

BUSINESS PLAN
PEN YR BRYN FARM, LLC



I. INTRODUCTION

Pen yr Bryn Farm, LLC is a family business, located on a property which the owner, Timothy Allen, originally purchased in 1973. Over the years the property has been used for agricultural purposes, such as growing tobacco and hay. During the 2020's our farm expanded to include horse breeding, and we are now wanting to share the healthy experiences that horses offer to people of all ages.

- **Mission statement:** Our primary mission is to offer the public an opportunity to experience the physical and mental health benefits of being around horses, and of developing a relationship with an equine partner. Our secondary mission is to help to grow the equine industry in Wisconsin by offering people an opportunity to experience horses without making a large financial commitment. There are many experienced "horse people" who are aging and leaving the market. Our proposal will help expand the pool of potential horse owners for the future. This, in turn, will contribute to horse boarding, training, and showing activities.

- **Company summary:** Pen yr Bryn Farm, LLC is dedicated to promoting the horse industry in Wisconsin, by breeding highly athletic and intelligent horses. Our plan is to build on this foundation by inviting the public to enjoy horses in a safe and supportive environment.
- **Company history:** Pen yr Bryn farm, LLC has been a horse breeding stable since 2004. We expanded operations in 2020 to include horse boarding. The current proposal is a request to expand operations to include agricultural educational and entertainment activities, such as riding lessons, pony rides, birthday parties, and weddings.

- **Markets and Services**

For a parent of a “horse crazy” child, it is hard to find riding lessons for under \$50 per hour. Most horse trainers are promoting their careers and are looking for wealthy and talented individuals to become part of their team. The goal is to travel to horse shows to earn formally recognized, United States Equestrian Federation (USEF) awards, such as earning Dressage Medals at the Bronze, Silver and Gold levels. This experience requires an extensive investment, in terms of time and money. This is not a viable option for a parent or adult who would just like to get close to horses, and to learn about them.

Oregon Wisconsin advertises itself as the “Horse Capital of Wisconsin”. We are located in a rural area with many horse boarding stables. However, there are few places that offer affordable lessons for beginner riders, or other ways to visit and get close to horses. The horse owners of Wisconsin are aging, and the industry needs a way to bring new horse enthusiasts into the market. Our proposal will offer a venue for people who are curious, and would like to learn more, to visit and experience horses first-hand. While many people may not pursue their interests further, we hope to find new “horse people” to keep the industry going.

- **Operational structure:** Pen Bryn Farm, LLC is owned by Valerie Ahl, Ph.D. Valerie has a degree from UC-Berkeley in Developmental Psychology, and is working from home as a Licensed Clinical Psychologist, with Veterans who suffer from PTSD and addiction issues. Our family, who are involved in LLC-related activities, are: Timothy Allen, Valerie Ahl, Harrison Allen, Gwynedd Allen and Josephine Allen.
- **Financial goals:** Our goal is to keep the farm in the family. The original owner, Timothy Allen, Ph.D., is 79 years old. Tim has maintained the farm and has helped with our business expansions into horse boarding and breeding. We are hoping to generate additional revenue to cover the expenses of the farm mortgage and insurance. Our plan is to purchase several ponies and bouncy castles to provide outdoor entertainment for birthday parties and weddings. We believe we can recover these initial start-up expenses within one year of expanded business operations.

II. PRODUCT OVERVIEW

1. Horse Boarding

We will offer horse boarding and riding lessons throughout the year. Business operations will be 8 am to 8 pm, 7 days a week.

Cost: Monthly horse boarding is \$425 for stall board, and \$250 for pasture board.

2. Riding Lessons

All services will be booked and paid for in advance. Our web page will include online booking, payment, signing a liability release, and explain our refund policies. Only people who have signed a liability release form will be allowed on the property.

Cost: Riding lessons are \$40 for 60 minutes, and \$30 for 30 minutes. Group lessons of 3-4 riders are \$25 per person.

3. Birthday parties

Offered Friday through Sunday, 11 am to 5 pm. Parties last for 2.5 hours and include rotations through the following activities: bouncy castle, bouncy obstacle course, and celebrating with cake. Pony rides will be offered continuously, and individuals will be called from other activities when it is their turn to ride. For insurance purposes, bouncy castle activities will be divided into groups of children 9 and under, and 10 and over.

Cost: \$400 for up to 12 kids and 25 guests total. \$500 for up to 24 kids and \$45 guests total, \$10 for each additional child guest.

A 50% deposit will be required to book a party. Our venue is an outdoor venue, and in case of rain, we can move some activities to a covered area. A weather-related cancellation within 4 hours of the party time is allowed a full refund. Cancellations within 2 weeks of the party date are charged \$100. Cancellations within 1 week of the part we keep the 50% of the party fee deposit.

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8/16/21

Valerie Ahl, Ph.D.

4. Private Events

For Couples planning an outdoor, farm style wedding, Pen yr Bryn Farm, LLC provides the perfect venue.

Cost: Minimum cost is \$400 per day. A la carte additions include renting a large tent, chairs, tables, and access to the bouncy castles and pony rides. A 50% deposit will be required to book a wedding.

A weather-related cancellation within 4 hours of the party time is allowed a full refund. Cancellations within 2 weeks of the party date are charged \$100. Cancellations within 1 week of the part we keep the 50% of the party fee deposit.

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