

CEILIDH FARM PROJECT SCOPE

January 12, 2017

OVERVIEW

1. Project Background and Description

The purpose of this project is to establish a successful business at Ceilidh Farms. Initiated by Jim Wilkinson, our goal is to establish a business plan which focuses on a rustic, farming experience with the comforts of home.

"As the sun sets over Ceilidh Farm, sitting atop a hill over the gently winding Beaver River just south of the village of Clarksburg, Ontario take a moment. Take a moment to listen, you can hear it in the wind... in the silence of the evening. The song is still here if you know how to listen.

You are invited to join us in experiencing the pure, simple, rugged, idyllic and quintessentially Canadian farm lifestyle.

Ceilidh Farm is one of a kind. A venue offering a wide range of amenities, and embracing Canadian farm heritage with a firm mission to ensure the sustainability and stewardship of the land around us".

2. Mission

Our mission at Ceilidh Farm is to enrich the lives of people within our community and our travelling guests with a truly memorable experience, by offering world class products and services that may not otherwise be found in today's hectic and busy urban environments. Our path is built upon partnerships with a diverse range of citizens, stakeholders, businesses and groups. Together, we are innovative and creative in defining a way of life, and setting lofty goals to achieve a sustainable community whilst offering an experience for everybody.

3. Facilities

LANDS / Greenhouse

Commercial Kitchen:

COMMON VESSEL

A commercial kitchen will facilitate production requirements for retail, services for camping retreats, membership meal planning, and catering for onsite and offsite purposes.

The Barn:

The barn will host charity, corporate, and private events and offer complete service or bespoke packages. We will be able to offer full scale, all service wedding packages and venue rentals.

Tours

Canvas Tenting:

Based on authentic canvas bell tenting, we are redefining camping with luxurious accommodations and services. We will accommodate as few as two or as many as 6 guests per tent. Our goal is to offer a comfortable and rejuvenating environment for you to reconnect with yourself, your family, and the land around you. Comfort camping allows you to fully experience the beauty of nature with the space and comfort to truly appreciate it.

By providing canvas tents we will be able to showcase furniture made in the woodworking studio in the barn. By drawing on this revenue stream, we can expand into amenity rentals such as canoes/kayaks with the river access. Retail food production can be focused on providing campers with meals they can pick up and prepare on their campfires or kitchenettes. Incorporating Red Canoe in development of blankets, pillows, etc. we will embody everything the Wilkinson's live for.

In the winter, we can offer winter camping, group rates, and corporate challenges to draw extra revenue.

All-inclusive event packages:

We offer a breathtaking environment to host events and weddings, with the ideal back drop for wedding ceremonies, receptions and photographs. We will offer a full range of artisanal, farm grown and prepared products and menus for clients and guests to enjoy as part of their event package. The barn offers an idealistic setting for an all-encompassing barn wedding experience. By working with local suppliers we will be able to offer everything needed for a large scale event, in one place.

Please see Exhibit A

All-inclusive tenting packages:

Please see Exhibit B

Musical Showcases:

In the name of Ceilidh, which is a social gathering of Scottish and Irish folk with music, singing and dancing, we will utilize the barn for musical showcases. In the winter, we will utilize the house for smaller scale musical showcases. Both of which, can be inclusive of passed hors d'oeuvres or prix fix meals.

Art Showcases:

The barn, and indoors during the winter, there is opportunity for art showcases.

House rental:

This is an opportunity for revenue streams during the winter months when the canvas tenting and barn may not be utilized.

Marked Trails:

An opportunity for winter revenue, we would like to offer trails for snow shoeing, and create an ice skating trail throughout the property. With a charge for parking, customers can enjoy the property in the snow. One the weekends, we hope to offer lunch for those utilizing the facilities.

Extra:

Supper Club: A pre-booked meal offered once a month for a set number of people to socialize, and eat fantastic food.