European chocolate shop, hat shop, old-fashioned soda fountain, costume shop, penny candy store, violin shop, bookstores, handmade toy shops, an assortment of restaurants, hotels and multiple bakeries are in the plan.

Art Projects

As time and resources allow, film production and distribution will be initiated and explored.

In addition to film making, dramatic and musical theater, musical concerts, dance productions and others will provide aesthetic and financial support to grow the funds of the Project.. Visual art studio fees, art commissions and museum acquisition residuals may contribute to fundraising as well.

School Fees

The educational facility will supplement the financial structure through payment of tuition and enrollment fees.

8/LONG-TERM PLAN

This plan is broken up into three basic areas. It basically consists of keeping multiple plates spinning and the same time, and harnessing the momentum of each for the others.

Education

Teaching principles of creativity is pivotal. This is the foundation of a strong community. Education is the key to growth and power. Education is essential in order for individuals to reach their ultimate potential. Education is individualistic, and the driving motivation behind it can be inspired, but must originate from within.

Story-telling

Story telling is another central concept that drives the overall momentum. Engaging story inspires wonderment and fuels motivation and possibilities. It also is an effective way of illustrating the cause and effect of true principles through a plausible story. People relate to story because their lives are viewed through that lens.

Community Building

Building a physical community comes in stages of growth.

First a community starts as a group of individuals.

Next as inspired, educated individuals collaborate enthusiastically in telling stories, financial opportunities often follow.

As money flows to the stewards of these stories, resources to build a physical space will accumulate.

And before we know it, we will have our Christmas Town in the Mountains.