

Fairy Camp

Sally Lindsay | SCAD

Themed Attraction
Student Showcase 2023





Deep in the forest, where the fairies play
There's a magical campsite tucked away.

This fairy-filled campsite is a dream
With wonders and magic that truly gleam.
It's a place where imaginations can soar
And fairy tales come to life once more.





With waterfalls that glisten in the sun
And a hot tub for relaxing fun.
The bubbles soak away your troubles and woes
As magic around you ebbs and flows.

An illuminated trail winds through the trees
As fireflies dance and fairies breeze
To a teahouse treehouse nestled high
Where fairy tea is brewed just right.





At night, by the fire pit's warm glow
The fairies gather to tell tales and show
Their enchanting powers, oh so rare
As the stars twinkle in the night air

The forest magic sparkles with such glee
As fairies in the oasis dance so merrily
Come now where the magic of woods can be found
And nestle where peace and wonder do surround.







Founding Team Member: Sally Lindsay



- Lover of nature, and of comfortable accommodations
- Some of life's greatest moments have been collective, communal experiences in nature, elevated with music and art
- My life's purpose is to create inventively fantastical spaces that allow people to unlock new levels of connection, joy, and self-expression.
- My hope is Fairy Camp is a canvas that empowers people to write their own stories, finding whimsy, love, and peace throughout the journey

Fairy Camp Contents



- Positioning
- Relevant Projects
- Site Plan
- Hospitality
- Programming
- Retail
- Finances
- Marketing



*Fairy Camp
combines*

Enchanting
Campsites &



Breathtaking
Glamping

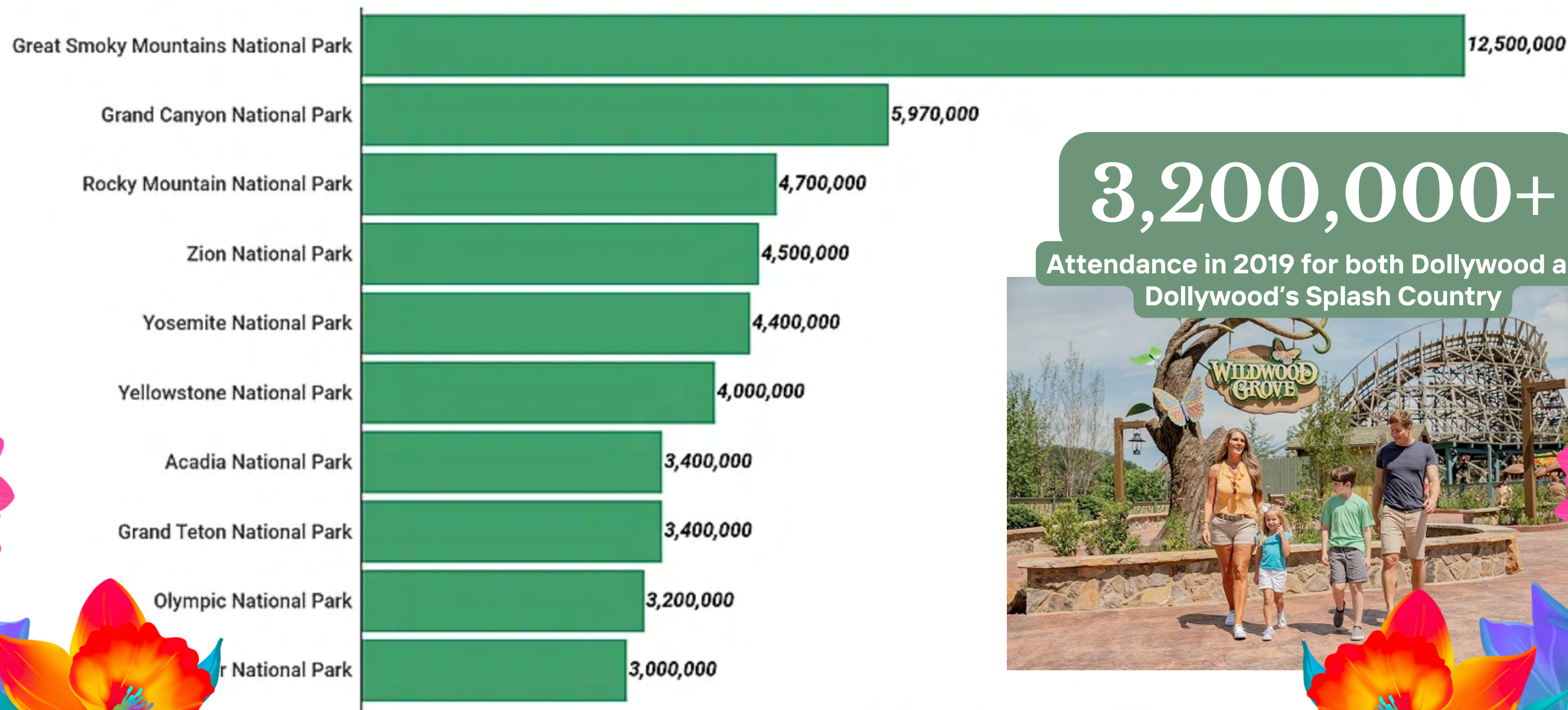
+ Imaginative
Amenities



...nestled in the Great Smoky
Mountains, near Dollywood

Proven Foot Traffic

Targeting whimsical travelers, creatives, the youth,
& the young-at-heart



3,200,000+

Attendance in 2019 for both Dollywood and
Dollywood's Splash Country



Visitor Numbers in 2019

Site Selection

**5049 Pearl Valley Road,
Pigeon Forge, Tennessee**



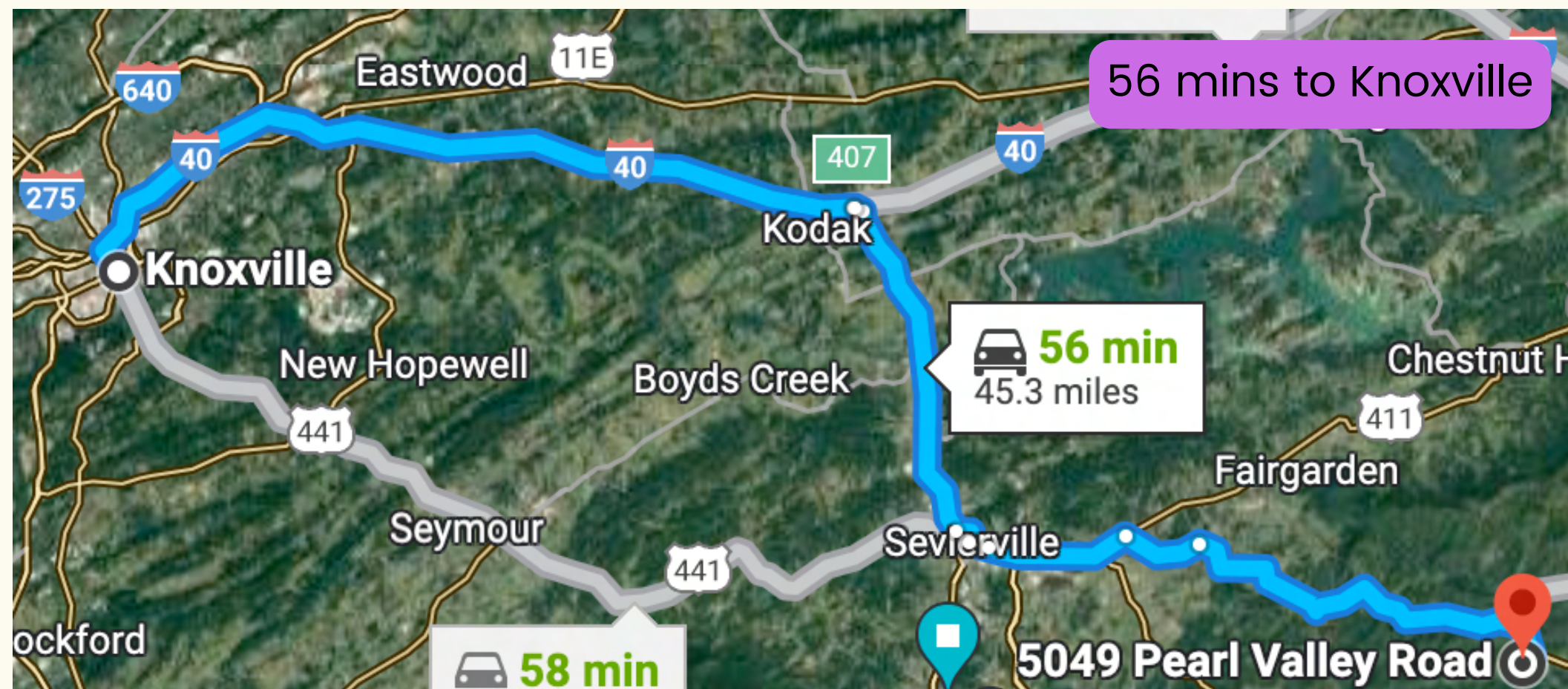
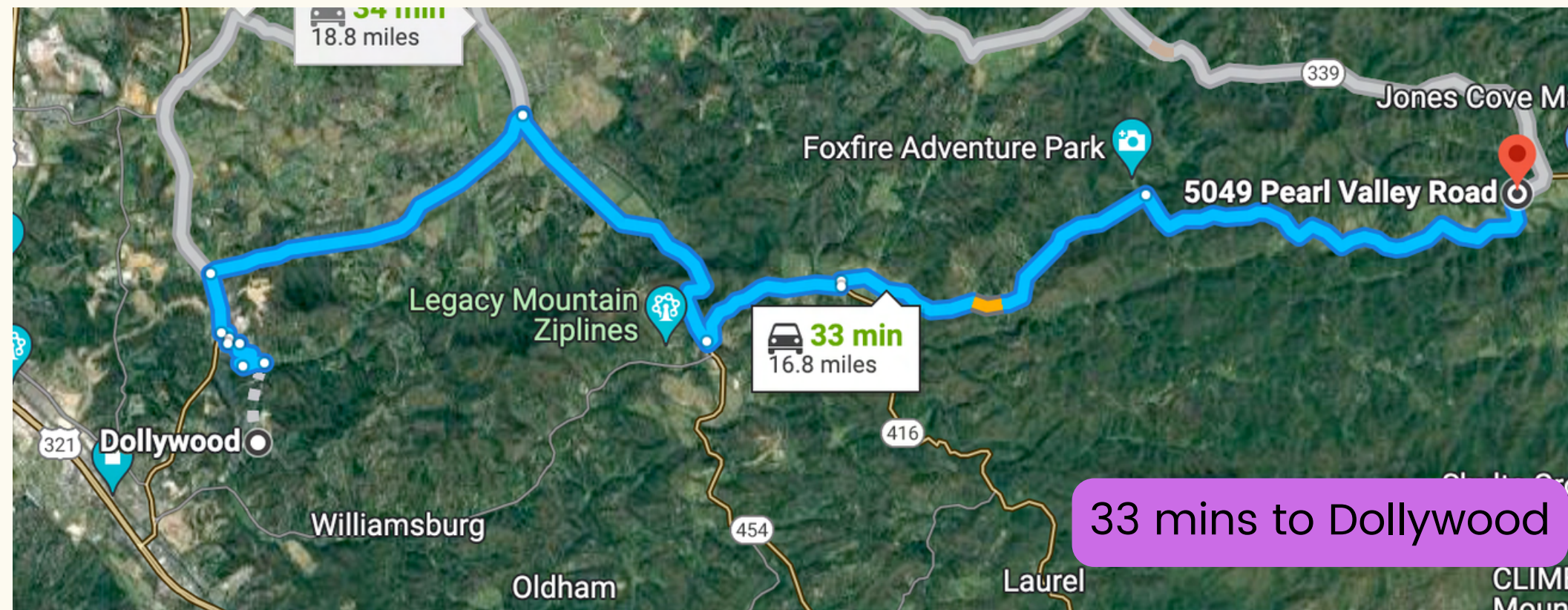
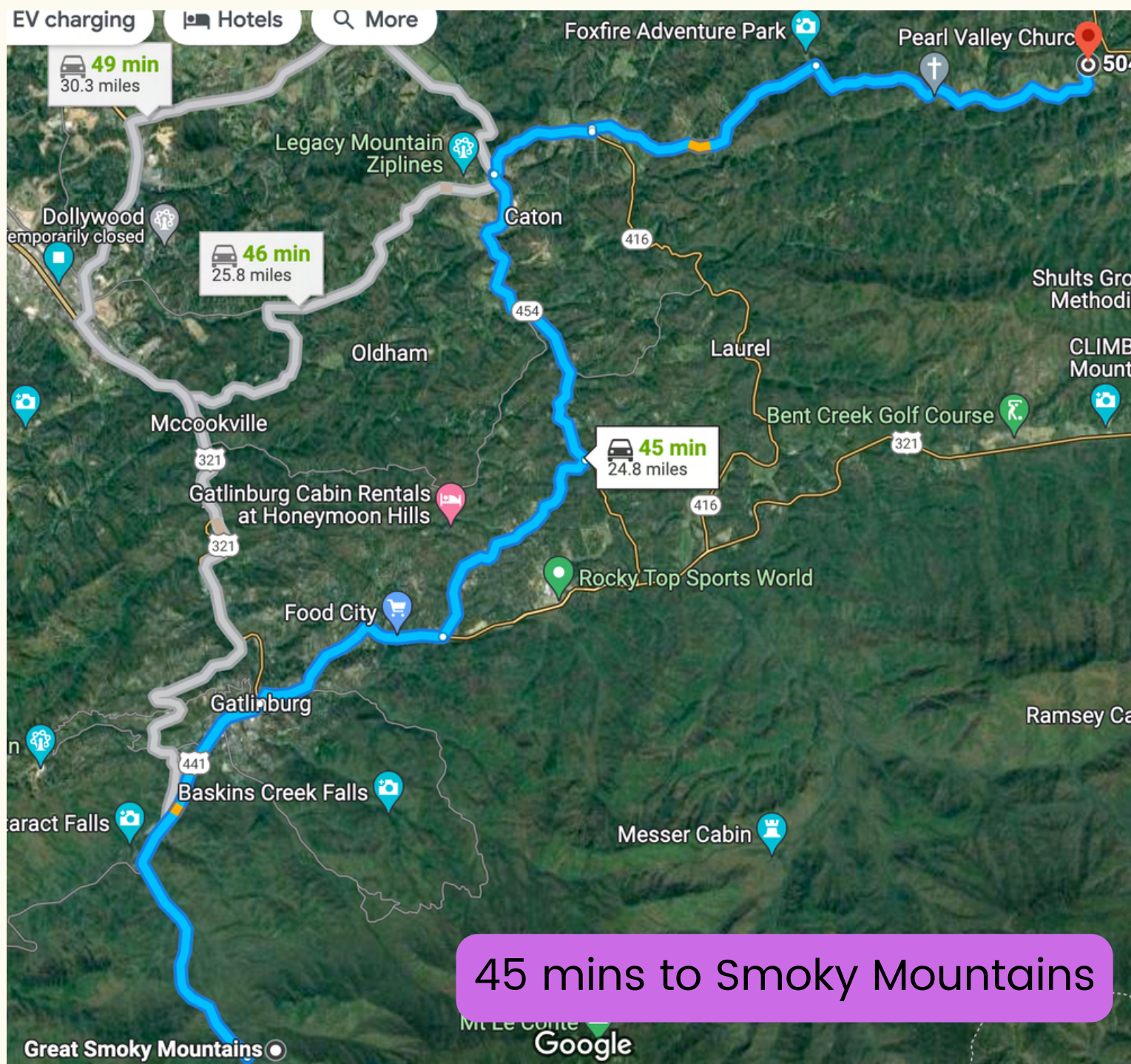
- 69 acres
- Waiting to be transformed

Location & Proximity



- 4 hours from Atlanta
 - 6.14 million people
- 3.5 hours from Nashville
 - 2 million people
- 3.5 hours from Charlotte
 - 2.66 million people
- 4.5 hours from Louisville
 - 1.4 million people
- According to the US Census Bureau, the population within a 300-mile radius of Sevierville, TN, is approximately 85 million people based on the latest estimates (2020).

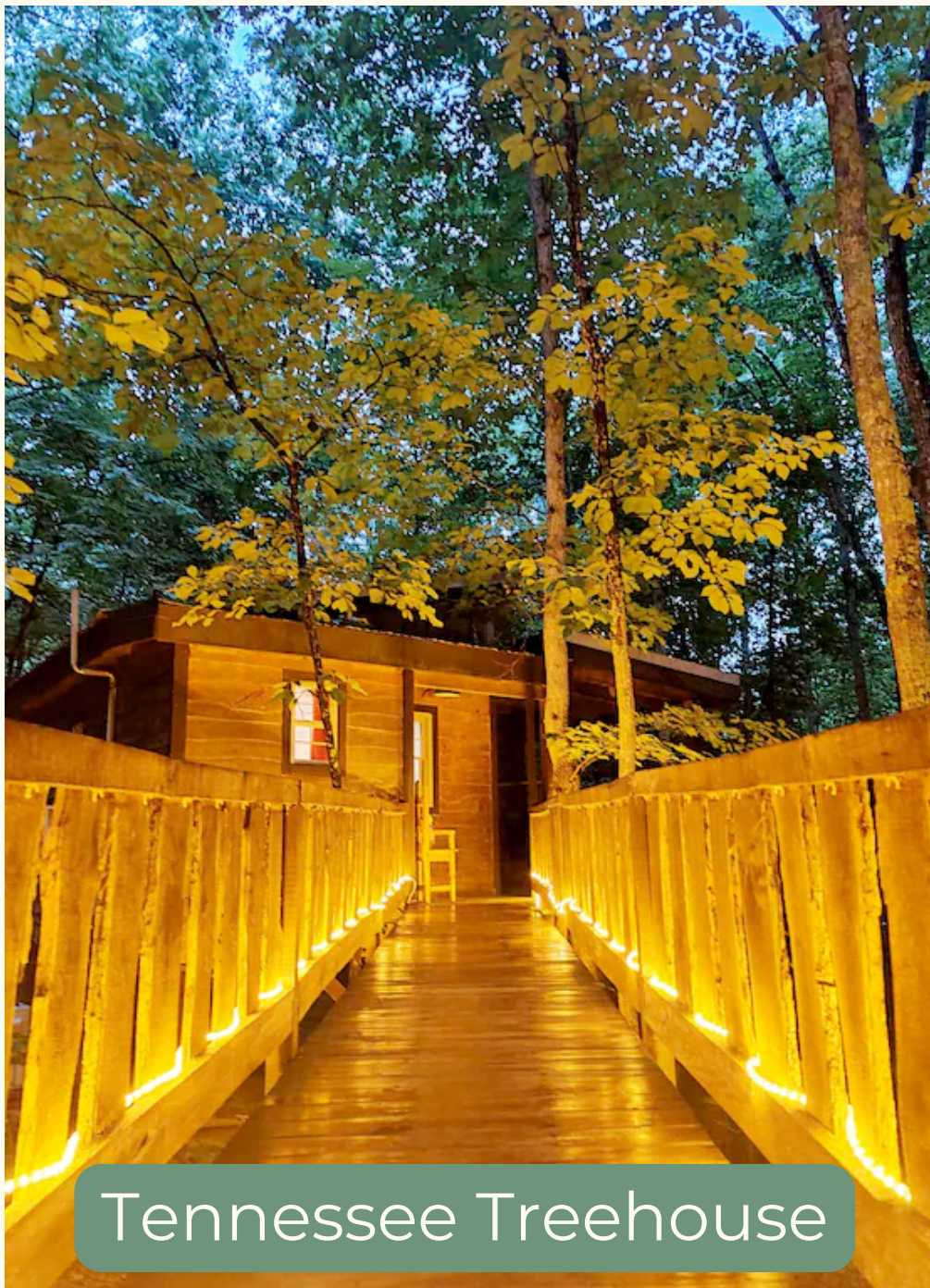
Location & Proximity



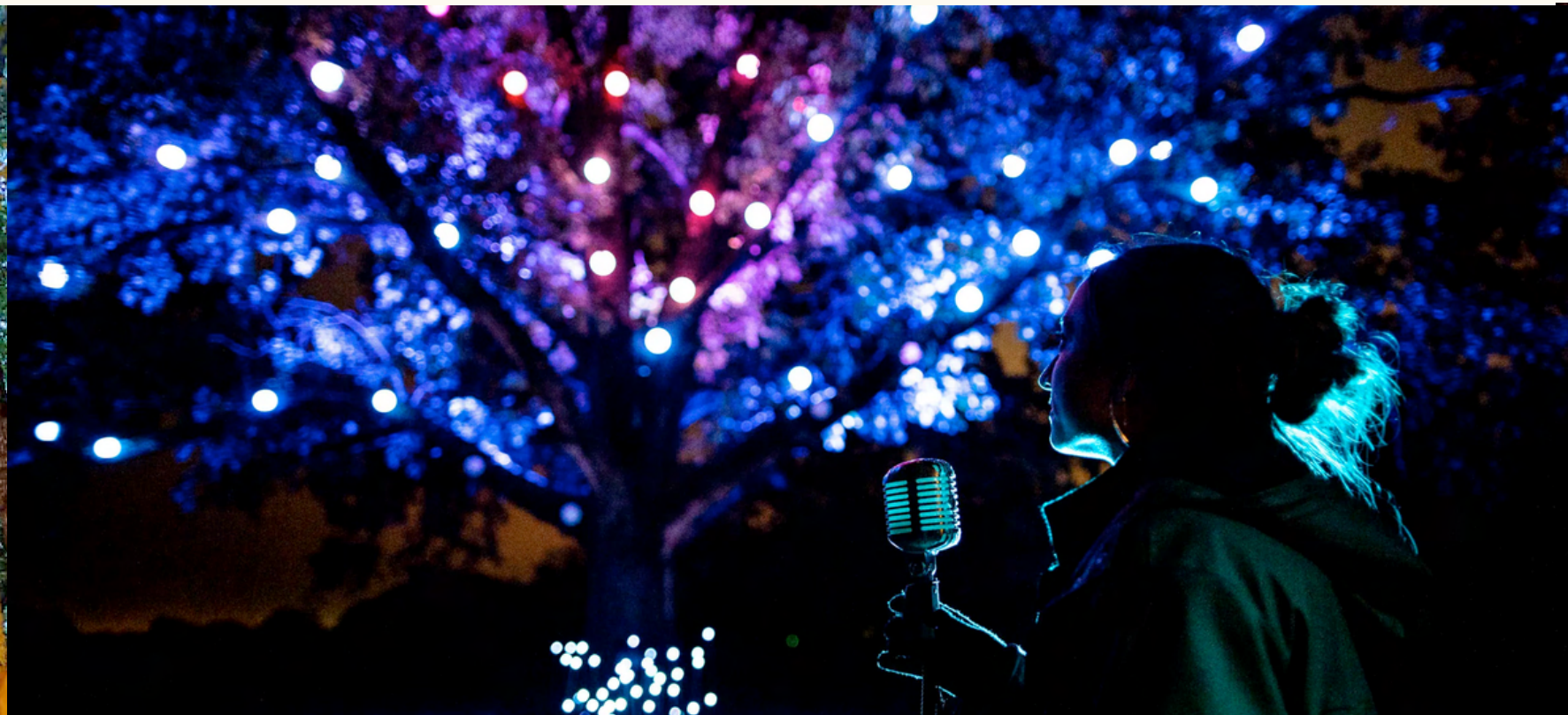
Relevant Projects

Nature-Focused Attractions

Nesting at the intersection of technology, art, and the natural environment.



Tennessee Treehouse



North Forest Lights, Arkansas



Magic Forest, Cary, NC

Relevant Projects

Experiential Camping-Based Gathering

Bringing together communities with common interests of creative expression.



Electric Forest Music Festival

Regional Burning Mans

Renaissance Festivals

Relevant Projects

Thematic Playgrounds

Drawing in enthusiastic crowds for immersively dazzling entertainment



Alice in Wonderland Experience ATL



Fantasy Comic Con



Jumpin' Jellyfish, Tokyo

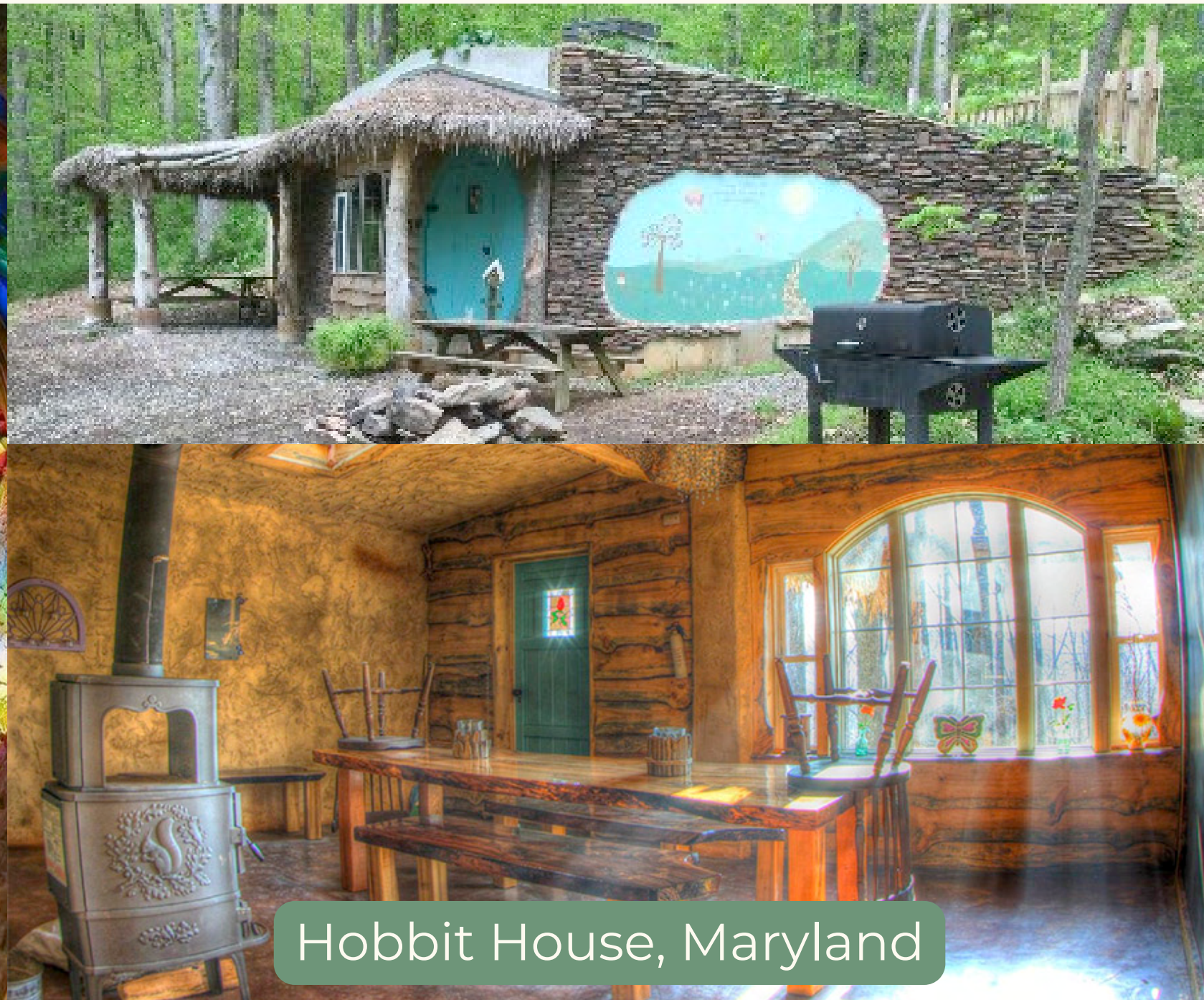
Relevant Projects

Architectural Wonders

Creating unforgettable hospitality experiences that linger on adventurer's bucket lists.



Quetzalcoatl's Nest, Mexico



Hobbit House, Maryland

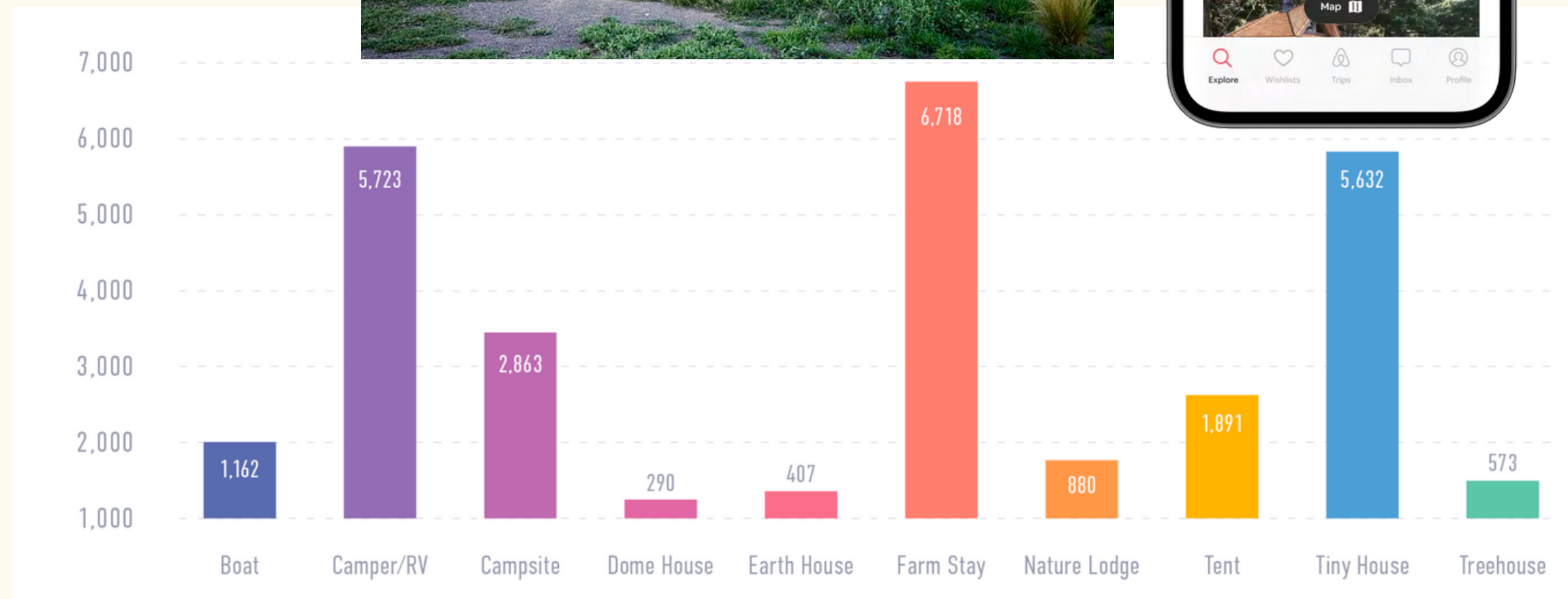
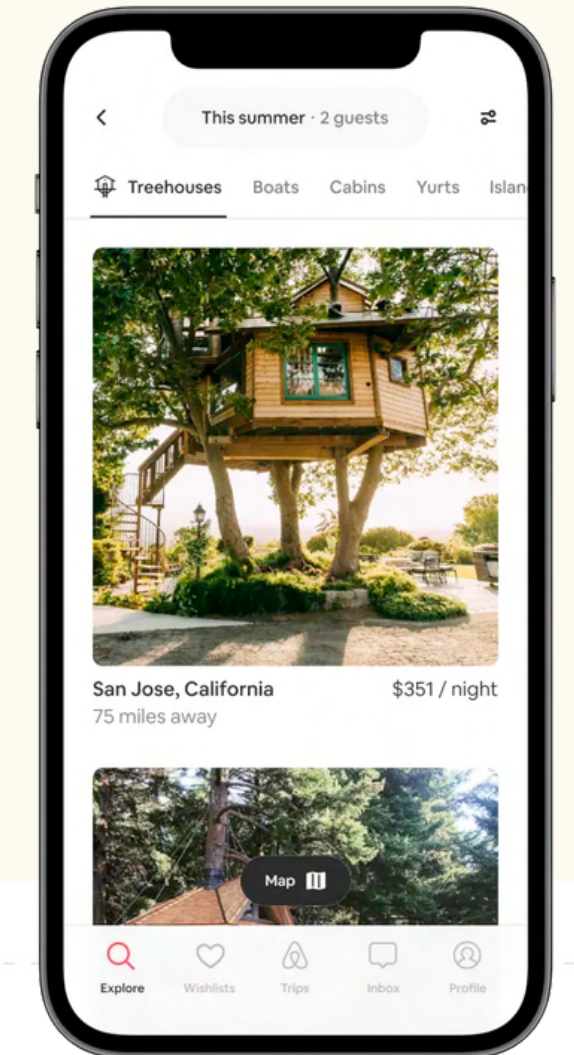


Beehive House, Costa Rica

"Unique Airbnb Stays are So Hot Right Now! (And They're Here to Stay!)"

- Globally, **55% of Airbnb's 100 most wish-listed homes fall under the "unique" category.**
- **Searches have exploded by a whopping 1000% in 2020 compared to 2019.**
- 84% of American adults that Airbnb surveyed in February 2021 said they were "open to exploring" unique and remote lodgings for a future trip. Cabins, barns and tree houses were at the top of their wishlists.

\$409 / night
to stay at most luxury
glampsite "El Cosmico"
in Marfa, Texas



Source: Short Term Sage, 2022: Unique Stays

Site Plan



Once upon a time, in a land not so far away, nestled deep within the mystical forest, there lived a magical clan of reclusive fairies. They were the guardians of the forest, and only a select few were granted access to their ancestral home. This place was known as Fairy Camp, and it was said to hold enchanting powers that would capture the heart of any seeker.

As you approach the camp, you feel a sense of curiosity and captivation take hold of you. The air is thick with the sweet scent of wildflowers, and the sound of leaves rustling underfoot leads you down a path that feels like it's been carved out just for you. As you walk, you can hear whispers of whimsy, magic, and mindfulness beckoning you closer.



Finally, you arrive at the camp, and the fairies welcome you with open arms. Their smiles are as bright as the sun filtering through the trees, and their laughter echoes through the glade. You feel as though you've entered a secret realm where anything is possible.

Each day at Fairy Camp is filled with peaceful walks, delightful tricks, emotive stories, and refreshing dives. As you explore this enchanted land, you can't help but feel re-centered and reconnected to a new, more profound place. You feel more in tune with yourself, with the community around you, with the forests, and with the decades of folklore that have imbued the sacred land with its awe-inspiring legacy.



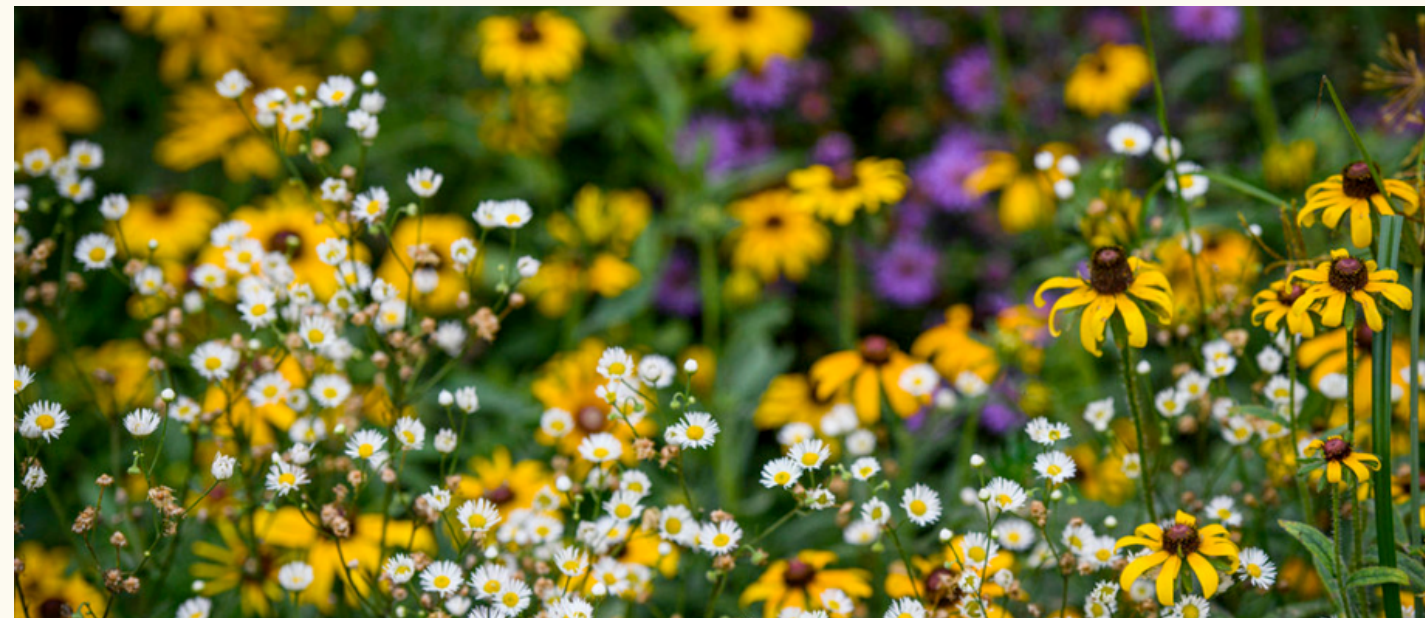
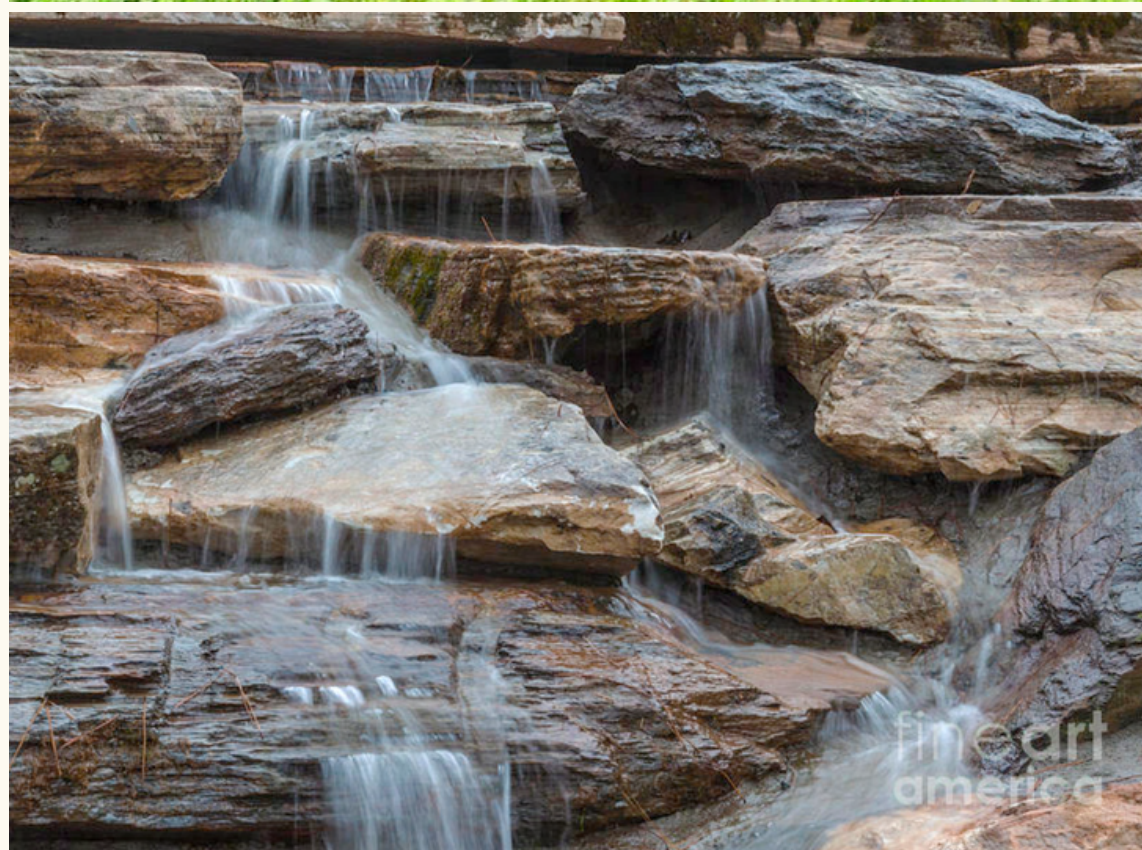
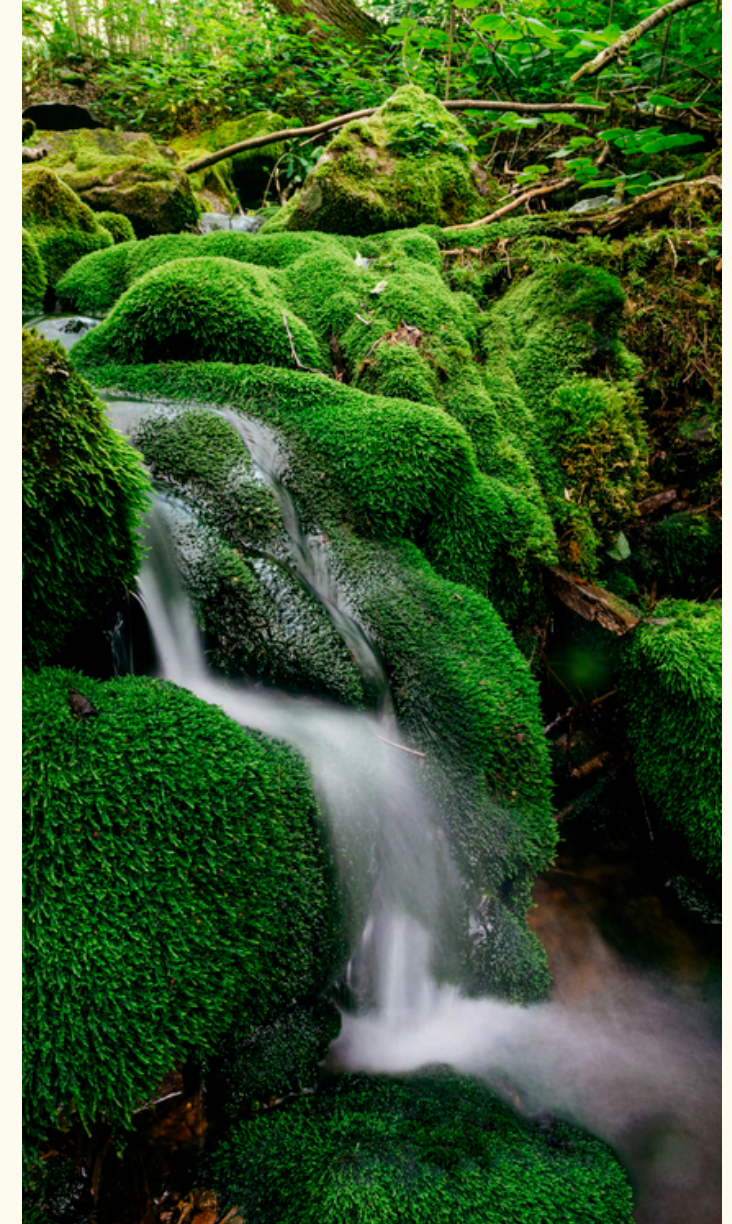
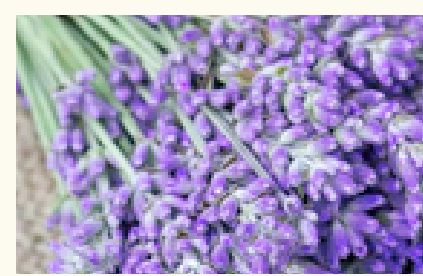
You can touch the lush landscape, and with each step, you can feel the energy that has fueled the fairies for hundreds of years. It's as though you're walking in a dream, where anything is possible, and every moment is more enchanting than the last

At Fairy Camp, you are transformed by all that is seen and unseen. You leave feeling as though you've been touched by something magical, something that will stay with you forever. So, come with your curiosity, your sense of adventure, and your heart wide open, and let Fairy Camp enchant you like it has enchanted the select before who have walked on the trails before you.





Sensory Experience



fineart
america

Elemental Fairies



Fairy Camp invites you to engage with our four elemental spaces at your own leisure. Each of these spaces within the campground invites you to find serenity within nature, awakening to a space of mindfulness, magic, and delight. Take a solo moment of reflection or bond with the community in enchanting surroundings.

WATER

JACUZZI TUB +
WATERING HOLE

*Breathing
Meditation*

FIRE

FIREPIT EVENT
SPACE

*Mind
Meditation*

AIR

TREEHOUSE
TEA HOUSE

*Eating
Meditation*

EARTH

NATURE
TRAIL

*Walking
Meditation*





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JACUZZI TUB +
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*Breathing
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FIREPIT EVENT
SPACE

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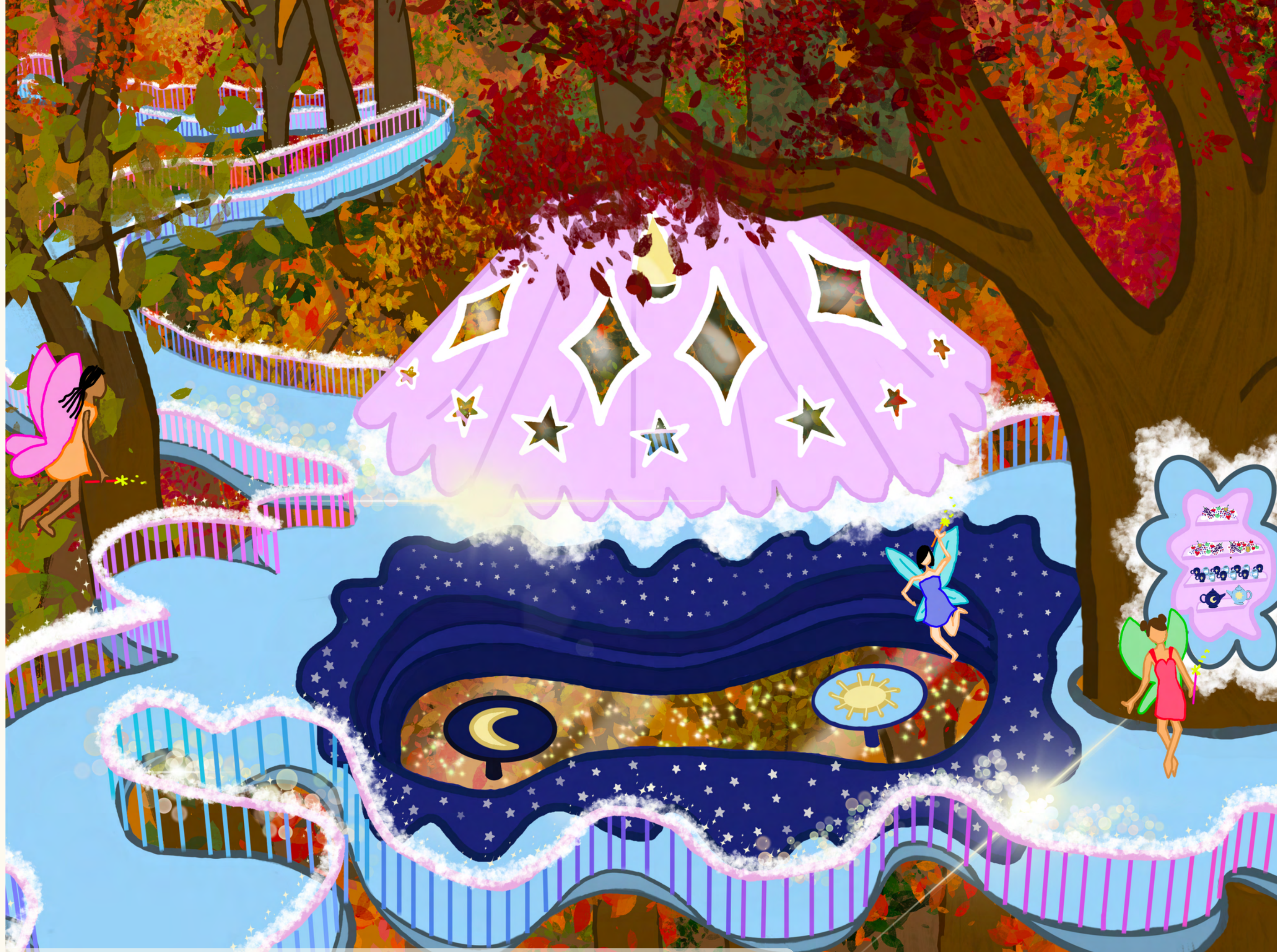




AIR

TREEHOUSE
TEA HOUSE

*Eating
Meditation*





EARTH

NATURE
TRAIL

*Walking
Meditation*



Sample Breathing Meditation

- Settle in, get comfortable, feel the day and your responsibilities evaporate around you
- Feel the points of your body in contact with the seat and with the water; feel your weightlessness and feel your body becoming in harmony with the water around you; the water within your system is in balance with the pool around you
- Close your eyes
- Begin with one deep breath, one that truly expands your ribcage, and feel the oxygen in your lungs lifting you slightly in the water
 - Slowly release, finding your tensions release as your body becomes more grounded in the water
 - Now, follow the pulsations of the water around you, inhaling as the tub is pulsing gently with water, and exhaling as the pulsations pause.
 - Ground yourself in this practice, in this pattern; come back to this cycle of breathing even if you find your mind wandering
- Breathing is a gift that our body provides us, that opens the window to the present moment, to all we have to be grateful for; strength, balance, patience
- As you hold the miracle of breathing in your body, we'll start on a body scan
 - Feel the stillness of your body in the tub
 - Continue your slow, deep breaths as you focus on the sensations you feel: the warm water on your skin, the buoyancy of your limbs, and the support of the seat against your back
 - Beginning from the crown of your head, breath into that space and observe how it feels
 - Cascade down onto the muscles of your forehead and face, releasing any tension, allowing the steam to relax you
 - Focus on your neck and shoulder, acknowledge any tension that may be built up there; breathe into the sensations deeply
 - Relax any tension you discover as you migrate down; imagine that any tension or stress you're carrying is leaving your body every time you breathe out
 - Slowly work your way down your body until you've reached your toes and feet
- Eventually, sit in the relief of your body, the openness of your breath, the warmth of your system in harmony; allow the mind to wander
- Slowly, open your eyes; begin to give the body space to stretch as it desires; adjust into the new ground you have formed for yourself
- Harness the mind into appreciation as you carry out these gentle stretches [guides a handful of simple body rolls, pulls, stretches etc.]
- Take a moment of calm reflection to feel the shifts in your body; new discoveries, resolved tensions. Show these revelations love and carry them forward into your day and your practices. Beautiful efforts.



	Roadways		Laundry + Trash		Teahouse
	Exit Roads		Stage		Treetop Elevator
	Cottage Trails		Crosswalk		Treetop Trail
	Flower Camping Loops		Food & Bev		Walking Trail
	Campsite		Welcome + Tickets		Firepit
	1BD Cabin		Retail		Zipline
	2BD Cabin		Watersports		Jacuzzi Tub
	3BD Cabin		Bathrooms		River Beach
	4BD Cabin		Event Hall + Catering		
	Storage				



Guided Meditations

- Guided meditations led by staff will take place for:
 - The AIR/TEAHOUSE ceremony upon reservation and once on Saturday and Sunday for the public
 - The fire storytelling ceremony led local Fairies happens daily on weekdays at 8:30pm
 - On weekends there are two ceremonies at 7:30pm and 9:30pm
 - There will be a daily fairy trail communal meditation walk at 10:30am and 3:30pm for the Earth Meditation



Site-Specific Embedded Activations

- Waving the wand at the screen awakens the resting fairies, who are resting in nooks within their natural habitats
 - The fairies will stir from their homes to jump into the forefront of the screen, engaging with the human spell-caster
- Augmented fairy experiences also guide mindfulness activities and meditations along the walking trail, water jacuzzi, and teahouse air treehouse when local fairies are busy flitting about, allowing for an individualized, magical experience whenever the wands wave.



Wand Magic

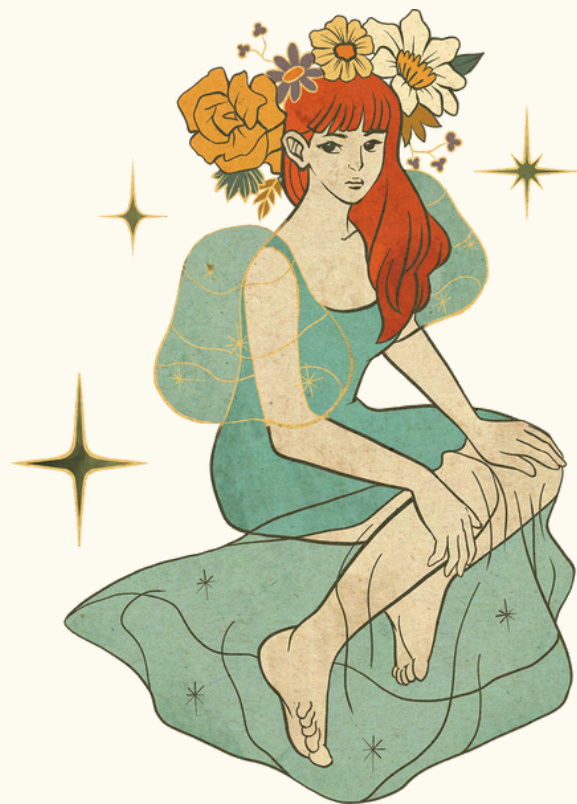
- The magic wands (attached to story frames, but available for purchase otherwise) cause extra magic to happen around the grounds, for example:
 - Lanterns will flicker
 - Fire will ignite on floating flowers
 - Statues will twinkle with LED magic
 - Flower petals will cascade down from the trees along the trails
 - Fairy houses will illuminate and make music
- These wands help to reinforce and strengthen the protective power of the forest, harkening more creatures to come nestle in the woods and live in harmony



Dazzling Installations

- Throughout Fairy Camp there will be magnificent installations that pull the boundaries between forest and fantasy
- Secret fairy homes will be tucked into trees, arriving visitors will break through the mushroom ring, SWINGsets, LED flowers, and so much more will reward those who wander
- A treasure hunt will be available for those who want to track down the funky lost objects that fairies can sometimes hoard
- Each campsite loop will be themed after a different flower (alphabetically), and they will have beautiful flower sculptures and hammock stations inspired by those flowers





*Hospitality
Fixtures*





Hospitality



Hospitality



Hospitality Offerings

200 Primitive Campsites

Basic campsites for tent or car camping. Campsites are pull-through sites, with room for two cars. Each site has a level site for pitching tents, a picnic bench, and a small fire ring. Central, shared bathrooms are dispersed throughout the camping areas.

50 RV Hookups

RV campsites will be paved and level, providing each RV space for a pop-out canopy on the grassy area beside each spot. RVs can back in comfortably. Vegetation creates barriers between sites. The RV section has its own easy entrance and exit close to the main road and a playground and dog run for families to have supervised socializing. Dump site area provided.

Laundry and Shower facility

All campers can access a centralized building for paid showering and laundry services. Recycling and trash dump is also collocated at this area.

30 Basic 1-Bedroom Cabins

These cabins have a queen bed, plus a couch that can pull-out into an additional bed. They have a kitchenette with a hot plate, microwave, and minifridge. Toilet and sink are provided, but showers can be found in centralized shower bathrooms in this section.

20 Deluxe 2-Bedroom Cabins

These cabins have two rooms with queen beds, plus a pull-out couch. They have a kitchenette and a full bathroom. They have a back porch with outdoor furniture.

8 Luxury 3-Bedroom Cabins

These cabins have two rooms with queen beds, one room with twin beds, plus a pull-out couch. They have a kitchen with a stove and dishwasher, and 1.5 bathrooms.

6 Dazzling 4-Bedroom Cabins

These cabins have one king bedroom, two rooms with queen beds, one room with twin beds, plus a pull-out couch. They have a full kitchen, 2.5 bathrooms, front and back porches with an outdoor grill, a fireplace, television, games, and more.

Flexible Event Space



- Fairy Camp is strategically set up to support large private events, music festivals, weddings, corporate retreats, wellness conferences, and other communal gatherings
- Our **CATERING AND EVENTS BUILDING** can easily host receptions, food vendors, tech-based events, bridal parties prep stations, and more with its own parking access
- The events building opens into the tranquil expanse of our **MAIN STAGE** area, with flexible set-up for seated guests, a decorative aisle, yogis, picnicking music fans, or adoring crowds of fans
- This space was carefully selected to offer the **stunning nature expanses** and **waterfalls** of the back end of the property while maintaining easy access to **campsites** and **cabins** for private parties

Programming



Premium Programming



Elevated Treetop Experience

Experience the breathtaking beauty of the Smoky Mountains like never before with our scenic elevator ride. This elevator takes you on a journey to stunning panoramic views that will leave you in awe.

Once on the platform, you rise higher and higher, surrounded by the lush greenery of the forest. The elevator glides up to a breathtaking lookout point where you'll be treated to 360-degree views of the majestic Smoky Mountains.

From this vantage point, you'll see the rolling hills, cascading waterfalls, and vibrant foliage that make the Smoky Mountains such a beloved destination. You'll feel as though you're floating above the clouds as you take in the stunning vistas, and you'll be filled with a sense of wonder and awe.

Whether you're looking for a peaceful moment of reflection or a chance to capture some stunning photos, our scenic elevator ride is the perfect way to experience the natural beauty of the Smoky Mountains.

Premium Programming



Teahouse Ceremony

Welcome to the Fairy Teahouse Treehouse, where guests are transported to a magical realm of whimsy and wonder. Nestled high up in the trees, this enchanting teahouse is the perfect place for fairies and humans alike to relax and enjoy a cup of tea.

The soft glow of fairy lights illuminates your path to this treetop oasis. As you sip on your tea and delight in some fairy treats, you'll be transported to a world of imagination and fantasy.

You may get lucky as you nibble on little sandwiches, fresh fruit, and delicious pastries -- The Fairy Godmother can't help but come by for a visit!

She will share her wisdom and tales of magic with all who visit, along with some local folklore of the Smoky Mountains fairy communities.

The soothing aroma of freshly brewed tea with equally enchanting stories will make this elevated experience one to remember, leaving you rejuvenated and renewed. The perfect experience to connect you to the surround majesty of the forest.

Premium Programming



Ziplining

Experience the thrill of flying like a fairy through the Smoky Mountains with our ziplining adventure. Our fairy-themed campsite offers a one-of-a-kind zipline experience that will leave you feeling exhilarated and inspired.

The zipline course takes you on a journey through the forest, with each section offering a new and exciting perspective on the natural beauty of the Smoky Mountains.

You'll zoom past towering trees, soar over rushing streams, and feel the wind rushing past you as you glide through the treetops. With each thrilling zip, you'll feel a sense of freedom and wonder as you become one with the forest.

Our zipline adventure is suitable for all ages and skill levels, so whether you're a seasoned adventurer or a first-time zipliner, it will be an unforgettable experience. Soaring with the fairies in our magical world, where anything is possible.

Premium Programming



Water Activities

We offer a variety of water activities for all ages to enjoy during their stay. Our rental program includes kayaks, canoes, swimming tubes, and paddleboards. Wet suits are also available for rental on cooler days.

Imagine paddling down our tranquil waterway, surrounded by lush greenery in our beautiful valley. Wave at fellow fairies and explore some hidden gems tucked under our bridges as you paddle through camp to the waterfall.

Or perhaps you'd prefer to relax and float along in a swimming tube, basking in the warm sunshine.

For those seeking a bit more adventure, our paddleboards offer an exciting challenge on the water.

Whatever your preference, our water activities rental program is the perfect way to explore the beauty of Fairy Camp and create memories that will last a lifetime. Come and join us for a fairy tale adventure on the water!

Premium Programming



Magical Fairy Transformation

Be immersed in the magic of the fairies by fully transforming into a woodland fae. This experience celebrates the uniquely beautiful person you are, while adapting your look to be fairytale ready.

First, your hair will be styled with accessories, flowers, and crowns. Next, fairy wings that come in all shapes, sizes, and colors. Choose from delicate butterfly wings to majestic dragonfly wings that will make you feel like you can fly. Our fairy godmothers will help you find the perfect pair that matches your unique style.

No fairy transformation is complete without a truly glowing wand. Once you're fully accessorized, it's time for the finishing touch - our biodegradable glitter and glowing lights that will make you shine and sparkle like the magical fairy you are.

A photoshoot finale captures the magic. Come and join us for an unforgettable experience that will leave you feeling like a true fairy royalty that you are, synced to match your unique powers and style!



Retail



Retail Experience

Fairy Camp will have a retail center near the day pass entrance. It will operate daily, with Fairy Helpers on site to assist customers, enchanting them with backstories to the many collectibles, costumes, and crafts.

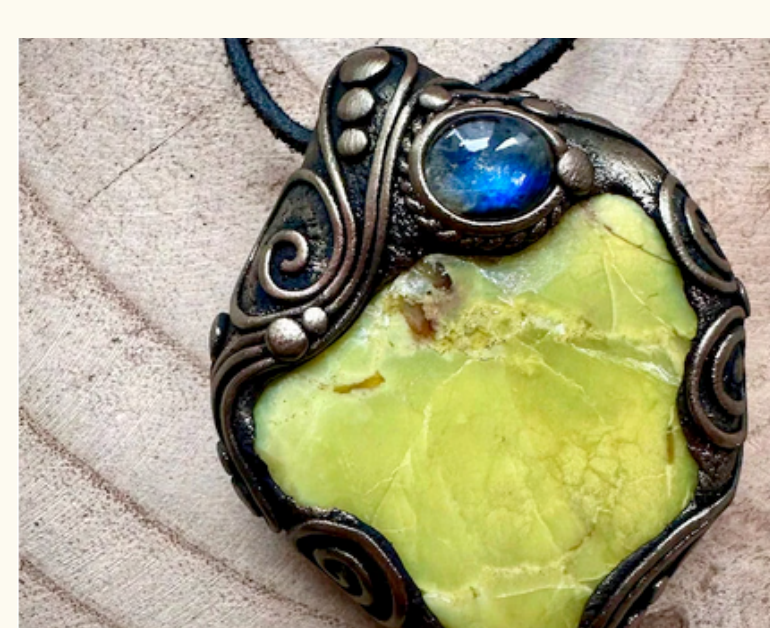
Visitors can also purchase a Magical Fairy Transformation, where visitors of all ages and backgrounds can get a mystical makeover by our Fairy Godmothers, complete with fairy dust, hair styling, wings, a crown, wand fitting, clothing accessories, glowing lights, and of course, biodegradable glitter. Sessions must be reserved in advance.

Beyond clothing and accessories, Fairy Camp has an array of beautiful items, so everyone can take home a piece to remember this wooded oasis.





Retail Items

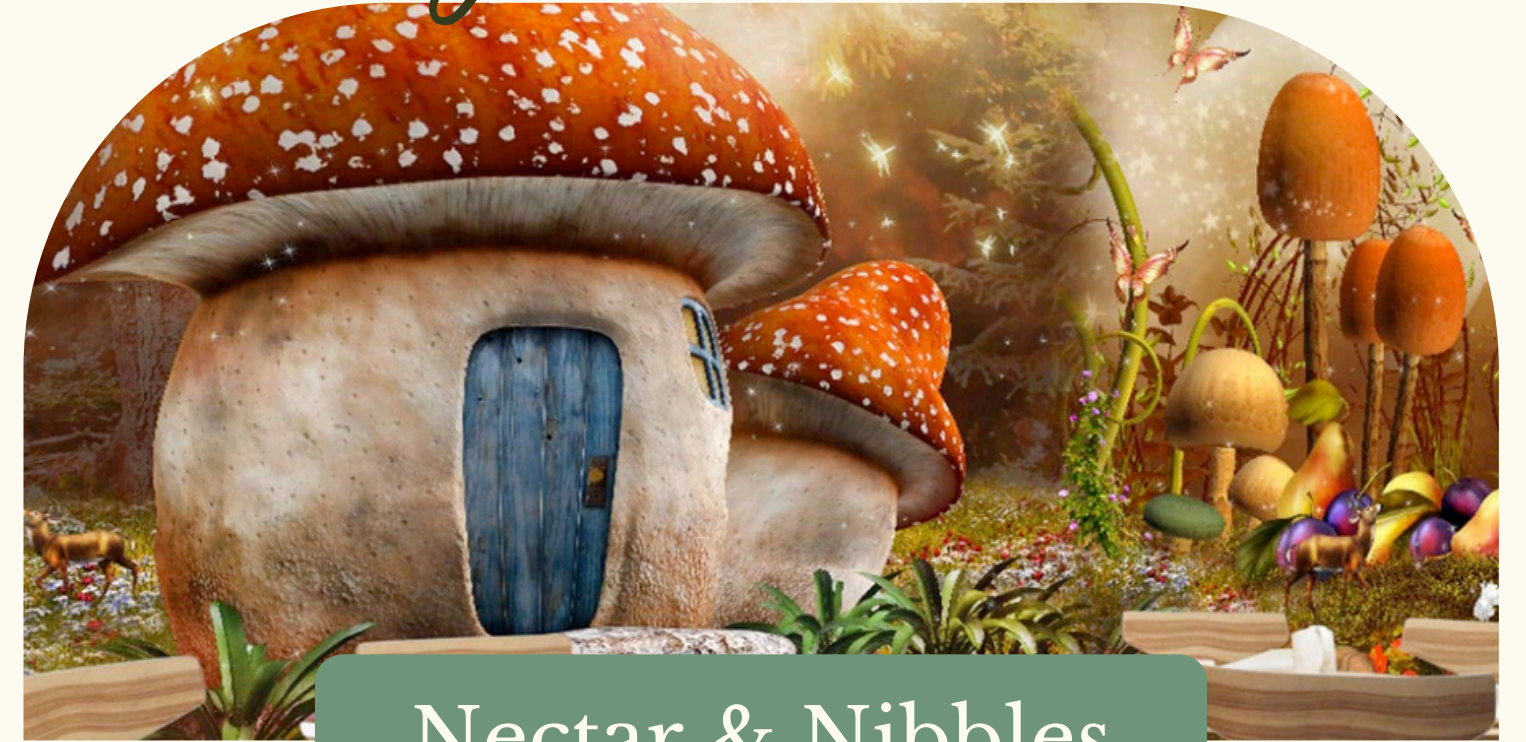


Food and Beverage



Tinkerbell's Table

A culinary experience that appeals to the whole family. The menu features a variety of delicious and whimsical foods, including fairy cakes, unicorn sandwiches, and dragon fruit bowls. For adventurous eaters, there are also dishes inspired by enchanted creatures, such as a Bigfoot burger and a Sasquatch salad. All of the ingredients are fresh and locally sourced, with many vegetarian and vegan options available. The dining area is decorated with fairy lights and whimsical touches, creating a cozy and inviting atmosphere. With something for everyone, the food hall is the perfect place for families to gather and enjoy a magical meal together.



Nectar & Nibbles

This casual menu and eatery offers a variety of options, including freshly baked pastries, artisan sandwiches, and hearty salads. But what sets this cafe apart is its creative coffee and alcohol bar, where campers can order unique beverages like a Unicorn Latte with edible glitter or a Fairy Fizz cocktail made with elderflower liqueur and sparkling wine. In the evening, the bar transforms into a cozy spot to gather with friends and family over a craft beer or a glass of wine. With a warm and welcoming atmosphere and plenty of magical drinks and snacks to choose from, the casual cafe is a must-visit spot for any fairy-loving camper.



- | | | | | | |
|--|-----------------------------|--|------------------------------|--|--------------------------|
| | Roadways | | Laundry + Trash | | Teahouse |
| | Exit Roads | | Stage | | Treetop Elevator |
| | Cottage Trails | | Crosswalk | | Treetop Trail |
| | Flower Camping Loops | | Food & Bev | | Welcome + Tickets |
| | Campsite | | Retail | | Zipline |
| | 1BD Cabin | | Watersports | | Jacuzzi Tub |
| | 2BD Cabin | | Bathrooms | | River Beach |
| | 3BD Cabin | | Event Hall + Catering | | Firepit |
| | 4BD Cabin | | | | Firepit |
| | Storage | | | | Zipline |



Finances & Operations



Revenues Streams

Hospitality Revenue

	Number of Units	Avg Rate Per Night	Avg Annual Occupancy Rate	Annual Profits
Primitive Campsites	200	\$ 60	55%	\$ 2,409,000
RV hookups	50	\$ 100	75%	\$ 1,368,750
Basic 1-BD Cabin	30	\$ 165	75%	\$ 1,355,063
Deluxe 2-BD Cabin	20	\$ 260	70%	\$ 1,328,600
Luxury 3-BD Cabin	6	\$ 360	67%	\$ 528,228
Dazzling 4-BD Cabin	4	\$ 460	60%	\$ 402,960
TOTAL UNITS: 310		TOTAL REVENUE: \$ 7,392,601		

Avg Guest Per Site	Visitor Per Unit
3	330
3	112.5
2	45
3.5	49
5.5	22.11
7.5	18
AVG DAILY VISITORS: 577	

Additional Revenue

	Annual Avg Per Day	Avg Per Year	Cost Per Experience	Annual Profits
Day-Pass Visitors - Adults	100	36500	\$ 38	\$ 1,387,000
Day-Pass Visitors - Children	80	29200	\$ 16	\$ 467,200
Sleepaway Campers - four 5-day session	100	400	\$ 1,250	\$ 500,000
Teahouse Experience	60	21900	\$ 20	\$ 438,000
Ziplining Experience	40	14600	\$ 70	\$ 1,022,000
Breakfast	100	36500	\$ 14	\$ 511,000
Lunch	200	73000	\$ 22	\$ 1,606,000
Dinner	220	80300	\$ 27	\$ 2,168,100
Snack: Food and Bev	200	73000	\$ 6	\$ 438,000
Gift Shop	150	54750	\$ 50	\$ 2,737,500
Café	70	25550	\$ 8	\$ 204,400
Overall Visitors 757		276163	REVENUE: \$ 11,479,200	

Land Expenses (3 Years)

INFRASTRUCTURE EXPENSES	Number of Units	Unit Description	Cost Per Unit Per Year	Total Cost		
				Year One	Year Two	Year Three
Land Cost	69	acres	\$ 419,000	\$419,000	0	0
Property Tax	287	dollars	\$ 287	\$ 287	\$ 287	\$ 287
Construction of Hospitality Sites	7	sites*	\$ 700,000	\$ 4,900,000	40,000	40,000
Construction of Cabins	60	cabins	\$ 75,000	\$ 4,500,000	20,000	20,000
Construction of Land Development	25	acres**	\$ 30,000	\$ 750,000	40,000	40,000
Construction of Campsites	200	campsites	\$ 5,000	\$ 1,000,000	0	0
Construction of RV Sites	50	rv sites	\$ 8,000	\$ 400,000	20,000	20,000
Site Maitnenance		(15% of Overall Land Costs)		\$1,795,393	\$2,118,563.80	\$2,436,348.37
TOTAL ANNUAL EXPENSE:				\$11,969,287	\$2,238,851	\$2,556,635
CUMULATIVE EXPENSE:				\$11,969,287	\$14,208,138	\$16,764,773

* Gift shop, playground, restaurant, café, teahouse, premium experiences

** Jacuzzi, water features, fire pit, trails, parking lot

Additional Expenses

STAFFING	
Wages	\$ 3,533,950
Training	\$60,000
FOOD AND SUPPLY COSTS	
Food and Beverage	\$1,700,000
Cleaning Supplies and Laundry	\$ 13,000
MARKETING AND ADVERTISING	
Social Media	\$ 23,000
Print Ads	\$ 3,000
Online Listings	\$ 4,000
INSURANCE AND LEGAL FEES	
Insurance	\$ 59,846
Contracts, Permits, etc	\$12,000
ADMINISTRATIVE COSTS	
Bookkeeping, Accounting, etc.	\$ 30,000
TOTAL EXPENSE:	\$ 5,438,796

Staffing Breakdown

	Employees Per Hour	Salary	Per Hour Rate	Hours Per Day	Cost Per Day	Cost Per Year
Campsite Manager	4	\$ 40,000				\$ 160,000
Entrance Gate	1		\$ 12	10	\$ 120	\$ 43,800
Ticket Booth	1		\$ 12	10	\$ 120	\$ 43,800
Café 7am-8:30pm	4		\$ 14	13.5	\$ 756	\$ 275,940
Restaurant Staff (7am-2pm; 6-8:30)	20		\$ 18	9.5	\$ 3,420	\$ 1,248,300
Actors	8		\$ 22	7	\$ 1,232	\$ 449,680
Cleaning Staff	6		\$ 15	7	\$ 630	\$ 229,950
Security	3		\$ 15	24	\$ 1,080	\$ 394,200
Marketing	1	\$ 38,000				\$ 38,000
Administrative	1		\$ 15	7	\$ 105	\$ 38,325
Groundskeeping	3		\$ 15	7	\$ 315	\$ 114,975
Program Coordinator	1	\$ 42,000				\$ 42,000
Maintenance Staff	1		\$ 19	7	\$ 133	\$ 48,545
General Manager (2 per day)	2	\$ 55,000				\$ 110,000
Gift Shop	2		\$ 12	7	\$ 168	\$ 61,320
Teahouse	1		\$ 14	4	\$ 56	\$ 20,440
Zipline	3		\$ 33	5	\$ 495	\$ 180,675
Camp Counsellor Program	17 / program	\$400 /5 days * four sessions				\$ 34,000
STAFFING COSTS:						\$ 3,533,950

Estimated Profits

Land Expenses (Y1): \$11,969,287
Additional Expenses: \$5,438,796

TOTAL EXPENSES: \$17,408,083

Hospitality Revenue: \$7,392,601
Additional Revenue: \$11,479,200

TOTAL REVENUE: \$18,871,801

Land Expenses (Y3): \$2,556,635
Additional Expenses: \$5,438,796

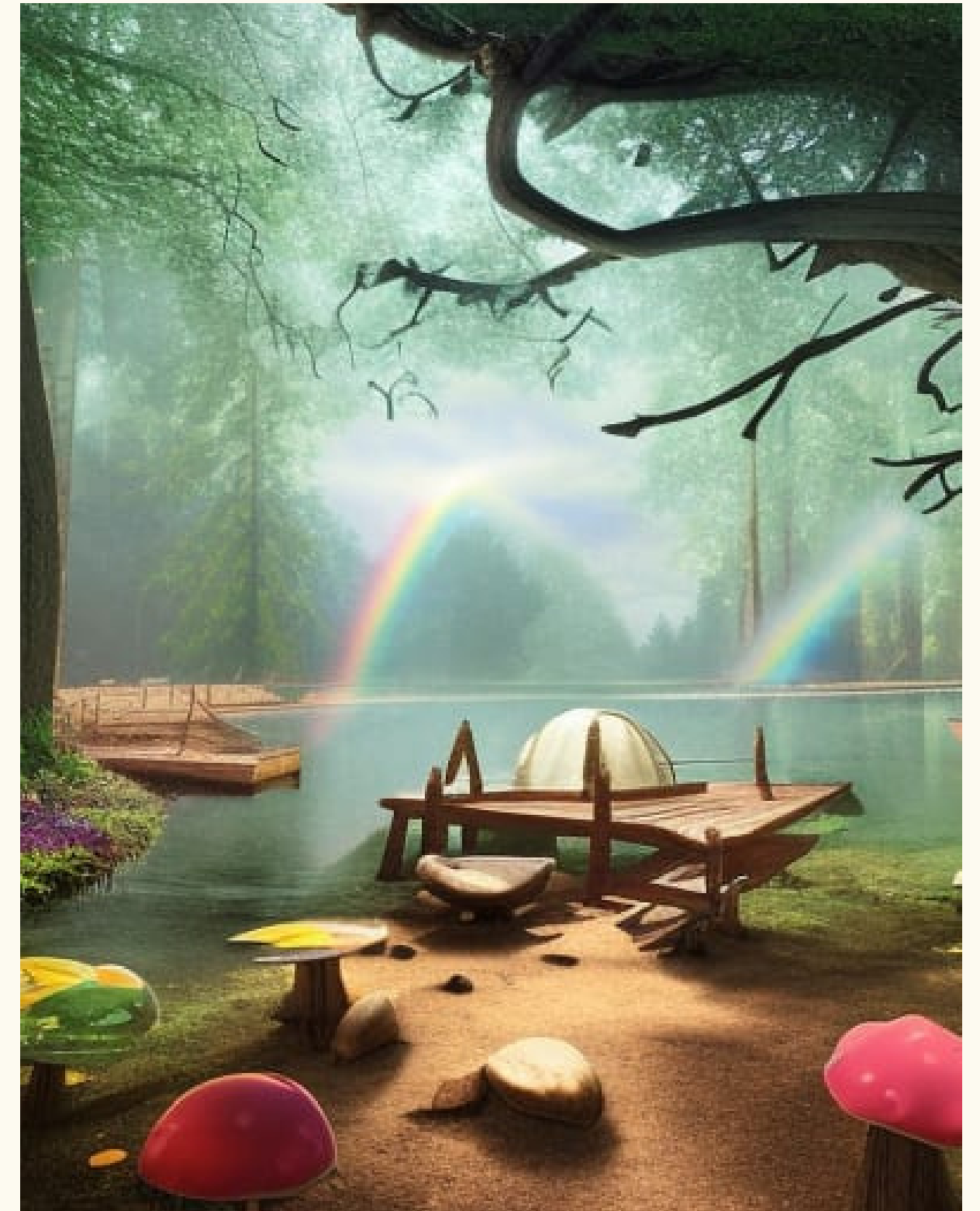
TOTAL EXPENSES (Y3): \$7,995,431

YEAR ONE PROFITS: \$1,463,718

YEAR THREE PROFITS: \$10,876,370

Franchise Possibilities

- Fairy Camp will be majority owned by the founding team using private funding and traditional lenders
- The other portion of funds will come from Real Estate Investment Trusts (REITs) and Angel Investors, such as Round House, Brighton Jones Investment Partners, Colfam
- Fairy Camp offers strong opportunities for future growth and expansion using a franchise model, helping to bring the magic of Fairy Camp to beautiful landscapes across the country
 - Like KOA, the Fairy Camp franchise allows a third-party operator to use our brand name, products, fabrication components, and services in exchange for an initial fee, ongoing royalties, and adherence to our's operational guidelines.
 - This business model is a win-win situation for both parties, as the franchisor can expand its brand presence while the franchisee can benefit from an established business model and support from the Fairy Camp as a franchisor and parent organization
 - Nature and fantasy enthusiasts from around the country will benefit as the magic of Fairy Camp floats closer to homes



Marketing

Special Events + Programming



Seasonal Events and Special Programming



Seasonal Festivals

Four times a year, Fairy Camp comes alive with special programming honoring the changing of the shifting of seasons. From winter wonderlands and cozy campfires to vibrant spring blooms and refreshing summer cocktails. Activities include seasonal crafts, scavenger hunts, seasonal-based storytelling by the fire pit, and so much more.



Astrological Sign Shifts

Celebrate the magic of the stars with our astrological-themed festival, held each time the astrological signs change. Our fairy-themed campsite will be transformed into a mystical wonderland filled with celestial decor, tarot card enchantresses, astrological readings, mythological stories, and enchanting music.

Seasonal Events and Special Programming



Earth Skills Workshops

Our Earth Skills Workshops are designed to teach you how to connect with nature and live in harmony with the earth. From learning how to build a fire and identify edible plants to making your own natural remedies and crafting with natural materials, our workshops offer a hands-on approach to sustainable living that will leave you feeling empowered and inspired.



Queer Camping Weekends

Join us for a magical weekend of camping at our LGBTQIA+ friendly fairy-themed campsite, designed to create a safe and welcoming space for all. We'll enjoy campfires, s'mores, stargazing, and nature walks, along with special events and activities celebrating diversity and inclusivity.

Seasonal Events and Special Programming



Fantasy Writing Workshops

Our immersive camping weekends for fantasy writers are designed to inspire creativity and hone your craft. Our weekend workshops cover topics such as world-building, character development, and plot structure, while our idyllic setting provides the perfect backdrop for unleashing your imagination. Share your stories and progress around our inviting firepit.



Songwriting Weekends

Escape to the serene beauty of the Smoky Mountains for a magical weekend of camping and songwriting. Be inspired by the legacy of local greats such as Dolly Parton, Chet Atkins, the Stanley Brothers, and Nina Simone. Our workshops cover topics such as melody composition, lyric writing, and performance techniques, while the idyllic natural setting serves as the perfect muse for your artistic expression.

Seasonal Events and Special Programming



Dolly-Themed
Weekends

Immerse yourself in the enchanting world of Dolly Parton with this special themed tribute. From jam sessions and sing-alongs to crafting and comedy, we'll celebrate the music and spirit of the iconic country music legend. With picturesque natural surroundings and a welcoming community of fellow fans, this weekend is sure to be an unforgettable tribute to the Queen of Country.



Kids Sleepaway
Camp

Give your kids a magical adventure during their school break with a short sleepaway camp at our campsite. Our program includes fun and educational activities such as nature hikes, fairy-themed arts and crafts, and earth skills, and storytelling with s'mores around the campfire. With a supportive community of counselors and fellow campers, your children are sure to make memories that will last a lifetime.



Marketing

STP: Segmentation, &
Targeting, Positioning





Market Segmentation



Potential Target Consumer Groups

- Families traveling with children who want to delight their family with an immersive camping experience
- Children on vacation from school who are happily occupied at sleepaway camp, giving parents a break
- Best friends traveling to Dollywood looking for an eventful campsite while they stay in the Smoky Mountains area
- Grandparents looking for comfortable and entertaining accommodations in nature while spending a week with their grandchildren
- Music festival location managers targeting a significant commuting population of young people seeking experience-based entertainment
- Moms who are Dolly Parton fanatics looking for a destination getaway with their friends
- Families passing through on a road trip to the National Park, seeking a memorable place to grab lunch
- Honeymooners looking for a romantic and unusual glampsite for a mini-moon honeymoon vacation
- Married couples planning a memorable outdoorsy wedding with an enchanting ambiance
- Instagram influencers scouting out a dazzling environment for content creation
- Fans of fantasy, folklore, or musical traditions planning a once-in-a-lifetime getaway retreat
- Multigenerational family gathering for a memorable reunion in a peaceful environment
- Hikers looking to connect with the community (and a hot tub) after some rugged days on the trail
- Folks interested in one of the special programs

Sample Target Marketing

REGIONAL FOLKS



Rachel (25) lives in Lexington, Kentucky, and works as a barista and runs an Etsy shop selling custom candles. She has a close group of girlfriends. They're constantly looking for nature-based getaways where they can bring their dogs and unwind.

She tends to lead as the trip planner and also runs a FB group of local ladies looking for fun ways to bond.

- **DATA POINTS:** found on Facebook, Instagram, and Google Analytics targeting location data of folks within a 4-hour radius who own a car
- **STRATEGY:** aesthetically rich social media posts with the "call-to-action" to follow Fairy Camp's accounts
 - **GOAL:** keep them in the loop on special events, leverage them as champions to rally friends for camping or special events

FANTASY & FOLKLORE FANS



Stephanie (34) lives in Columbus, Ohio, leading logistics for a small trucking company. She and her BFFs from Pomona College get together on Sundays to play D&D together; she loves The Spiderwick Chronicles and reads constantly.

- **DATA POINTS:** people are shown paid promotions targeting users who are Facebook "fans" or Reddit followers of various fantasy and folklore groups, such as Lord of the Rings, The Witcher, D&D, and more
- **STRATEGY:** a pay-per-click-thru campaign that contains enticing content promoting specific themed weekends and workshops
 - **GOAL:** build a community around interests, sell-out riveting events, inspire repeat customers or strong word-of-mouth referrals to like-minded friends

Sample Target Marketing

NATIONAL PARK TRIP PLANNERS



Bethany (51) lives in suburban Connecticut and has been trip planning for her family of four for 6 months, eagerly looking for a break from managing a wholesale restaurant depot. She likes nature, but not setting up a tent; she loves a coupon deal.

- **DATA POINTS:** found using Google Data Analytics for moms or others planning National Park trips through the Smoky Mountain region
- **STRATEGY:** show off the on-site amenities, convenient proximity, and holistic offerings in a campaign that finds users on Groupon or TripAdvisor
 - **GOAL:** become a stop on their trip, with a goal for campsite booking but also tracking metrics on day-visitors; offer coupons for deal-hunters on 'off days,' such as Tuesday-Thursday or colder months

ADDITIONAL MARKETING STRATEGIES

- Setting up booths at **Comic-Con** and other fantasy-focused community-oriented events
- Target **Pinterest** users who have Boards with a similar thematic focus
- Work with **local travel agents** to promote the campsite, giving them intermediary referral bonuses
- Engage digitally with geographic social media accounts such as Dollywood
- Offer **brochures** in surrounding tourist pit-stops
- Advertise in **RV catalogs and websites**
- Offer discounts for **returning customers**
- **Giveaways** and contests on social media accounts to promote building an online following
- Invite travel **influencers** to stay in cabins at a slight discount



Use of AI in this Presentation

Artificial intelligence, namely Midjourney and ChatGPT were used as collaborative software in creating some wording and images. These new tools allowed for quick and harmonious imagery to help convey the concept of Fairy Camp. The hope is that the imagery and language appeal to audiences by sparking imaginative thought and aesthetically appealing using shared visual language. In developing this concept further, Fairy Camp looks forward to working with multidisciplinary artists, architects, engineers, writers, and many more to build on this concepts.

In closing, thank you for joining us on this journey to the mystical realm of Fairy Camp. This enchanting destination is more than just a campsite - it's a place where the magic of folklore comes alive. The fairies of Fairy Camp have been the guardians of the forest for hundreds of years, and their legacy is woven into every aspect of this stunning location, and we can't wait to share it with you.

From the lush landscape to the whimsical activities, every detail has been designed to help you connect with yourself, with nature, and with the folklore that has made Fairy Camp so awe-inspiring. So, whether you're seeking peace, adventure, or simply a little bit of magic, we invite you to come and experience Fairy Camp for yourself. Who knows - you might just find that the enchanting energy of this place stays with you long after you've returned home. Thank you for joining on this journey-- we hope to see you at Fairy Camp soon!



A vintage-style illustration featuring a teal cup of coffee with a green handle, a yellow flower, and a basket of fruit. The scene is decorated with stars and a crescent moon. The text 'Thank You!' is written in a large, elegant cursive font in the center.

Thank You!

QUESTIONS? FEEDBACK?

Sally Lindsay | THED 730

CREDIT & THANKS TO CANVA FOR THE
VINTAGE FLORAL FAIRY
PRESENTATION GRAPHICS