

Thirddoefight Community
The Freedom, Sustainability, and Quality of Life Project
A Business Plan
(Revised 21 April 2022)

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Thirdfeight Community

The Freedom, Sustainability, and Quality of Life Project

1/ EXECUTIVE SUMMARY

We Have A Responsibility to Find Answers To Our Problems

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 and currency loses its value, as food systems are failing, and educational systems demonstrate an inability to provide for the needs of their students, there is motivation for families, cities and regions to look elsewhere to solve these problems and provide more stability for themselves and those they are responsible for

The *Thirdfeight Community* is an attempt to solve many of these problems.

Our Product

When looking for a place to live, there is nothing more important than a community. Parents search the world over for a safe and secure place to raise their family. Single people still need others who function as confidants and support.

Here in the *Thirdfeight Community* we seek to create a community based on the ideals of freedom, sustainability, and quality of life for those seeking to belong to a safe, inspiring, but open and uplifting place.

We have worked to identify, distill, and integrate the essential facets that we feel make up the foundation of a community such as this. We seek to connect and collaborate with individuals and groups who also seek to build a place such as this.

Our community is a network of physically real, aesthetically integrated, interdependent and economically robust villages based in the region of the Pacific Northwest, including parts of the panhandle of Idaho, far western Montana, and the edge of eastern Washington.

Our community centers around three pillars that intersect: a physical community where artists, craftspeople, musicians, and creatives can work, live, teach, and enjoy their lives, a school system intended to provide the conditions and resources to help augment students inherent motivations in order to help them achieve their potential, and a system of story-based events, businesses, industries, and overall aesthetics that unite the spaces and environments in an integrated way in order to draw audiences, entertain guests, inspire students, and give enjoyment to those who live within its jurisdiction.

Management

This endeavor is solely owned, led, and managed by its founder, Benjamin Roche. His ideals, experience, and skills have brought it to where it currently stands.

His community building abilities, story telling acumen, and educational insight are three relevant skill sets he brings this project. In addition to his own capacities, he has deep knowledge and experience of collaboration and its attendant principles; as the project grows, he seeks to surround himself with individuals who have open hearts, discerning and curious minds, and talented hands to contribute in their own way while remaining true to the overarching vision.

The Industry

Education

Education in the west is in disarray, and is basically coming apart at the seams. For starters, it is weighed down by dogmatic industrial revolution-inspired philosophy. The purpose is to create cogs for a machine, not adaptive curious individuals. This is not only demonstrated in the fruits it manifests, but, in the words of the late Sir Ken Robinson, the fact students are ordered by their date of manufacture, sat in the neat rows, and let in and out by the ringing of a factory bell.

This misaligned purpose that possesses schools also leads to abusive practices which alienate all but the most cerebral students, de-incentivize learning while killing their creativity. They implicitly degrade and put down students who aren't academically inclined while heaping praise on one particular manifestation of intelligence.

Further, prices of higher education continue to skyrocket. These costs have been outpacing inflation for some time, indicating that education financing is experiencing a bubble.

Not only is it unreasonably expensive, but to add insult to injury, caustic and ironically racist philosophies are now corrupting western cultural institutions by rooting ideas oriented to identity-orient decision making, rather than to a strict hierarchy of competence.

It is only a matter of time until all these chickens come home to roost; our educational institutions have already begun to fail us in part.

Energy, Food, and Physical Goods

Energy

The energy sector affects everyone. It influences production of goods, transportation, and heating our homes. It gets us to work, powers our lights, and cooks our food. Energy is important. Limiting energy through decreased availability or inflated prices drains away and limits our choices and freedom.

Food

The importance of locally produced food has become a relevant topic and a desirable goal for many communities in the last decade. A variety of factors have led us here, in particular the reliability and stability of price, but also the fact that certain foods have become more difficult to consistently come by.

Due to the perceived and actual abuse of natural resources across the world, people are also becoming more conscious of the larger ecosystems in which their foods are produced. The way and manner whereby food is grown is also a subject of interest, and people are more willing to pay more for parameters they consider as more valuable such as aversion to petrochemical fertilizers, genetic alterations, and use of pesticides.

Goods

Rising fuel costs and product shortages are causing many people to consider what they would do if trade was reduced even further by war, inflation, national emergencies, etc. Locally produced goods are a viable alternative to those things we have become accustomed to buying cheaply from producers in China and abroad. Having something expensive is better than not having it at all. Homemade or cottage industry goods often have a value added element due to extra care being taken by the makers. Not only are they higher quality than imported goods, but buying locally produced goods assures the buyer as to its availability while supporting the local economy.

Conclusions

Recent world events demonstrates how unreliable the current public supply of energy is, inflation is constantly decreasing the value of our currency, and unreliability in buying certain foods suggests flaws in our food supply chain.

If we are to remain free, we must find a way to gain access to cheap and available energy, reliable and nutritious food, and predictable presence of particular products.

Story Telling

We use story telling and make-believe in order to connect the various parts of our community. The storytelling is theoretically independent and exists for its own sake, but it is also a strong tool with which to justify, assist, and make possible the other objectives our community seeks to accomplish.

Story telling is a common tool to make money, but no one has ever done something like this before; our community's relationship to story is unique and unheard of. The closest thing we could be compared to is an amusement park, but we are *definitely* not that. Of all the amusement parks out there, the one that is most like us is *Evermore Park*, in Pleasant Grove, Utah, which happened to be founded the same year as *Wizarding in the Wild West*.

Part of our story telling process includes producing films from the stories we tell. The locations in our community will double as both living, working, and production spaces, but also as film sets. As we grow our community, tying it to the fiction, we grow film production resources.

The Market

Education

Most education systems are not concerned with the larger context of the work they do. By looking at the way they do things, one can divine that they simply exist for an isolated job, and do very little to actually analyze and change or adapt what they do in order to assess whether their efforts make a real difference in the larger world.

This compartmentalization has left public schools and those who rely on them open to a whole host of problems like lack of innovation, possession by corrupt ideologies, and inability to adjust to the evolving needs of students.

The schools in the Pacific Northwest are no different.

Energy, Food, and Products

Globalism has led us as a people to rely on a wide net of places and people for goods, services, and energy. Rules of economics tell us that to do so is the most efficient use of available resources, and increases the overall wealth of the world. Unfortunately, this idea does not take into account the role that morality or lack thereof can play in international geopolitics.

As we have become reliant on communist and totalitarian nations for our goods and energy, we have relinquished our ability to provide these things for ourselves, and we as a nation have become vulnerable to the whims of dictators and coercive governments.

While the rules of economics are sound and have merit, they must incorporate more factors. While trade is valuable, we should never *completely* relinquish our ability to create the necessary goods and energy required to maintain our standards of living; to do so is to make us vulnerable to the control and influence of those who may not have our best interest in mind.

The economy of the Pacific Northwest is somewhat self-reliant when it comes to growing food. This area is known

for its ability to farm, and the rural nature of much of this area and the people who live in it are accustomed to living somewhat independent of the wider world.

This community isn't very good at being energy independent though. While they produce a significant portion of their electricity from hydroelectric dams, they are largely dependent on petroleum for heating, cooking, production of goods, personal transportation, and transport of food and goods. They also, like most communities, rely on so many products imported from other countries, primarily China.

By addressing the local production of goods and energy, we can help to contribute to the consistency in the quality of life of the area as prices of goods and energy continue to increase.

Story Telling

Story is an essential part of human life. Story is how we relate to the world.

Stories can take on many forms. Books, movies, and immersive events are some of them.

We harness storytelling because we feel it is an effective, efficient, dynamic, and thorough vector for accomplishing all of our goals at the same time.

Our preferred methods of story telling are film and immersive events. We have found that these are the two most effective and influential art forms out there to achieve what we have set out to accomplish.

We already host events, and have lots of experience designing and running them over the last eight years.

We also have considerable experience in film production. Filmmaking as a commercial industry is more viable and affordable than ever before.

Filmmaking is not a commonly practiced industry in the Pacific Northwest, but we are connected to the resources that are there presently, and have designed a solution and will do what is necessary to build the necessary human resources internally through our school system in order to provide for our production needs.

Using both of these storytelling techniques alongside our educational and sustainability efforts is innovative and timely, and will lead to the coming to pass of our vision.

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 *Thirldofeight Community* and its management cannot and does not ensure intrinsic benefits resulting from its activities if these are hindered by contrary forces beyond its control. We will do our best to create and maintain the most efficient and effective means in our power to achieve what we have set out to do.

Financial Outline

Motivation is more important than money. Motivation is the end goal of financial incentive. Awakenning the appropriate motivation in our staff and in our audiences, tapping into a sustainable source of energy provides a potent source of power which can be harnessed to bring great things about that is even more useful than capital. By organizing our business to maximize motivation of its participants, we are confident we will bring about the conditions in which financial viability, stability, and renewability will be readily achieved.

When considering the proper conditions for maximizing motivation in regards to storytelling, three important principles emerge. If we focusing on the story as an end unto itself, are willing to freely provide insight and answers to the most important questions about the nature of the world in which we live, and are willing to share the vision that our ideals and ideas inspire with anyone curious enough to inquire, we will cultivate conditions under which it will be all the more simple to achieve financial viability, stability, and growth.

If we attempt to apply these ideas to our various endeavors, they will manifest in particular, predictable and reliable ways.

As we consider the role that each element of our endeavor helps in accomplishing our overall goal while remaining true to certain principles we have found to be true, we will find unconventional and creative ways of accomplishing our short term goals without them getting in the way of our long term ones. In fact, they will compliment and accentuate them.

Long-term Plan

Our long-term can be expressed as a repeating cycle: Use storytelling to inspire wonder and curiosity, wonder and curiosity inspires us and implicitly invites outsiders to participate, active participation provides insight and grows our community, and we harness and orchestrate the current community in order to add to and grow our storytelling ability.

As we focus on the right goals, we will bypass much of the distractions and inefficiencies that beset most companies, and more readily hone in on the related, singular goal of building an ideal community.

2/WE HAVE THE RESPONSIBILITY TO FIND ANSWERS TO OUR OWN PROBLEMS

The problems that currently beset human civilization are numerous, intersecting, and problematic. Many of them are self-inflicted. If we don't find solutions to our issues, no one will. We each have the primary responsibility to meet our own needs and the needs of those under our stewardship.

We cannot and ought not wait for governments and existing institutions to fix society. Many of the problems we facing are the direct result of expecting these organizations to do the heavy lifting, and they have failed us.

Not only have they not had the insights to solve problems, but they themselves have been the source of many of them. Events of the past few years have demonstrated that many if not all public institutions have become so ossified and corrupted that we no longer can trust the institutions in power to have our best interest in mind. They are too hardened and immovable to make the necessary changes.

The principles of freedom and the right to the pursuit of happiness expressed in the American Constitution are still valid, but if we are to find hope going forward, we must build our own futures. We must take accountability for what it is we want, and do what is necessary to make it happen; we must individually and collaboratively do the heavy lifting to solve the problems and create new means of maintaining and protecting our freedom and the particular pursuits that help us be happy.

This may require establishing new sources of raw resources and build new systems of creation and production. We will need to think outside the box. The best hope we have is to take responsibility for ourselves and come up with answers and solutions to meet our needs.

It will not necessarily be accomplished by creating more heavily centralized systems like before, but by orchestrating means of decentralized control as much as possible by reinvesting to the highest degree in individual sovereignty through reliable energy and food security, inspiring and intuitive education, and connected, motivating engagement. *Voluntary* collaboration must be a paramount principle.

3/THE PRODUCT

A Vision for the Future

The *Thirdofeight Community* is an expression of our organizational ideals. Our broadest goal is to pursue means of

helping people be as happy as possible. The way we see this coming about is functionally to provide the most reliable and independent means of temporal, entertainment, and educational support to the local community in a variety of institutional forms.

This also looks to us like preserving individual human agency, enriching the human experience by improving and enhancing the beauty of physical environments, and optimally empowering individuals to cultivate and fulfill their individual personal potential.

All this takes place while maintaining respect and reverence for all living things. We do this not despite, but by remaining dedicated primarily to the moral needs of the human race.

The way this looks to us is to seek to build an ideal community.

In the *Thirdofeight Community*, we have found the best way to accomplish this is to make good faith attempts with the expectation of making mistakes, and then learning and continually iterating and improve on the ideas until we succeed on the level we set out to achieve in the beginning.

We have been experimenting for the last twenty years with a handful of potent ideas and elements that we believe are pivotal in bringing about our idea of an ideal community. The latest iteration of our experimenting is that of a fully functional interdependent, economically robust network of villages designed to reflect a fictional aesthetic from a central story.

We concern ourselves with not just people's physical needs, but emotional, intellectual and spiritual as well. It just so happens that story telling is a valuable tool that helps us draw these objectives together as one.

But instead of telling disconnected stories and building an amusement park to tie them together loosely in order to milk it for money, and then spending that money on old systems of support, we are creating production and living spaces that reflect our most profound ideals at their root and telling a united fictional story through movies and live events to explain how they got to be there. Rather than focusing on money, we look to true principles, robust freedom, and intrinsic motivation as our focus. As we achieve one, we help achieve them all.

These ideals are expressed as story-oriented aesthetic villages. Within these villages, there are three interdependent and equal branches:

First, an alternative education system.

Second a network of agronomical, horticultural, industrial, services, and energy production, manufacturing, and distribution facilities. It will also include living spaces for both residents and outside visitors, as well as centers of community events. This includes physical centerpieces of cultural expression, artistic and invention creation, and biological and technological research.

And third, encasing, inspiring, and enveloping all of this will be a through line of concerted storytelling. The resources of education and sustainability will be used to facilitate storytelling through live events and film productions; the story both inspires the infrastructure and is informed by it. This story stems from a predesigned as well as a collaborative storytelling structure we have created, and we own and operate it. At its center is an established world that leaves room for contributions. It's an innovative collaborative storytelling system that uses both old and new stories together, and it goes by the name of *Wizarding in the Wild West*.

Part 1: Educational Innovation

Our education system is free of the old inept philosophies and inevitably corrupted stake holders of modern education. Our focus is on developing the innate creativity of individuals. It is catered to the one, while being 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.

We attempt to harness their passions by first helping them discover, connect to, and cultivate their purpose. When a student has motivation and meaning and they get connected to the relevant knowledge, passion follows.

Based on the research of the founder, our educational system is based on the idea that if existing motivation is harnessed, students are the best guides of their learning. We help students identify what motivates them, and assist them in their pursuit of those subjects and objectives. We mentor and facilitate, rather than teach.

We also provide a structure that provides access to fundamental, broad, and universal principles that gives students a strong foundation and paradigm in which they may be empowered to better navigate and act on their motivations. This knowledge is fundamental and all encompassing, and gives power to those who work to apply themselves to comprehend it.

As students become proficient in this system, they will be given access to hands-on learning opportunities. They will be immersed in their desired fields while in the background gaining universal understanding of the mechanics of how everything works on the most fundamental levels.

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 *Thirdofeight Community* for the individual students' academic state of being. As students' personal capacity rises, counselors' roles diminish.

Part 2: Independence Through Locally Producing Energy, Food, Products and Services

The key to freedom is choice. If there are no choices, there is no freedom. If we can find a way to predictably and reliably produce the things as a community that we need and use on a daily basis, we will each be more free.

Through research and a focus on cultivating technological innovation, we plan to incorporate new approaches to sustainable energy production. These include methane generation, possibilities of magnetosphere energy harvesting, and short distance wireless transmission energy technology. We also expect to invest in trash to fuel technologies for turning waste streams into resources our community can use such as energy and fertilizer.

We plan to orchestrate a local network of agricultural, horticultural, manufacturing, and distributional resources that will produce and grow enough food and create essential products to meet the needs of our organization while providing those same means and methods of support to those in the local community.

As we produce the food, products, and services required or requested by ourselves or our neighbors, as well as research and find ways to produce and bridle new local sources of renewable energy, we will fundamentally empower those in our community to do as they wish, and by so doing, bolster our related creative and collaborative efforts.

Part 3: A Motivating Aesthetic Experience

Story is an important way in which to awaken curiosity, earn money, draw audiences together, and develop and encourage imagination. We have designed a story and system to do that and more.

Through carefully crafted world building, we have created a story and storytelling system that specifically provides a robust and sustainable way through which invested individuals can actively participate in the stories. It also markets and finances itself. Through live events, collaborative contributing, and film productions, we provide means whereby talented people and excited and invested audience members can contribute and actively or passively engage with content creation and consumption. All this will happen as we weave in pivotal and consistent themes, giving structure and meaning to the broader narratives, awakening more insights and curiosity that inspires greater participation.

We already have at our fingertips an intellectual property that is designed to accomplish all of these goals.

Story Inspires Joy

First, our story provides a mythology and fictional culture for the identity of our real-world community to physically reflect and to play in. This is a goal worth having all by itself.

The spaces we work and live in will be embedded with imagination and a spirit of play.

Story Provides Structure

Second, our story provides visual aids and context to the principles our school teaches for the students who are engaged in our educational efforts. Narrative is one of the easiest ways to capture valuable principles to help improve one's perspective and to provide relevant examples of those ideas for those who consume it.

Additionally, as reflected in our story, the design for each of the unique villages will be directly tied to the story. For instance, each community ideally will be connected through a mass train transit system in order to facilitate internal movement and forge a strong sense of community. This system is rooted in events from the story.

Certain areas of the community might be devoted to specific races or characters that moved there at an early point in the story. Alternatively, certain characters might overwhelmingly impact an area due to their relevant influence on the geographical aspect of the narrative. The fictional history will inspire and inform design when we set about building the practical structures of the community.

Story Means Sales

Third, the story is at the heart of our publicly offered products, events, and services.

As we tell a consistent, imaginative story, the products represented therein will naturally find audiences who wish to purchase them. As we expand our fiction-inspired but real-world network of story-based communities, audiences will be drawn to participate in them in a variety of ways. Hotels, stores, homes, our school, and the products we sell will all collaborate to awaken a believable sense of place and time that will be rooted in the stories we tell on film.

While the onscreen stories are also a source of revenue all their own, they are only the start. As our story-oriented community and its attendant events continue to develop and come into their own, fans and participants of the story will visit and engage with us from near and far, purchasing products, tickets, and bringing essential revenue to our community, and contributing to the overall financial reliability of our organization.

4/THE MANAGEMENT

Management and Organization

The strengths of the *Thirldofoeight* organization lie equally in its mission and in its management. The designer and director of *Thirldofoeight Community*, Mr. Benjamin Roche, is fully competent to captain this ship.

Organization, Idealism, Leadership, and Self-Reliance Skills

Ever since he was in high school, Benjamin Roche has had an overwhelming desire to fulfill his desire to build what he once referred to as a "Christmas Town in the Mountains." This was an embodiment of various factors, including the desire to build a community in which safety and sustainability would be an objective. This has since expanded to include other important aspects that include education and storytelling. However, these earlier ideas remain ingrained in his work.

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. His reliance on and comprehension of a higher power beyond himself is his most powerful trait. His second most valuable quality is as an artist and an organizer; he has had countless experiences leading a variety of artistic and community projects throughout his life. A thorough understanding of and belief in personal accountability, deep personal ambition and grounded idealism complement his capacities.

He has done extensive research and experimentation with understanding and applying relevant educational philosophies and techniques.

He has a love of all things green, which has led him to considerable experience as a garden designer, installer, and cultivator. He also has two years of experience as an amateur farmer.

His personal story is filled with experiences of hands-on problem solving. This has led him to experiment with and build systems of emotional, intellectual, and physical self-reliance for himself and others. He has particular experience and insight into the world of mental health.

Further, he has made a study of the ins and outs, the mechanics and dynamics of collaboration for many years. More recently he has had time to devote himself to an informal study of certain aspects of psychology, being quite preoccupied for years with the determining factors and conditions of human motivation.

Overall, he has made it a point to not just understand theory, but to always apply it through thorough experimentation. He has taken his ideas and iterated them over and over, discovering new insights and ideas, incorporating them as he moved forward. This has allowed him to vet and flesh out earlier formulations which have lead to more robust and potent solutions in the long run.

This habit and personal pattern of research and experimentation in accomplishing long term goals not only makes him a high value leader because it has led to more grounded, functional models of his object. This no doubt will eventually lead him to find success in carrying out this very ambitious project.

A Storyteller

For approximately nine years, the director has been actively developing a unique intellectual property, formally called *Wizarding in the Wild West*. This story is largely based on a combination of his own life experiences mixed with the whimsy, imagination, and flights of fancy that have been his since childhood.

His interest in storytelling, education, collaboration, and community has led him to adapt his storytelling efforts in a unique way that invites others to contribute in nondestructive ways to his own mythology, all the while enabling others' personal creative fulfillment and at the same time, improving and enriching his own story.

Educational Insight

Over the course of five years in the late nineties and early two thousands, Benjamin Roche spent five semesters 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 discovered many insights that would later be worked and developed into a remarkable alternative education method. These ideas would be based on things he had already learned in the pursuit of high and noble knowledge offered through his peculiar religious training.

As a result, while in college he began learning on his own at a pace that overshadowed his formally assigned university curriculum. As his mind expanded, he increasingly came to understand further methods for applying his new found light and truth. This led him away from the university system and back to his childhood home in northern Idaho. It was at this time he began to develop an organization that would eventually embody, teach, and promote the principles and techniques he was then just beginning to adequately comprehend.

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

Additional Officers and Management

Roles and responsibilities will be filled by competent, capable, and collaborative individuals. These may be consultants, creative development, organizers, demonstrators, performers, tradespeople, educators, mentors, therapists, specialists, designers, counsel, and staff.

5/THE INDUSTRY

Education

Plenty of Problems

Modern 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 dysfunctional and insecure but somehow and otherwise inviolate status quo. This causes the students to suffer as old and dated methodologies are maintained despite evidence of their corrupted incompleteness.

The educational status quo has a limited if not myopic and close-minded view of what is intelligence. This is reflected in the treatment mental acuity receives over other types of capacity that exists in students. Rather than assuming academic intelligence is the only measure of capability, we as an organization focus on student's key motivational resources, attempting to cultivate student's mental abilities in conjunction with what naturally motivates them.

Many students in today's system are disinterested and devoid of motivation due to teachers' inability to harness their existing and natural motivations. Not only is this a waste of student potential, but when they leave school, many kids are left unprepared to adapt to the changing circumstances of life. They are hampered by dogmatic habits and patterns ingrained in them by an underwhelming, biased system.

All this is thrown into perspective when we acknowledge that at the moment, the very foundations of education in western society are being twisted into something unrecognizable. Corrupt philosophies are invading every field, including but not limited to math and science. This dark influence is nihilism wrapped in supposed morality.

Termed "Wokeness," it has infected education as it has been integrated into dogmatic emotional practices and procedures in place of proven principles and historical facts. These ideas are being promoted by these questionable practices, and they are only beginning to come to bear on society. When they do, trust in all the public institutions will disappear, evaporating as reliance on dogma leads to destructive consequences inherent in foolish reliance on pseudo or unprepared specialists and supposed professionals.

The many problems of modern day education have been compounded despite an increased effort by government to provide solutions. For instance, *No Child Left Behind* attempted to establish positive standards, but manifest in top-down manipulation and control that many teachers found oppressive. It also overshadowed and effectively caused schools to eliminate many of the arts.

Possible Solutions

And while all the implicit problems of public education maintains a stranglehold on most students, there are starting to be other options.

Some states have passed legislature encouraging the development of charter schools, which have been very popular. Some states have also passed laws allowing students to use vouchers which provide students with power over where they attend school. On the negative side, recently the condescending, abusive, and immoral ideas espoused by the advocates of critical race theory are being imposed on students and parents everywhere, even by legislation, causing an uproar with many parents and some educators.

Charter schools have been providing viable alternatives to parents and interested kids. These have helped with resolving issues, but these new systems still reflect many of the implicit problems in modern education because they have been built on the pre-existing assumptions that are yet to and still need to be questioned and upgraded.

All of this still neglects to address the most pressing matter, that being the fact that the mostly coercive, industrialized model of education overseen by factory bells in which good workers are basically manufactured is outdated and has changed little since Victorian times.

Ironically in all of the mess that is the current educational environment, internet-based teaching has practically made learning completely free.

Energy, Food, and Products

Energy Issues

Our modern lifestyle is wholly dependent on reliable and abundant energy. Both electrical and chemical sources of power are equally important. Natural gas, gasoline, and electricity are all significant sources of energy that most of us rely upon.

Recently the price of energy has been steadily increasing, not only due to inflation, but because of lack of supply. Wars in Ukraine and actions by the American government have exacerbated this condition through further limiting our access to existing supplies. And that doesn't even account for any market speculation.

As world demand for these resources continues to outpace supply, it sends ripples throughout our economy, and our personal lives are affected by ever increasing costs just to maintain our status quo.

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

Food Problems of Price and Supply

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.

Lately, the price of food has been increasing due to inflation and and price of fuel. Not only food, but all product prices have been increasing. The closer food production and goods can be to the consumer, the cheaper they are able to be.

We have also been noticing how important actual goods are in contrast with even reliable currency: gold is basically 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. 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.

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.

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.

Further, controversy surrounding large-scale farming methods and the ethical dilemmas stemming from questions regarding the ecological impacts from overuse of pesticides and runoff from petroleum-based fertilizers has contributed to the development of the 'certified organic' label.

Needless to say, there are many benefits of locally produced food, and this idea is becoming more widely recognized by the public as a possible solution to the problems surrounding maintaining a consistent, reliable, safe, and delicious food supply.

Similar Problems with Products

Many of the same factors that affect agriculture are just as relevant for products. Inflation affects price whether its food or non perishable goods. Availability of fuel impacts prices for non food products just like it does on food.

But if the products aren't manufactured in the United States, but instead, a place like China, that could be a problem; you may be willing to pay a lot to get something, but you still may not see it if any number of conditions leads to a breakdown in shipping. It doesn't take a war to shut things down either; the recent COVID-19 pandemic demonstrated how quickly things can escalate simply by people believing things might not be available when they want them. Toilet paper: need more be said?

Story is Essential

Story Telling Can Take On Diverse Forms.

There are various forms of story telling, and we use two. We tell stories through events, and through film.

Live Events

We have been hosting live events for the last eight years. These include an interactive haunted house, magic classes, eleven course feasts, private parties, staying the night in our bunkhouse, and a fifteen person live-action role-playing murder mystery. We have also experimented with hosting a magical marketplace that incorporates various fantasy vendors.

We love playing in our magical world, and we enjoy inviting others to join us there.

The closest thing we can be compared to is Evermore Park in Pleasant Grove, Utah. ;While Evermore seeks to immerse its audience in a world of make-believe, it is top-down designed and centrally controlled. It is also subject to aloof investors who are in a strong position to stultify the creative process of the central directors. Further, it does not produce its own goods or energy, and its overarching story is at best a hodge-podge of ideas weakly connected.

Our story and the community it influences makes changes to almost every aspect of Evermore's business model.

Films

In the modern era, film is one of, if not the most influential and effective ways we have to tell stories. By passively sitting, audience can take in a whole lot of information. By making film, the film maker can have incredible power over the viewer.

These stories are popular everywhere. They are what drives Hollywood.

Stories are inherently valuable. During the COVID-19 pandemic, it was story telling that saved many people from themselves. Movies distracted us, entertained us, and kept us sane. Any time someone tells a good story, people are enraptured.

People want to see themselves onscreen. They want to learn about how to better navigate the complexities of the world. Stories help to validated us in meaningful ways.

6/THE MARKET

Education

Education in the Pacific Northwest is just like everywhere else. The stranglehold of the power brokers mostly limits change for the better, and the new ideas that do emerge rely on the same old broken philosophies.

If we can create a system that significantly improves outcomes, dramatically increases student enjoyment, and drastically reduces costs, we will revolutionize schooling both there, and everywhere else.

Energy, Food, and Products

In the region of the Pacific Northwest, the energy, food, and other products are mostly produced, distributed, and consumed without any thought of where they come from, how they got there, or how its use might influence or impact the surrounding world. But as world conditions deteriorate, the people there are much more aware of these parameters, and are likely and rightly concerned about with just exactly what their relationship is to these crucial elements in their day to day lives.

Energy

Fuel used in the region is a mixture of local and foreign sources. Wind and hydroelectric sources of power are a major part of the existing electricity grid. Wood burning stoves also are a significant part of heating systems, especially in the most rural areas. However, natural gas is the most common source of indoor heating and cooking in the region. As prices of this commodity continue to rise, the region will struggle to meet their needs.

The most immediate and vulnerable aspect of the local energy system is that of transportation, which relies exclusively on petroleum products. While much is produced in the United States, a significant portion these days is imported. This particular region does not produce gasoline or its related products, and must bring them from other areas like Utah and Wyoming.

The fact that the United States is not entirely independent of other sources of fuel leaves us vulnerable to fluctuations in market prices. This not only limits local travel, but increases the cost of food, goods, and services.

The advent of electric vehicles at least immediately leaves us independent of gasoline prices, but if we could find a way to produce energy locally in the form of electricity and natural gas, we would be able to help the local economy be even more stable.

Food

Despite the fact that a considerable amount of farming is done in the vicinity of the Pacific Northwest, the local food supply there largely depends on the trucking industry to bring it from other places. This means if trucks stop, the food supply shrinks and prices go up because so much of the food consumed in the area is reliant on petroleum products to bring them.

Things in this area of the economy aren't quite as bad though. With advances in biotech and genetics in the last fifty years, growing food has never been so easy. Though not the dominant source of food for locals, there are a number of farmers markets and areas of agrotourism that operate on a fairly consistent basis. There is also the occasional roadside stand.

The one issue though is that these generally only operate from late spring to early fall.

CSAs have a presence in the northwest, but just like farmers markets, they are not the dominant food distribution system. These community supported agriculture systems still rely heavily on imported petroleum.

Things aren't hopeless though; if we as a community can dedicate and develop resources to growing food, we might be able to offset the negative consequences of inflation, growing fuel prices, and some other factors that might otherwise limit the area's food supply.

Products

Distribution of non food items in the Pacific Northwest looks even more dismal and reliant on petroleum than the distribution of food: What you don't make at home, or find in the occasional farmer's market likely comes from China, or some other distant country. Very few things are produced locally.

If we are going to be comfortable without breaking the bank, we will need to find another solution for producing and purchasing the physical goods we use on a day-to-day basis to live.

Our Story Telling Efforts

Story is an essential part of human life

Story is everywhere. Its present whenever we communicate events that happen to us in our personal lives. They are present in the news programs we view. It is in the articles we read. It is in our music, its implicit in the changing of the seasons, the day and night cycles of our day, its even built into our biology and expressed by the way we are goal oriented creatures and the peculiar way we interact with the world.

Stories can take on many forms

We consume stories through comic books, novels, novellas, advertising, commercials, billboards, movies, tv shows. Wherever you look, stories are there. Whether we are sitting in a dark theater or sitting around a campfire, stories are the consistent thing.

We Chose to Pursue Film and Immersive Events

Our preferred methods of story telling are film and immersive events because we think they are the two most effective and influential art forms out there.

We love to be whisked away into seeming other worlds, whether it be virtually or in real life, and live events allow us to harness that emotional power in a direct interface. We are happy to entertain audiences with our films, but we would like to do more.

We seek to build a community, not just entertain fans. We wish to inspire and teach others how to engage with their creativity. We seek to build and grow a culture of creativity-oriented individuals. We want to harness that creativity and channel it towards growing our community further.

Films can act as the doorway whereby audiences might choose to regularly engage with us; our events are designed to be that segue.

We host events that give participants the chance to dress up in costumes and role play as a character of their own making. We create the environment in which those characters would naturally expect to see if they were in our fictional world. We create spaces that feel real. We organize activities that replicate the same believability and orchestrate the momentum to build to a climax of fun and fulfillment for the fans.

Each activity then segues with the others in order to create a constellation of connected experiences that collaborate to make the participants feel like what they are experiencing is the real thing.

All of these things then build on the original existing stories, and help expand the ideas we have yet to fully flesh out.

In this way, fans can help us grow our stories, and actually participate in the active crafting of them through their continuing engagement with us.

Our Events Are Ongoing

We already host events, and have lots of experience designing and running them. We have eight years under our belt coming up with creative event ideas and testing them. As these activities have been tried, new ideas have come from those recent interactions with the public. These then provide feedback in the form of new ideas for story, and the cycle continues. This process of interplay between inspiration and perspiration, and story has been going on now for a while, and we have a considerable quiver of stories and events that now exist in our canon and in real life.

The Events are worthwhile in and of themselves. We don't need films in order to tell stories, but we want to in order

to present our stories in a rather complete way. Films allow us to do things that live events can only approximate.

We Aren't Ready to Make Films Yet

But films are expensive, and our stories aren't quite there yet. We have a lot of material, but we'd like the story to be more fully fleshed out. This is one of the reasons we place such an emphasis on our events.

Events help us to promote our other objectives. Events encourage us to play. Play is a source of inspiration. We get our best ideas when we are playing.

Events are a place in which our educational endeavors naturally find a place to flourish. Imagination is the life blood of learning, and if students are inspired, they are driven by their own desires to seek understanding. They are in the drivers seat if we can help awaken a fire within.

Our events also help to bring together like-minded people who might want to join our efforts to build a community. We need all the help we can get to bring to pass our goals. We will also need lots of resources if we are ever going to be able to make our goals come to pass.

We also don't have a way to finance our films. We can use our events to raise money, both in product and ticket sales, as well as through solicitation of donations. One of the keys to finding donors is just establishing a presence. Our events help us to do that.

First Things First

So before getting started on producing film, we need money. We also need to develop the intellectual property far enough along so that we have satisfactorily expanded the universe and it is adequately lived in. This will simplify and augment the writing process for the screenplays we will be writing.

Cost of Film

Film can be a very expensive process, but prices continue to drop as technology improves. However, technology won't be replacing the human element any time soon, so we need to be prepared to adequately staff and finance our productions. Our educational system is conveniently set up to help train a team of interested new film makers.

We have considerable experience in the film industry, so we have access to knowledge and understanding in regards to working towards these goals.

Our Strategy

We have incorporated plans to shoot stories that are the least expensive as they can be; we have been writing stories that are designed to accommodate the knowledge that the earliest productions are likely to have the smallest budgets. This includes a low effects budget, as well as use of existing resources that are already available for shooting; knowing and writing to what I already have access to by way of sets will allow for the least amount of expenditure in order to get the projects completed.

Expanding Useful Skill Sets

It might be wise to invest in learning new skills that would benefit the productions. AfterEffects is a powerful program with a very useful applications for special effects. Having these skills may also provide an essential source of income to keep our business financially solvent while we continue to develop it.

Considering Local Resources

As the business grows, expands its story, increases its audience, hosts events and builds its public presence, seeks donations and sponsors, and builds its financial portfolio, this will allow us to reinvest in real estate in our intended real-world location. At that time, we will begin to hold a presence up north in that vicinity. We plan to start small, purchasing small but pivotal resource to begin connected to and building the film culture there. We have contacts in the area, and plan to connect and multiply their efforts to with the resources we have to offer to them.

Filmmaking generally is not a commonly industry in the Pacific Northwest, but, our school system is prepared to be able to help to cultivate a new crop of film makers that we can harness to produce our films. We look forward to not only empowering this segment of the population with knowledge, but ready opportunities to help us tell our stories.

Our Competitive Advantage

Using the story telling mediums of film and immersive events to communicate, grow, and finance our business is a very unusual and uncommon idea. It will rock the amusement park space when it begins to bear fruit. By adding to this a system of embedded educational resources as well as avenues of sustainable renewable energy, food, and products will make us unstoppable. Our innovative and timely business model sets us very far apart from any other company out there; not only will this be commercially successful, but it will ultimately allow us to bring to pass our ambitious vision.

7/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.

8/FINANCIAL OUTLINE

Story is a powerful motivator. Motivation is everything. Tapping and harnessing motivation is the foundation and fuel for what we do. We need to focus on that, and the rest will follow.

Discovering, awakening, inspiring, and channelling motivation is our job. Focusing on money drains motivation. Focusing on financing will kill a creative endeavor stone dead. Awakening motivation is why we rely on money as an incentive, rather than the other way around.

When money persists as the primary motivation, it becomes a creator's inspiration, and whenever a physical object is used to channel inspiration, inspiration ends. If we can help keep inspiration coming from a higher source, it will continue to flow. By continuing to focus on the rich things, we will prevent survival and money from becoming sources of inspiration.

We seek to awaken wonder and curiosity, inflaming motivation in others to engage with us, which will awaken desire in them to join us and contribute to our goals in the ways best suited to them. We provide the structure while maintaining strict policy and principles of inspiration, which look like opportunity for engagement and individual fulfillment without coercion in any respect.

Proper Principles to Bring About Financing

In other words, these are the principles: Focus on story as an end unto itself, provide answers to those who seek them, and share our ideals with those interested and seeking to know.

Focus on story as an end unto itself

Storytelling is a joyful act of expression that manifests what we are deep inside. What we are possessed of will come through the stories we tell.

If we are possessed of a spirit of play and imagination, that will come through in the stories. Alternatively, if we allow ourselves to be possessed of a dominant spirit of obsession over survival and moneymaking, that dead and deadening spirit will manifest in the stories instead.

Provide answers to those who seek them

We have integrated systems that help to solve so many problems, and provide insight and understanding that will help individuals cultivate their ultimate potential. By simply being our best, we invite others into our culture and

establish a crystalizing precedent; the truth that desire is the preeminent principle of Zion.

Share our ideals with those interested and seeking to know

Nothing awakens desire like helping people find what they need and are searching for. Service is a secret fire that lights the heart and inspires love for each other. As we share unconditionally, the love between people grows. When people feel love for each other, they seek to maintain those relationships.

Provide means whereby they are naturally made aware of our intentions. Use the markets to provide an interface for visitors to read about, learn about, see, and recognize what it is our goals are all about. Presentations about our goals both in talks, booths, discussions, and even videos could help present our ideals in a non-intrusive and engaging way.

The market itself is designed to draw attention as a visual aid to these ideals. Once people are drawn to the visual aid, you provide means for them to engage in the goal that inspired the construction of that aid to begin with. The school also is a means for both catalyzing our community. In doing so, it also becomes a demonstration of our ideals, and provides quite the appeal for joining our community.

The Three Pillars As Manifest in Our Magical Marketplace

How It Might Look

The demonstrations, performances, small events, and product sales will all serve the same three purposes: story, school, and community. To demonstrate how these might do this, we have broken down one of the elements in the market, the medieval carousel tent.

Practically, we are considering using the medieval carousel tent as a place for conversations, presentations, questions, discussions, and videos of exactly what our ideals are and what they look like. It is important that visitors be able to know our ideals, see them represented so that they can really wrap their heads around it and comprehend it going forward. It is also important so that they know what questions to ask. We will provide both the insight as well as the answers when they come seeking more.

Story

Dress the tent with multiple wingback chairs for hosting a conversation. Include a lovely table for materials, books, like an office, including all the means as well as a sense of credibility and capacity.

IDEA: A sign outside stating something like, "Portal (or Door) to the Northern Kingdom."

Mortimer's office for managing the needs of the various creatures and peoples who come.

IDEA: A sign stating, "Offices of Messrs. Mortimer and Benjamin Blackburn." akin to Dumbledore's office, including a crazy bird. instruments, crystal balls, crystals, odd things, statues, basically an office version of the original mercantile tent. Things from his previous adventures, but an overwhelming focus on books, materials, and objects with the intent to connect the visitors to the community.

IDEA: A real estate venture for magical creatures, run by Mortimer.

It will also be a central location where demonstrators, staff, and community members can come for respite and a sit. Charge phones, etc.

Quests

It will be a place in which participants can engage with us further in order to participate in learning the various skills presented by the demonstrators.

IDEA: A list of quests online. A list on a chalkboard. A list on a piece of parchment rolled up

Tell the demonstrators to send them to me and I will engage them in the quest, collect their personal information, and schedule them. In return, they'll get students and I'll handle the office details. If we get too many students, we bring on more specialists.

blacksmithing
pottery
electrical energy
stone jewelry
mermaiding
personality/massage, body work
cultured foods
leather work
filking
irish music
book binding
list from the website

Education

Provide solutions to issues brought up by the visitors. Discuss the specific systems and classes the school provides to help provide structure. Determine the parameters of formal enrollment and identify any measurable parameters it incorporates.

1. Regular meet up with the mentor
once a week for starters
changes to less frequently as students needs for guidance drops
2. Exploratory Classes
once a week
is replaced by investigatory class once subject is identified
3. Investigatory classes
once a week
morphs into project when question or idea is discovered
4. Project opportunities
as often as pursued
5. Recurring events
once every six weeks
opportunity to present to community the results of latest project
6. Principles and Patterns Class
once a week
to teach and remind of fundamental operating principles
7. Therapy appointment if needed
once a week
8. Virtual meetups with like-minded students
once a week

Additional Recommendations

Individual student holds a job to help pay for enrollment
Individual religious participation to cultivate higher motivations

Community

We can use the tent to share our goals with our visitors. We will set it up so that they may sit and talk for all of these purposes, oriented by their own desires and predispositions. We will engage with them to see what they desire, and how they might wish to interface with us.

We might have a book of ideas. We could have an Ipad of images. We could review talking points, and as they have interest, we key in on what they desire. We might have music to play or a video to show. It all depends on them and what they desire.

We might use a story. Or show our documents. We might suggest an exercise, or a subject of study. We give them what they need and send them on their way.

If they wish to contribute or engage with us further, we have a list of opportunities that might be suggested, depending on the answers to your questions, or what you notice are their dispositions. It is up to you to determine how to interact and what to say; you can rely on your gift.

What participation might look like for them.

Story

- passive participation: purchasing goods, attending events.
- actively participate: read, create character, make a costume, come play.
- deeper participation: quests
- deepest participation:
 - as a demonstrator of a skill
 - participation in bringing together new installations
 - participation as filmmaker; editing, post FX, directing, writing; attending story development gatherings
 - producing: preparations for upcoming shoots
 - offering trade skills like editing, set design and creation, VFX, Youtube management, social media posting and harnessing
- donations to help make events a reality
 - to help with upfront costs from city, event planners
 - transportation and set up costs
 - new installation costs
 - maintenance costs
 - storage costs
- donations to make films a reality
 - costs of production
 - post production
 - editing
 - VFX
 - pre-production
 - locations
 - previz
 - production design and set building
 - props
 - cast and casting
 - wages for workers
 - craft services

School

- enroll in the school, enroll kids in the school
- teach in the school
- donations to help finance wages of teachers, resources and infrastructure for subjects

Community

- participate in our story, attend our school, contribute resources to any of them.
- donations to purchase real estate, resources for infrastructure, resources for initial operating costs

9/LONG-TERM PLAN

A Four Part Cycle

Our long-term plan can be organized into four parts, and is a repeating pattern or cycle.

Use Storytelling to Inspire Wonder and Curiosity

Know your boundaries, and the resources available to facilitate whatever it is you are trying to accomplish. Let your imagination lead you to dream up what might be possible, and work towards it. Adapt to changing parameters and don't neglect to consider the wider place this iteration has within the wider trajectory.

Wonder and Curiosity Inspires Us and Implicitly Invites Outsiders To Participate

Nothing inspires participation like a sense of wonder and open invitation. Provide avenues of engagement without imposing pushy or sales culture; if you are careful to create the appropriate funnels, you won't need to use even subtly coercive elements to achieve this; the people you are trying to attract will recognize and engage, and you will be able to enjoy the process more without having to make people feel uncomfortable.

Active Participation Grows Our Community

As individuals engage with us, read and become familiar with the story, they'll create characters and seek for additional unique ways to contribute with the skills and talents and unique identities that they bring to the table. We will provide means whereby they might more easily contribute and add to what we already are doing. The foundation of principles that guide us provide a ready avenue of direction as these circumstances come to pass.

Harness and Orchestrate the Current Community to Add to and Grow Our Storytelling

As people begin to contribute in their unique and inspired ways, we need to remain open to the new developing ways in which our storytelling, school, and community might look and be of greater utility. The more resources we have to work with, the greater the potential forms and the closer we will be empowered to match our ultimate goals.

Focus On The Right Goals

Rather than allowing finances to preoccupy us and warp our perceptions of our goals, we ought to keep our eye on the ball, and let the financial requirements take care of themselves. Financing is simply an expression of our wise and essential boundaries and our ability to sustainably achieve our goals. If we know our boundaries and hold to the things we know to be true, we will achieve our goals in the most efficient and effective way possible.