

(SLIDE 1)1 Intro Slide – YR1- We knew that year one was going to be a process. A project of this nature, within a public private partnership, have not really been done anywhere in the country. A whole lot of throw it against the wall and see what sticks (a learning year, finding out what resources we had available (city, strategies, etc.), experimenting with different events, education, retail, markets, tours, YR2- refine, YR3 execute and expand on what worked in years 1-2, first year of leasing to local businesses, (history allows for greater funding and hyper-focused on execution of what we know will succeed, YR4 Expand all launched/refined aspects that will be the standard for the remainder

1. SLIDE 1- History – We took possession of the Bromley Hishimuma Farm in December of 2016 after winning the RFP released by the City of Brighton. Our plan addressed the “Living Farm” desires of the city to include agricultural use, educational opportunities, small local food business (and Farmers) acceleration, and historic preservation education. We proposed multiple programs and partnerships with the city and other strategic partners to showcase the Bromley Farm and its importance as a community asset. Our plan introduced a “Community Based Approach to Ag,” focusing on the Societal benefits at large and offering a new path forward through a Public Private Partnership.
2. SLIDE 2 - Events – We have hosted dozens of events at the farm, including a small business Saturday event, fundraising events for the Brighton Optimist Club, High Tea Events, Free (almost) Monthly Historic Tours, Brighton High School FFA Farm Days, Breakfast with Santa and Mrs. Clause, CEF Event, Water Board Event, Open Houses, Farm to Table Events, Weddings, and our Signature Event . . . the Farm Festival to name a few.
 - a. A good portion of our events (Local Non-Profits, Fundraisers, Free Tours) are done as a public service at no charge. While the numbers of Monthly Open Tour Event attendees has declined, our summer schedule with the Brighton Parks Summer Camps and Senior Center tours and activities have been full every time (and we are told they are increasing the number tours for 2019). To date, we have had nearly 2000 people from the community visit the farm during these free events that have been offered approximately 10x a year.
 - b. Farm Fest – (More Botanic Gardens than Anderson Farms – no carnival atmosphere. We have conducted a farm fest in both 2017 and 18, and will do the same in 2019 and beyond. To date we have received almost 9,000 visitors to the farm during the farm festival, and it has served as our lifeline to vitality, with 2019 shaping up to provide the much needed source of financing.
 - i. Corn Maze etc. – we have had a corn maze (as shown from drone pics or video) and it has been a main attraction to the farm, along with seed bottle art, rope making, farm animals, horseback riding, great local food provided by a high-end local restaurant, local beer from Big Choice Brewery, educational opportunities including cooking classes by Veterans to

Farmers, Brighton Bee Club, Adams County and City of Brighton District Plan, and more.

- ii. Colorado Ninja Challenge – we produced and hosted the Colorado Ninja Challenge in Conjunction with the Bromley Farm Festival. While incredibly costly, it appears the gamble will pay off when we put on the 2nd Annual Colorado Ninja Challenge in 2018. At the CNC we paid out over \$24,000 in cash prizes to Ninjas that competed from all over the country and the world. With the 3rd highest independent cash prize Ninja and OCR event, we had the largest gathering of professional American Ninja Warriors from the show outside of the Las Vegas Final televised on NBC Channel 9. While it was an incredible event, we were too late in the game to attract sponsorship dollars (and lacked the non-profit status to contribute), that is no longer the case as we have already received one \$10,000 sponsorship for the event in 2019.
- c. SLIDE 3 - Weddings/Corporate Events/More – We have ramped up our wedding business and are starting to see the benefits. We conducted 1 wedding in 2017, none in 2018, and have booked 3 for 2019.
 - As we have had to build a “wedding business” and team from scratch,
 - because weddings are seasonal and planned about 1 year in advance,
 - we have hired an event coordinator/wedding planner-
 - Corporate Events/Family Celebrations – in addition to weddings, we have also hosted the Colorado Enterprise Annual Event, and more.
 - MISC – we have also had 2 movies filmed at the property
 - Conclusion – we have had quite a variety of groups utilize the farm, and will continue to increase the number of project sustaining events at the property. We anticipate that the completion of the barn will increase our event and educational bookings and opportunities by a factor of five.
 - How many days was the farm “activated” in 2018As a result, the project will finally realize financial sustainability, and our offerings of classes and educational opportunities can begin. But more on that later.
- d. SLIDE 4 - Business Development – Podcast, Small Biz loans, showcase, farmer owned restaurant, Farm Stand
- 3. SLIDE 5 - Marketing/Media Exposure/Awards
 - a. Facebook – Received almost 300,000 views from September to present of 2017, and over 650k in 2018
 - b. Billboards/Bus-stops – Placed four Billboards along interstates in the Denver Metro to increase visitors to the area. Bus Stop Signs – Placed 6 signs at stops in downtown Denver and in the northern suburbs.
 - c. Print Media – (In Both 17 and 18) Articles in Denver Post, Brighton Blade, Arvada Press, Westminster Window and multiple others.

- d. Rocky Mountain Bride – We will be the “Holiday Feature” in the publication that has over 100,000 followers across social media platforms.
 - e. ABC Channel 7 – appeared on ABC morning show to feature the farm and the PPP
 - f. 2 Articles on SB Nation (Ninja Section alone has around 2mill followers)
 - g. Awards and Accolades
 - i. Brighton EDC Accelerating Business Award
 - ii. Brighton Pitch Competition Winner
 - iii. History Colorado “Heart Award”
 - h.
4. SLIDE 7 - Barn Construction – The addition of the Barn will help the farm to realize its full potential, and for BLFC to be able to deploy its initial plans related to Educational Classes, Farmers Markets, Event Rentals, “activating the property year-round” and More.
- a. Weddings – in the Month of January 2019 alone, our event coordinator met with 28 brides to be (many for 2020 dates). Of the 28, 26 of them inquired about the use of the barn as a portion of their wedding, and as a “backup” plan in the case of inclement weather. While we have dramatically increased the number of Weddings for 2019 as compared to the previous 2 years, most of the brides that are inquiring have asked us to keep them posted on the barn, and are waiting to book based on barn availability.
 - b. Educational Classes – Because of the nature of agricultural education classes, they can’t be conducted inside of the main house. The current state of the barn is also unsafe to hold any classes, is not ADA accessible, and is also being used to store all of the equipment required to run a farm (tools, vehicles, etc.) in addition to an 1871 fully restored carriage donated to the city, which is occupying about 1/5 of the entire barn on its own. Additionally, there are aspects of the barn that are unsafe for visitors, including: exposed nails on columns, uneven dirt floors, pigeon excrement covering most surfaces, inadequate entry and exit points, Zero Lighting, and more. It should also be noted that any classes that would involve food or cleanliness could not be conducted.
 - i. In 2018, we conducted cooking classes, FFA classes, and we hosted the 2018 Rocky Mountain Farmers Union “Women in Ag Education” conference at the farm throughout the year.
 - ii. We anticipate conducting cooking classes with multiple partners including farmers and chefs that are anxiously anticipating getting up and going;
 - iii. Brighton High School FFA
 - iv. Friday Education Camp During the School year to meet the needs of students and parents impacted by the 4 day work week

- v. The Entire Veterans To Farmers education series
 - vi. 2x/wk classes on Homestead Classes (plant care, farming, basket weaving, candle making, bee keeping, body/skin/homeopathic remedy creation, and much more.
 - vii. We have forged relationships with dozens of educators that had anticipated starting classes in Spring 2019.
 - c. Farmers Markets – as part of our initial plans, we proposed starting a farmers market at the farm, having all of the local farmers come from the area to sell their goods (offering Brighton farms the opportunity to sell at Farmers Markets and all of our other events for free). We have run into 2 major obstacles to making this happen:
 - i. Lack of interest from the local farmers – we have discovered that farmers’ markets are a sore spot in the ag community in Brighton as they have fizzled in the past, and producers are unwilling to “go to where the people are” at markets, and choosing instead to rely on sales at their own property (meaning, unless someone comes to their farm, they will not make the connection to sell local produce to Brighton residents)
 - ii. Brighton Wind – we had anticipated conducting a traditional farmers market on the property, complete with 10x10 Tents, but the strong wind conditions at the farm do not allow for that. As such, we had anticipated starting a market inside of the barn as early as June of 2019. We are working with others in the community, including at city staff level and non-profit groups for alternatives, but it appears we will delay the start of a market by another year to start in June 2020 inside of the barn.
 - iii. Combined, our team has over 45 years experience in the farmers market world, and we look forward to conducting what we know will be a successful market given the Brighton Community’s desire for increased local food options.
 - d. Event Rentals and More – In addition to the other uses of the barn described above, we will be able to more fully “activate the property on a year-round basis.” From dances, to farm to table dinners, to community/corporate events, to farm camps, and much more, the addition of the barn will indeed activate the Farm to the point where we anticipate booking out every weekend for the various activities, while also conducting 2x weekday activities, resulting in the entire property being activated for the entire year.
 - e. (Related) – local foods Commercial Kitchen, Outdoor Bathroom, Concession Stand/Ticket Booth, Local Foods Village.
5. SLIDE 6 - Strategic Partnerships – we understand that an undertaking like this, with no example or template to guide this unique PPP, is impossible to do without strong partners. To date, we have partnered with:

- a. The Butterfly Pavilion to create a pollinator garden on the property – consisting of only native grasses
 - b. EDC – partnership/award/sponsorship
 - c. VTF – (**SLIDE**)\$50,000 investment; partnered on Fed Grant application to fund the farmer incubator/accelerator
 - d. Brighton Optimist Club
 - e. Brighton Bee Club
 - f. FFA
 - g. Ninja Nation
 - h. Rocky Mountain Farmers Union
 - i. TedX
 - j. Adams County
 - k. Colorado Enterprise Fund
 - l. Brighton Chamber of Commerce
 - m. Colorado Hispanic Chamber of Commerce
 - n. City Of Brighton Parks Department (Possible Slide Just for Brighton) following group strategic Partner Slide
 - o. Adams County/Brighton District Plan
 - p. Ken and Lou Ellen Bromley
6. SLIDE 8 - 2019 – We are excited for the opportunities of 2019. We will
- a. Increase the attendance and foot-traffic of the farm through-out the year.
 - b. We anticipate and 60% increase in attendance at the Farm Festival. Our partnership with BEDC to help fund the event will allow us to generate additional sponsorship interest, making the Farm Festival profitable.
 - c. Office Rentals will help to stabilize and off-set monthly bills, freeing up resources to implement additional programming in 2019 and beyond.
 - d. Volunteer Opportunities – Re-implementing our efforts of 2018, we have created many more volunteer opportunities at the farm. We had about 1500 of volunteer time donated to the farm operations. Volunteers ranged in age from grade schools to retirement.
 - e. Job Creation – we created approximately 10 part-time jobs for Brighton residents and almost 4 full time jobs in 2018. Those numbers are anticipated to increase by 25% to 35% in 2019.
 - f. Continue to offer Free Monthly Guided tours open to the public
 - g. Implement the Veterans to Farmers Incubator and Accelerator Ag program to bring on graduate VTFs
 - h. Grow the Local Foods Company Incubator and Accelerator, and build upon the successes of the many companies we helped in 2018.
 - i. In partnership with Parks, pursue Federal Grant opportunities including:
 - i. Farmers Market Implementation Grant
 - ii. Green House grant

7. Conclusion – 2018 saw an incredible increase in all regards to 2017, and 2019 is already on pace to be a tremendous leap forward. With the addition of an events planner, a marketing team, a wedding coordinator, and, by having continuity with our farming program, 2019 is off to an amazing start. As our dedicated team has shown, we will walk through walls to bring success to the “Living Farm” project, and continue to conquer the obstacles put in front of us. The promise of increased signature events with the impending progress of the Barn only add to our optimism. We have learned, persevered, and laid an incredible foundation for the future at Bromley Farm.