

# GOLDEN GAZE B&B



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**VISUAL  
BUSINESS  
PLAN**

**JANUARY  
2021**





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# EXECUTIVE SUMMARY

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Welcome to the future of the tourism industry!

Golden Gaze Bed and Breakfast will be a standout green-living and Craft Cannabis vacation destination, that will make sustainability feel luxurious.

We are reimagining the travel industry by creating a space that prioritizes accessibility, inclusivity, and sustainability in a Cannabis welcoming environment--perfectly designed to help guests connect with themselves, others and the natural world around them.

Golden Gaze will be the antidote to a travel industry overwhelmed with environmental harm, inaccessibility, systemic oppression, and lack of diverse representation in leadership.

We offer folks the opportunity to take a vacation they can feel good at and good about, by building a low-environmental impact, restorative vacation that inspires guests to prioritize wellness, sustainability, and community support in their lives going forward.

Golden Gaze will set the bar for the Canna-tourism experience in Canada, in the spirit of creating a better world for all.

We are excited to co-create this future with you!



Co-founders

**Reigh and Katie Ring**

They/them

She/her





# Redefining the tourism industry:

- Sustainability
- Inclusivity
- Accessibility
- Representation



## Dynamic Sustainability:

Our Bed and Breakfast will honour the earth, and reduce our impact on the environment. As travellers, we often neglect the environmental impact of our trip, and most vacation rentals are not built to be sustainable.

We will feature energy efficient dome housing, bio-mass heating, solar and wind energy, farm-to-table food production, multi-purpose land use, grey water systems, and comprehensive waste solutions, among other sustainable solutions for our planet and communities.

## Dynamic Inclusivity:

We will be an antidote to the tourism industry which has historically overlooked many marginalized community members. Folks seek a vacation where they feel welcome and cared for--we will fill this need by building practices into the foundation that honour our diverse backgrounds and communities.

To us, this means being an explicitly affirming space for 2SLGBTQ+, BIPOC (Black, Indigenous, and other People of Colour), Disabled, Fat, and Polyam community members.

As a Queer, interracial couple, we know the pain of going on vacation only to arrive and receive homophobic or racist treatment, and how that is the furthest thing from a relaxing trip. We are building with dynamic inclusivity in mind, so we are not recreating that same experience for folks.

## Dynamic Accessibility:

Golden Gaze will be built to be accessible for guests of all abilities, and use universal design practices for all units, not just a single unit.

Featuring: paved pathways, ramped entries, adjustable beds, accessible bathrooms, open-floor plans, wider hallways for wheelchair turning radius, and more.

At Golden Gaze, everyone has the right to have a relaxing, safe, and affirming vacation!

## Dynamic Leadership:

With both Reigh and Katie as co-founders of Golden Gaze, between us we represent Black, Queer, Trans, and Women owned leadership and voices desperately missing in the Cannabis and Tourism industries

We'd. also be among the first in Canada to build for Canna-tourism and shape the future of the travel industry.



## Competitive Edge: **Canna-Tourism**

We will begin with a critical competitive edge, as there is no competitor we know of that offers the level of amenities, sustainability, accessibility, and Canna-tourism experience that our guests will have at Golden Gaze B&B.

Having a designated area for Cannabis consumption, providing on-site pipes, and bongs for consumption, tours of our Craft Cannabis cultivation operation, and educational resources about safe and healthy consumption on hand will give us a competitive edge in being among the very first spaces dedicated to Cannabis tourism.



## Unique Cabins by **Green Magic Homes**

Golden Gaze will feature sustainable, eco-luxury cabins developed by Green Magic Homes, and be amongst the first to have this type of unique building structure in the country.

Travelers crave memorable and unique vacation experiences, and our green-living, eco-dome cabins will provide just that.

Our structures themselves will make us stand out on the market immediately with their natural, modern designs, and living roofs, blending seamlessly into the mountainside.





# STRATEGIC DIRECTION

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## The Team:

Golden Gaze is co-founded by Reigh (they/them) and Katie (she/her) Ring, who will reside on the property, managing and maintaining the business.

We are the ideal stewards of Golden Gaze B&B. Our career experiences in both the service industry and in managing non-profits, plus our unique perspectives and experiences as a Queer, interracial couple who loves to travel, allows us to identify and fill gaps in the tourism industry.

## Mission:

Golden Gaze B&B will provide a luxurious and sustainable Canna-tourism experience, perfectly designed to help guests connect with themselves, others, and the world around them.

## Vision:

Our vision for Golden Gaze is to become a model for the future of the travel industry to be grounded in sustainability, accessibility, and dynamic inclusivity; and to set the bar for the Canna-tourism experience in Canada and worldwide.





# United Nations Sustainable Development Goals

## Values

### Connection

Deepening ones relationship to self, others, and the natural world around us

### Sustainability

A space that helps our guests, communities, and environment thrive for years to come

### Equity and Justice

Committing to reconciliation and reparations for marginalized communities

### Growth

Seeking opportunities to develop, mature, and increase in potential

### Community

Acting in care of our communities and building ongoing partnerships

At Golden Gaze B&B, we are committed to building our business with the UN Sustainable Development Goals in mind, to assist in the globally adopted mission "for peace and prosperity for people and the planet, now and into the future."

By nature of our ideological model, values, and business concept, we hope to one day operate our business aligned with all 17 of the SDGs, but to begin we will focus on these 3:

**3** GOOD HEALTH AND WELL-BEING



**5** GENDER EQUALITY



**11** SUSTAINABLE CITIES AND COMMUNITIES





# FEATURES

## What sets us apart:



### Canna-tourism

Providing guests educational resources, Cannabis consumption materials, and tours of our Craft Cannabis cultivation operation.



### Enneagram Coaching

Life Coaching packages for individuals or for couples looking to deepen their connection to themselves and the world around us.



### Outdoor Amenities

Private lake, woodfired sauna, fire-pits and hammocks to inspire a deeper connection to nature.



### Yoga Sanctuary

Restorative space for daily yoga practice, meditation, or spiritual reflection. Mats provided for guest use to assist with lighter packing!



### Farm-to-Table

Breakfast will be served daily with organic, farm-to-table produce, home-milled grains, & local dairy. Meal kits and picnic baskets available for purchase.



### Eco-Friendly Cabins

Cabins designed to be 70% more efficient than standard buildings. Solar and wind powered, and partnered with local farmers for any food we won't grow.

## Additional Amenities:

### Four unique and sustainable cabins:

Featuring full kitchens, luxurious king sized beds, wood burning fireplaces, and spacious bathrooms.

### Common spaces:

We will have an outdoor covered gazebo and a common area lounge with dining room, bathrooms, and workspace; adaptable for either everyday guest use or retreat, workshop, and private event rentals. At check-in, we will have a mini artisan market with goods produced by other small businesses and local crafters, and products featured in our cabins that guests can purchase, such as our shampoos, bath salts, or candles.

### Accessibility:

Dynamic features in universal design to be accessible to all guests, regardless of ability; including grip bars in all bathrooms, adjustable beds, widened hallways, bidets, lowered light-switches, roll-under sinks, and more.



# MARKET SUMMARY

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Golden Gaze will focus on quality, intimate, eco-friendly lodging for vacationers who are interested in exploring Golden and the surrounding mountain ranges, while being among the very first destinations in Cannatourism.

Already experiencing significant annual growth, the Golden area is a sleeping giant on the verge of awakening, as is the Cannatourism industry as a whole, providing us with a golden opportunity to open this unique B&B.



## Golden B.C. tourism:

In 2019, Golden direct tourism revenues increased to:

**\$124.5 million**

In the summer and winter seasons respectively, tourists stay an average of:

**2.8 – 3.2 days**

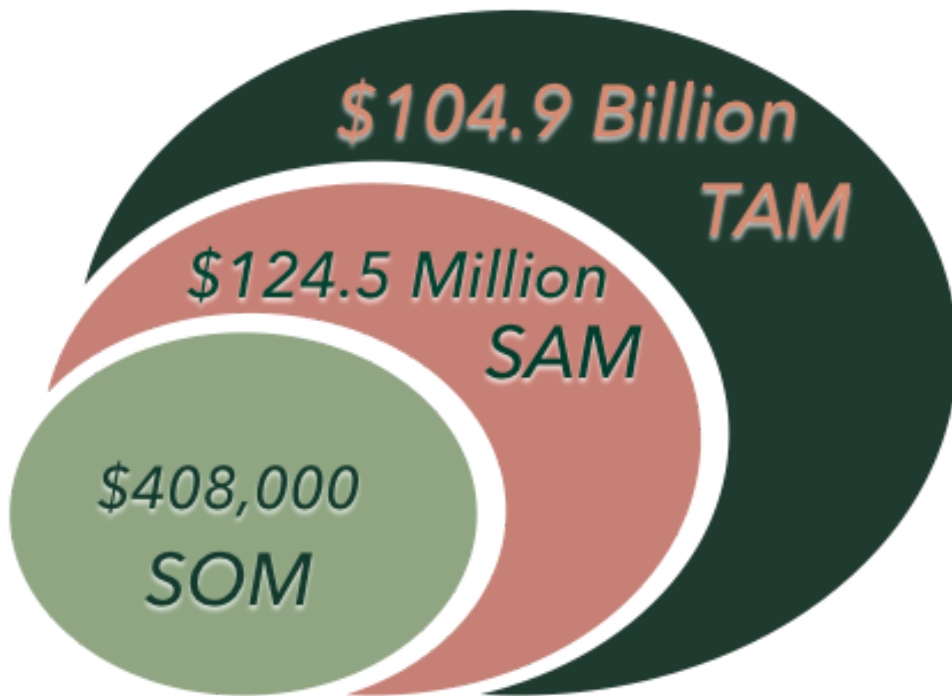
In 2018, occupancies increased by:

**14.6%**

In 2017, total Golden Tourism revenue increased by:

**7%**





## Bed and Breakfast

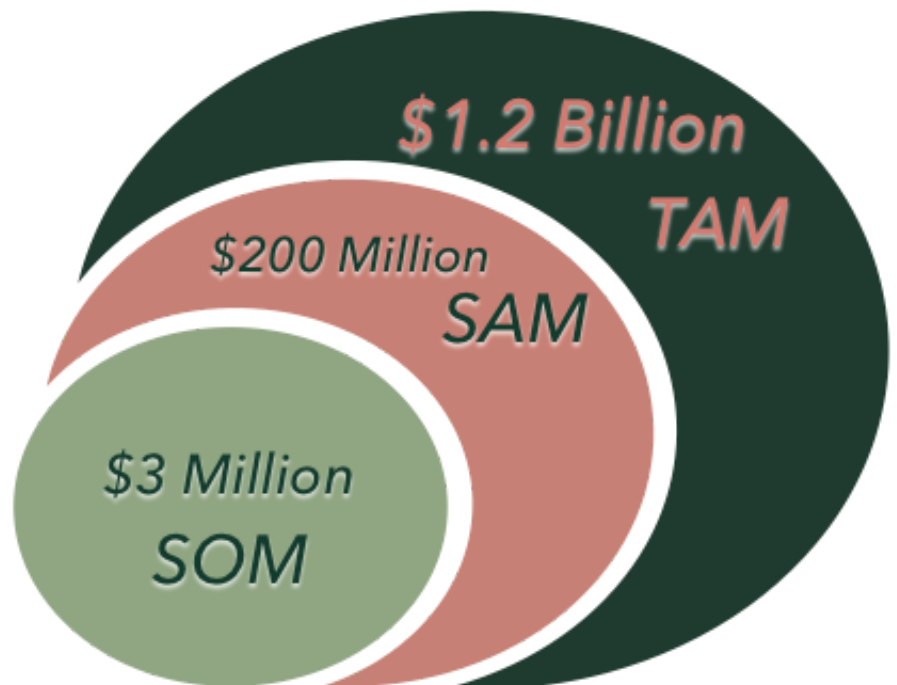
### Market Potential

Golden Gaze Bed and Breakfast will join the \$104.9 Billion dollar market in the Hospitality and Tourism industries in Canada.

## Craft Cannabis

### Market Potential

Golden Gaze would be among the first in Canada and in North America as a designated Canna-tourism destination. We aim to become the gold standard in this emerging market.





# TAM:

**\$104.9 billion**

Canadian tourism  
revenue 2018, 2% of GDP

- 9 million annual tourists to Canadian Rockies
- 7,098,000 units of dried Cannabis processed for wholesale Aug. 2019 - Aug. 2020
- 1.2 billion in legal recreational Cannabis sale in 2019



# SAM:

**\$124.5 million**

direct tourism revenue,  
Golden, B.C., 2019

- 7% increase in tourism revenue, annually in Golden, B.C.
- 19% B.C. population consumed cannabis in 2019, expected to increase
- 23.7 million in B.C. Cannabis revenue in legal market, April 2020



# SOM:

**\$408,000**

Total B&B capacity of ~2,400 visitors  
between 4 cabins, for 340 days, at  
\$300/night

Micro-cultivation allows us to grow up  
to 600,000 grams of product annually,  
with an avg. per gram cost of \$5  
wholesale

**\$420k -  
3 million**





# INDUSTRY OVERVIEW

There are only **38 short term accommodations** in the Golden area, with no competitors who would match our attractive features or Cannabis friendly environment. The average Airbnb cost in this area for only 2 guests, a kitchen, and a fireplace is \$278 CAD, which we will price competitively at **\$300 CAD/night**.

Annually, there are **9 million visitors** to the Canadian Rockies and surrounding areas. B.C. tourism alone amassed **20.5 billion** in revenue in 2018, contributing to the **105 billion** overall tourism industry in Canada, which represents 2% of our GDP.

Canada is also the **#1 2SLGBTQ+** friendly travel destination in the world, with the Canadian 2SLGBTQ+ community alone representing over **90 billion** of spending power. Our Disabled community members also love to travel, and represent **55 billion** of annual spending power. Unfortunately, they often have limited accessible vacation options to choose from, preventing them from having the same opportunities as able-bodied folks to stay at unique and sustainable travel accommodations!

## Competitor Profile:

				
	Golden Gaze	Two Ravens Yurt	Mount 7 Chalet	Cordwood Chalet
Sustainability	✓	✓	✓	✓
Unique Design	✓	✓	✗	✓
Cannabis Friendly	✓	✗	✗	✗
Accessibility	✓	✗	✗	✗
Breakfast	✓	✗	✗	✗
	\$300/night	\$310/night	\$225/night	\$310/night



## The future of travel: Canna-tourism

Since legalization, **5.1 million** people in Canada report using Cannabis; a number that is projected to increase, as 33.3% of residents aged 18-24 report using Cannabis in 2019.

Overall, between August 2019-August 2020, an estimate of **9,932,994 packaged units** of Cannabis were sold in the legal market, and overall 71% of Cannabis products sold were dried Cannabis buds, representing over **7 million** of those units.

## Comparable Market: Colorado

These statistics are very encouraging for Golden Gaze to have even a modest, Craft Cannabis cultivation operation, setting the bar for a Craft Canna-tourism experience here in Canada.

In Colorado, one of the most comparable places with a thriving Cannabis economy, Canna-tourism has grown by 51% since 2014, with an estimate of **6.5 million** Cannabis tourists visiting the area in 2016, alone.





# MARKETING & PROMOTION

Marketing Data from Sept. 16, 2020- Nov. 16, 2020  
Overall budget: \$200

## Indiegogo

We ran a 60 day, all or nothing campaign during the above dates. We raised **\$147k** in contributions between 342 people, and reached 49% of our goal. Campaign page had **10,371** visitors in 60 days.

Even though we are only in the concept phase, we sold 62 two or four night future vacation packages discounted at \$550 and \$1000 respectively, accounting for **\$33,920** or 23% of campaign contributions

## Facebook

- Followers: 420
- Total reach during the campaign: 68,855 views

## Instagram

- Followers: +1800
- Top performing post:
  - 13,400+ impressions
  - 820+ likes
  - 93 shares
  - 209 profile visits
  - 73 website clicks

The screenshot shows the Indiegogo campaign page for 'Golden Gaze B&B'. The header includes the Indiegogo logo, navigation links (Explore, What We Do, Search), and user options (For Entrepreneurs, Start a Campaign, Log In). The main image features a stylized illustration of a green, dome-shaped building with large windows, set against a backdrop of mountains and trees. The text 'Golden Gaze B&B' is overlaid in a large, white, cursive font. Below the image, it says 'GOLDEN, B.C. | OPENING 2021 | FUNDED BY COMMUNITY, FOR COMMUNITY'. To the right of the image, the campaign status is 'CLOSED'. The title is 'Remarkable Queer & Black owned, farm-to-table B&B'. The description reads: 'A unique, luxurious, green-living B&B experience in Golden, B.C. Canada! Relax, restore, reconnect.' The campaign is by 'Reigh and Katie Ring' from '1 Campaign | Golden, Canada'. The funding goal is '\$147,011 CAD' with '342 backers'. A progress bar shows '49% of \$300,000 Fixed Goal'. At the bottom, there is a 'FOLLOW' button and social media icons for Facebook, Twitter, and a share link.



# CUSTOMER TESTAMONIALS

“

**What you are doing is super important and honestly sounds like paradise to me."** -Vinciane P., Instagram User

"I've been following this instagram for awhile and I think it's an amazing, and frankly, important cause. We need more accessible, LGBTQ+, POC friendly places like this. I would really love to see this vision become a reality" -V., Instagram user

YOU GUYS! I DON'T KNOW THE TWO LOVELY HUMANS TRYING TO GET THIS B&B UP AND RUNNING BUT I AM IN AWE OF THEIR CONCEPT, THEIR FORTITUDE AND THEIR



HEAD ON OVER TO @GOLDENGAZEbnb TO CHECK THEM OUT AND IF YOU CAN, PLEASE CONTRIBUTE TO THEIR DREAM. BECAUSE THEIR SUCCESS IS A WIN FOR SO MANY OTHER LOVELY HUMANS



**"I love this! My girlfriend is trans and we don't really take vacations because of fear of how we will be treated. This bnb sounds like a dream!"**

-Stacey T., Instagram user

"These two excel at everything they do. So excited to be able to get in on the ground floor of this project. Can't wait for my pre-booked stay!"

-Morgan A.H.,  
Indiegogo Campaign Backer

**"What you are doing, and your beautiful relationship, is veeery inspiring and exactly the kind of place & people we would LOVE to visit!"**

-Kass and Honey, Podcasters

"Gorgeous idea. This concept is beautifully designed and is something my partner and I would love to visit one day.

-Tea Shop YYC, Potential Partner

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# MARKETING STRATEGY

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**The opportunities for marketing within the Canna-tourism industry are abundant, as we would be at the forefront of this tourism sector for both Canada and the world.**

The Canna-tourism industry is still new for Canada, so there are only a handful of Cannabis friendly places you can spend the night.

Through our research, we haven't found a vacation rental in Canada that would come close to the type of Canna-tourism experience that we would offer at Golden Gaze; with our homemade farm-to-table breakfasts, luxurious amenities, on-site tours of our Craft Cannabis cultivation facility, and attractive tourist-destination location.



## Advertising Opportunities:

While so many of the features of our B&B sells itself, due to our personal identities as Queer, Interracial business owners, we can advertise for Golden Gaze B&B in several channels traditionally unavailable to businesses with less dynamic ownership representation, by listing on identity specific directories, in addition to traditional marketing channels.

### Queer Owned Business Directories:

Gaylesbiandirectory, World Rainbow Hotels, Tag Approved, Misterbandb, TripSista, Iglta, and Girls Love Travel Pride, Lezspreadtheword, Same-Sex Wedding Guide

### Black Owned Business Directories:

Official Black Wallstreet, Afro Biz, Support Black Owned, Find Black, Black Cannabis, Travel Noire

### Accessible Business Directories:

BluePath, Freedom Resource Centre, and Accessibility Resource Hub

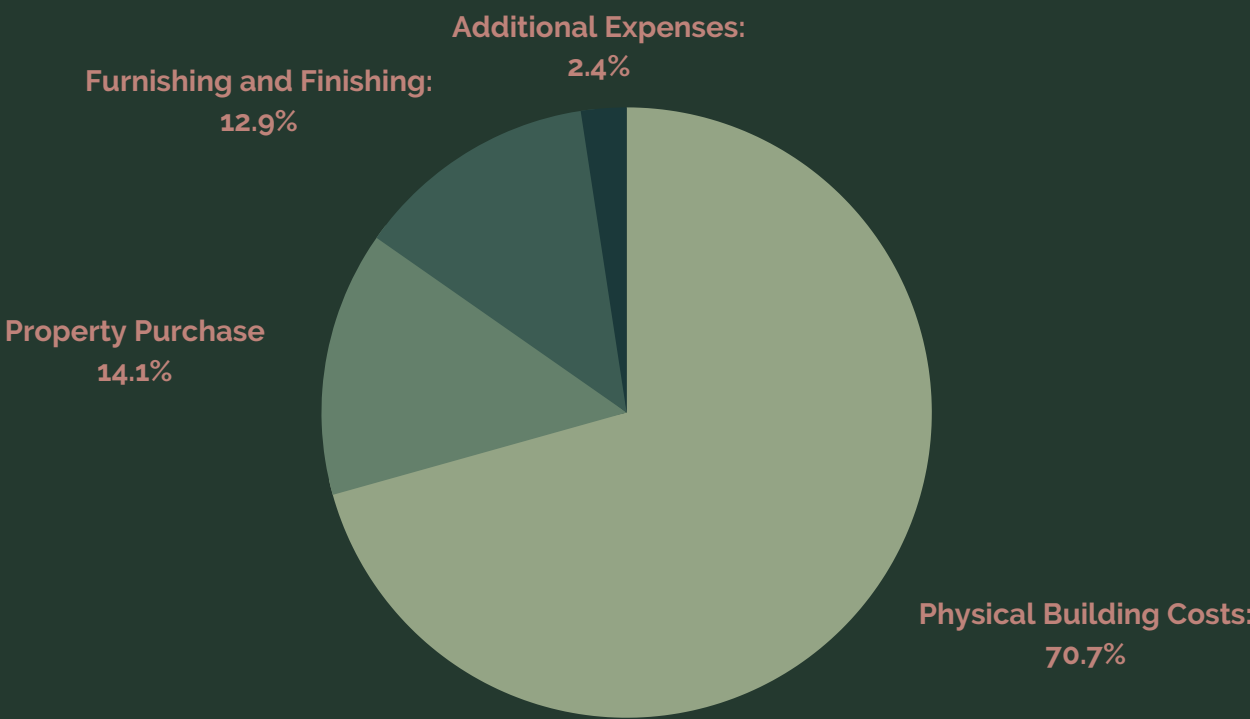
### Woman Owned Business Directories:

Universal Women's Network, Her business listings, Feminist.com, Women Biz Network, Women Owned Logo, SheEO Network



# FINANCIAL SUMMARY

**Total cost to build: \$2,491,000.00 CAD**



Physical Building	CA \$1,760,000
Property Purchase	CA \$350,000
Furnishing & Finishes	CA \$321,000
Additional Expenses	CA \$60,000

The steep upfront cost that it would take to build Golden Gaze B&B is offset by the profitability of our Craft Cannabis sales, resulting in a very quick turnaround on investment. In addition to Cannabis sales and B&B stays, we will also feature several supplemental revenue streams including workshop, retreat, and event rentals. mini-market sales, farmers market produce sales, and life coaching sessions.

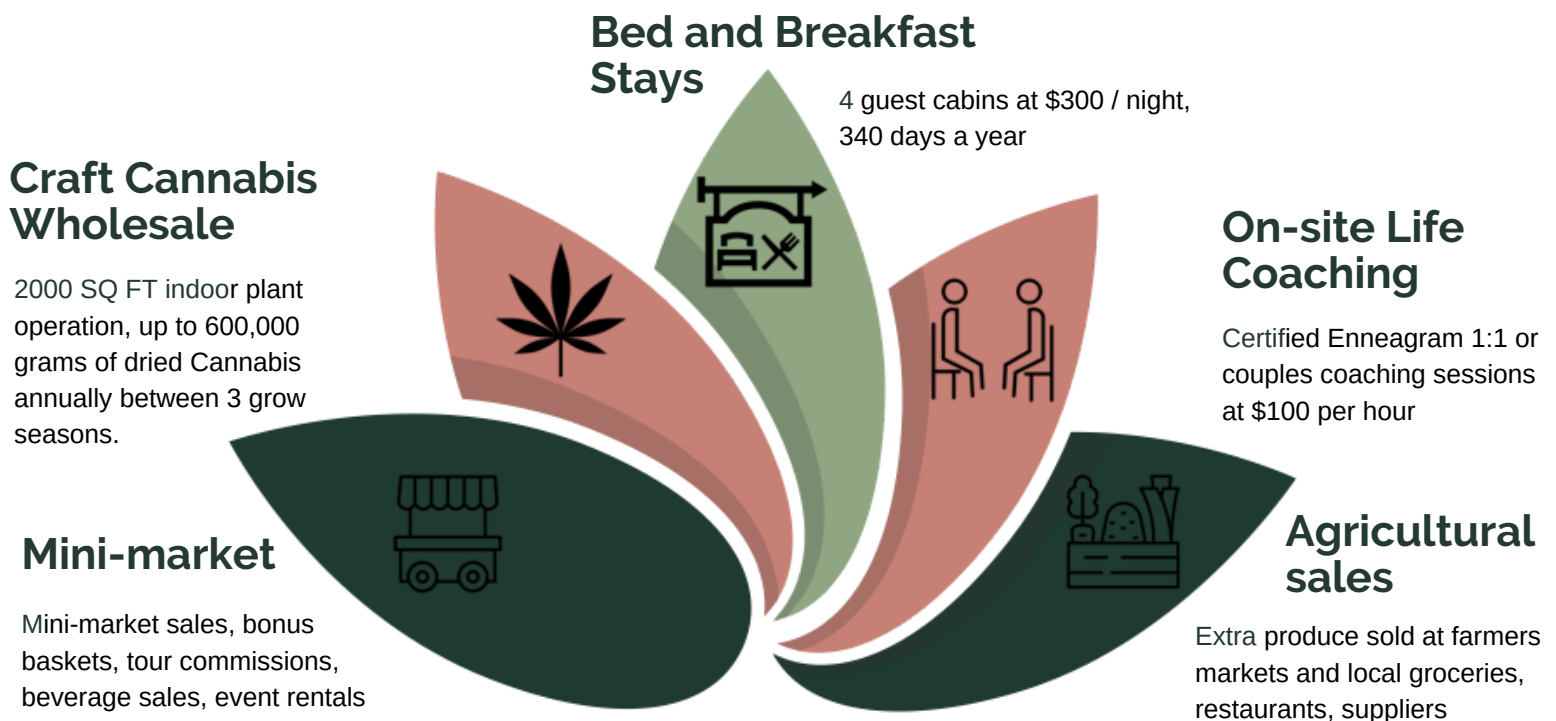
We have a fully itemized cost estimate spreadsheet available upon request, including all projected variable costs, building materials, contractor costs, furnishing costs, property acquisition, licensing, and service fees.



# ITEMIZED SALES FORECAST

Revenue stream:	Low-end:	High-end:
Bed and Breakfast Stays	<b>\$122,400</b> 30% occupancy	<b>\$408,000</b> 100% occupancy
Craft Cannabis Wholesale	<b>\$420,000</b> Low yield crop	<b>\$3,000,000</b> High yield crop
On-site Life Coaching	<b>\$16,000</b> 3.5 sessions/week	<b>\$27,500</b> 6 sessions/week
Market & Agriculture	<b>\$5,500</b> Low sales	<b>\$15,000</b> High sales
Operational Cost Estimate	<b>-\$100,000</b>	<b>-\$270,000</b>

**Total Annual Profit Range: \$463,900 - \$3,180,500**





# AMORTIZATION SCHEDULE

With immediate start on the Craft Cannabis wholesale cultivation branch of our business, we can have initial Cannabis sales fund the remaining Bed and Breakfast structures and loan payments. This means that after one year of production, we could have an aggressive loan amortization schedule and could expect to be fully repaid within 5 years.

5 year loan term for  
CA\$2,491,000 at 5%

Monthly Payment:

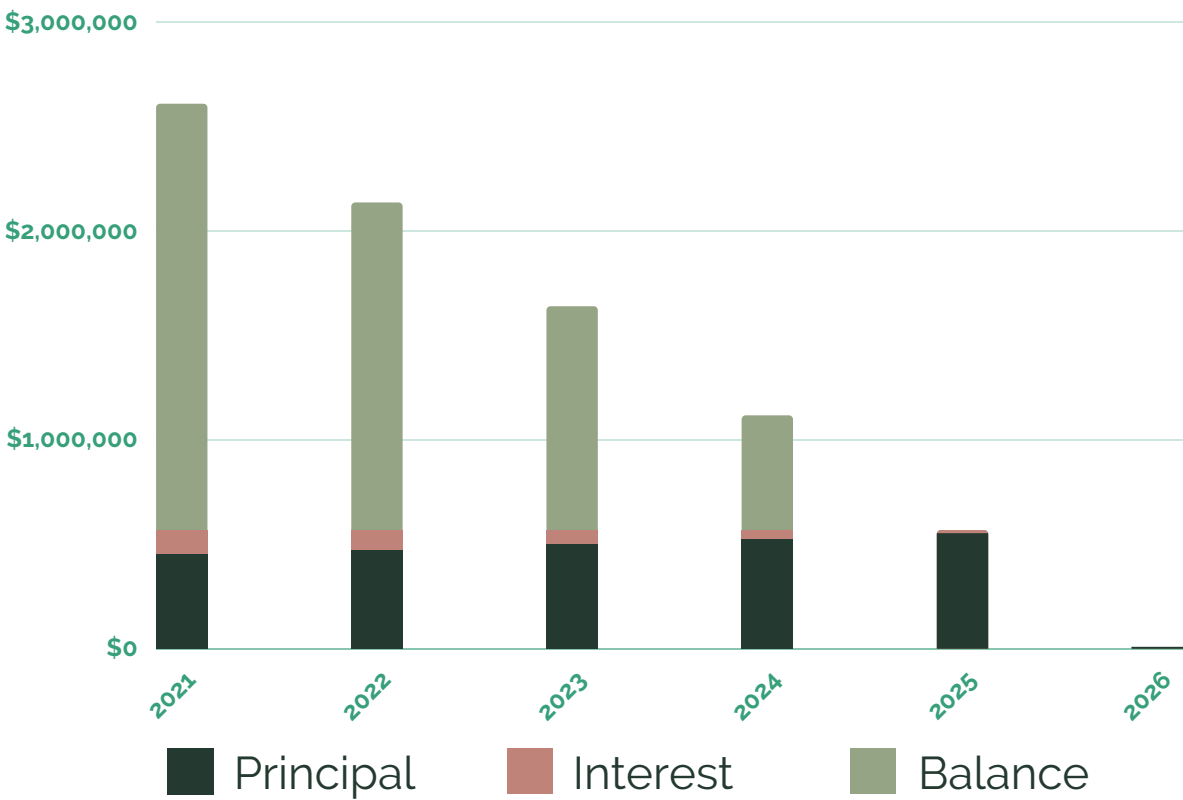
\$47,008.24

Total Interest Paid:

\$329,495.00

Total of 60 payments:

\$2,820,495





# TIMELINE

## STAGE 1

- Secure property in Golden
- Begin Agrotunnel construction for Cannabis and produce production
- Apply for micro-cultivation and micro-processing Cannabis licenses for wholesale recreational market and farm produce manufacturing and sale licenses.

## STAGE 3

- Building Bed and Breakfast in stages
  - Begin with 1 guest cabin, common room/check-in, and complete on-site owners residence.
  - Cannabis smoking lounge, and yoga sanctuary, and coaching office
  - Adding 3 more guest cabins
  - Finishing with other amenities and final landscaping (saunas, gazebo, private lake)

## PRESENT, CONCEPT STAGE

- Completed 60 day Indiegogo Campaign market testing and brand awareness initiative, gaining 342 campaign backers, over 10k campaign visitors, and over 2k followers on social media as potential future customers.
- Presently seeking funding opportunities

## STAGE 2

- First Cannabis Cultivation operation crop (3-4 months) and farm produce production
- First crop sale to legal Cannabis distributors and farmers markets
- Repeat Crop Cultivation stages 2-3x until we have enough funds to secure a larger loan to build the Bed and Breakfast units

## STAGE 4

- Complete remaining financing payments
- Running the B&B (booked and busy!)



# GOLDEN GAZE BED & BREAKFAST

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The future of the tourism industry looks like Golden Gaze.

More and more people are "voting with their dollar" by supporting and investing in businesses that align with their vision of the future and their values of sustainability, accessibility, and inclusion.

People are craving a vacation they can feel good at and feel good about. By bringing cannabis, coaching, and other wellness practices together with our unique cabins and farm-to-table breakfasts; Golden Gaze B&B will revolutionize "the bed and breakfast" and set the bar for Canna-tourism.

**Invest now to co-create this future and bring this vision to life!**

