

# Community Greenhouse Prospectus

A collaborative project headed by the Sitka Local Foods Network

**DRAFT - rev. 08-12-19** (yy-mm-dd)

## [Notes to Collaborators]

- Anything in this document that appears in red or in brackets are intended as notes to use during the development of the prospectus, and will be deleted during the final draft.
- This document will not be completed, nor be successful without contributions from many people, maybe even you!
- How To Contribute:
  - Write, as best as you can, the text that needs to be placed in the document.
  - Write a separate note that is as specific as possible to where you think the text should go (For instance - “Replace the second paragraph of Funding Feasibility: Energy Education Plan with this”).
  - Kindly refrain from offering suggestions of what someone *else* should write.
  - Email the suggestions to [mturner@smallstones.net](mailto:mturner@smallstones.net)
- The headings and categories below are intended as guides for the development of this prospectus. In the end, some of the content for these may be combined or the categories omitted.

## Introduction

The Sitka Community Greenhouse...

## Funding Feasibility

### Grant, Loan, Tax Incentive, Material Donations, Rebate Opportunities

[note - the following were identified by the Sitka Local Foods Network as revenue sources. Dollar amounts will need to be associated with each, across some measure of time. My proposed method is below, but could be easily changed]

Revenue type	year 1	years 2 - 3	years 4 - 5
Membership dues			
Donations			
Foundation endowment (bequeaths from estates)			

Revenue type	year 1	years 2 - 3	years 4 - 5
Rental for events such as weddings			
Sale of high value crops			
Potential billing for horticultural therapy			
Small retail gift shop with sales of relevant items (Gimbal Botanicals, Back Bay Botanicals, local photographers work, cook books, etc...)			
Funding from Farm to School program			
Tours / Cruise Line support			
University classes			
Annual fund raising event (Running of the Boots, Spring Party) requires research			
<b>TOTALS</b>			

what out for zoning changes and incorporation requirements

## Energy and Environmental Technologies

### Energy Education Plan

### Fundraising Schedule and Deliverable Time-Frame

## Market Analysis

[Note - A professional Market analysis should be performed for both residential and commercial projects. The analysis includes profiles of existing products in the residential classification that include past and current rents or sales price, product type single family, townhouse, condominium or multifamily along with competition in the

market. The commercial analysis should include the analysis of the comparable existing retail/professional centers including the sales volume, gross lease volume and vacancy rates]

## **Feasibility Analysis**

[NOTE - determination of market feasibility based on site specific supply and demand forecasts and evaluation of the competitive position of the proposed project.]

## **Highest and Best Use Analysis**

[Note - Highest and Best Use Analysis is completed for an undeveloped tract to determine the appropriate mix of uses. The analysis will determine the greatest potential to achieve maximum density, unit mix and sales or rent per square foot price related to residential, commercial or industrial projects.]

[

Considerations:

- The Community Hospital Board raised the following concerns during their deliberation:
  - potential health concerns contamination from the greenhouse
  - security of the basement which connects to the current hospital
  - maintenance responsibility of the wood burner heating system
- The Community Hospital is considering transfer to private ownership and this will affect local control of the site

]

## **Demographic Profiles and Analysis**

[Note - should be completed for current and future populations within designated target market areas. This should include analysis of existing trends and determination of future implications for the subject property and project.]

## **Environmental Impact Analysis**

[Note - includes the positive and negative environmental impacts the building/project will have on the surrounding land, community and ecosystems.]

## **Local Impact Analysis**

[Note - includes utilities, roads and services currently available in governing municipality taking into to account current and future capacity and estimated impacts on services required for project.]

## **Business Plan**

[Note - includes detailed information related to the start-up requirements, revenue /gross margins and milestones by month and year, current and future market trends, projected sales, labor, distribution, product positioning, cash flow projections, break even analysis, and financing for the business.]

## **Preliminary Site plan**

[Note - focusing on sustainable design principles]

### **Drawings of Building**

**Focus on green design principles.**

## **Project Pro-forma and cash flow analysis**

[Note - Project Pro-forma and cash flow analysis produced for the project which includes the projected project land cost, site development cost and construction budget. The budget should be broken out to include pre- development cost, soft cost, architectural & engineering, contingency and hard cost for the project.]

## **Strategic plan**

[Note - compiles all information learned and researched for the project which is put into a timeline with benchmarks and deliverables for the development team to adhere and follow from conception to commissioning.]

## **Marketing and presentation packages**

Development of production of project packages to be deployed in all media and marketing forms.

[Note - this does not fall into a part of the written and printed prospectus, but acts as a companion to it on a website and for presentations]

The initial production of an interactive web based tour of the project to be utilized to promote the project and secure funding for the project.

Deploying and hosting the tour of the project on the Foundations web site.

Produce a new release of the project and the Foundations support and sponsorship of the project, posted on the Foundations web site.

Presentation – The presentation is the first deliverable of any tour. Using MS PowerPoint®, this format is used so that client can interact and edit content once outline is approved. With this document, design (look and feel) and content is perfected. When finalized, client may use this presentation to promote the project. It is a standalone presentation. Often called a Phase I presentation, we employ this document to help client provide and refine content and affords maximum efficiency.