



GREEN
ART
HOUSE

Executive Summary

Rich Stergulz Leslie Sweetland
951.526.8055 951.264.1023
www.TheGreenArtHouse.com
info@mygahgetaway.com

The Green Art House is a one-of-a-kind artist enclave that will be situated in the northeast Escondido area of California. The Green Art House will be an eco-friendly and sustainable art school and artist retreat. With a goal of using up to 75% recycled and/or repurposed materials for the building construction and interior decor, using solar and wind to generate most of their power, and recycling grey water to irrigate the landscape, The Green Art House will minimize their carbon footprint and confirm their commitment to sustainability. Founded by like-minded fellow artists and art lovers working together with business professionals to create a distinctive place for artists of all levels to share a common passion. This unique community will create a dynamic environment that will focus on fostering creativity, a love of the arts, art education and make art more accessible to the community. This will be accomplished by offering a diverse array of classes and workshops in Fine Art, 3-D Art, Fiber Art, Film, Culinary Arts ,Yoga, and Wellness, an on-site fine art gallery, art supply store, lodging, and a wedding/special events venue.

The complex will be built in multiple phases and will ultimately include the following:

- **Art House** - The Art House consists of three attached buildings containing the Art School, Artist Studios, Reception area, Art Gallery, Art Supply Store Conference room, and Auditorium.
- **3-D Art House** – Stand-alone building with classrooms and private studios
- **Fiber Art House** – Stand-alone building with classrooms and private studios
- **Lodging** – 9 – 200 sq. ft. cottages; 3 - 300 sq. ft. cottages; 2 - 350 sq. ft. cottages; 2 - 350 sq. ft. Mini-Moon Cottages; 5 - 300 sq. ft. Studio Cottages with attached Studio; and 2 R.V. spaces with hookups
- **Culinary House** – The Culinary House consists of two attached buildings that contain a Culinary School with teaching kitchen and restaurant, and a reception/event room.
- **Wedding/Event Venue**
- **Yoga House** – Stand-alone building with 2 - 250 sq. ft. studios and reception area
- **Housekeeping Facility** – Stand-alone building with laundry and dishwashing facilities, coin operated laundry, and bathroom facilities for camping guests.
- **Maintenance Facility**
- **Landscaping & Grounds Keeping Facility**

The Green Art House complex will deliver multiple revenue streams which will include:

- Memberships
- On-going Art Classes and Workshop Fees
- Yoga Classes & Workshop Fees and Supply Sales
- Artist Retreat Cottages with Attached Studio Rental
- Wedding & Event Venue Rental
- Special Mini-Moon Cottages for the wedding night Rental
- Art Gallery Sales
- Art Supply Sales

- Leasing of Culinary Building – monthly
- Classroom Rental – monthly
- Open Studio Fee – daily
- Private Studio Rental – monthly
- Rental of cottages - nightly
- Coin Operated Laundry Washer & Dryer

The Green Art House will operate a multifaceted business model that taps into multiple market segments. Fine arts education in the U.S., for instance, reached \$4 billion in revenue in 2014 and has grown steadily in recent years, and yoga studios are a \$7 billion and growing market. The Green Art House can also tap into the market for corporate retreats, wellness retreats, weddings, and more – each representing multibillion-segments of the economy on a national level. Locally, Escondido has long been an area where retreats and spas have thrived, and in recent years it has also emerged as an arts destination. Attractions include Niki de Saint Phalle’s Queen Califa’s Magical Circle sculpture garden, the Second Saturday Art Walk, as well as several galleries. The California Center for the Arts, Escondido, also draws more than 270,000 people to the area each year. The Green Art House will be an extension of these attractions as well as a wholly unique, cutting-edge facility with multiple classes, retreats, and great accommodations.

The Green Art House’s management knows that the best marketing strategy is to aggressively pursue a comprehensive promotional campaign. A well-rounded approach to marketing promotes the Company to a diverse customer base, ensuring a sales strategy that is not dependent on one group. Marketing for the Company will include a combination of time-tested methods, including direct sales, art shows and festivals, and traditional marketing, such as industry publication advertisements, social media, and a robust search engine optimization and online marketing campaign.

Driving The Green Art House brand are passionate, motivated, knowledgeable, and business-savvy art professionals. Through their varied experience in the arts, they share a common passion and an in-depth knowledge and understanding of the industry and its market dynamics. Richard Stergulz is a highly skilled and successful master figurative and portrait painter, who is a graduate of the American Academy of Art in Chicago. Over the past 32 years, Mr. Stergulz has excelled as an independent artist, art instructor, and commercial artist. Leslie Sweetland brings with her over 30 years of experience as an information technology professional, as well as a successful fine art professional. Brigitte Schlemmer harbors nearly three decades of management experience and expertise gained from working as a Production Manager for MCA/Universal Studios Hollywood, Creative Manager for IBM, Executive Director of a Non Profit Art School, and now, as a Project Manager for Cuba Cultural Travel. Ms. Schlemmer holds a Bachelor’s Degree in Fine Arts – Performing Arts & Design Technology from the California Institute of the Arts.

Mission Statement

The vision and goals of The Green Art House are as follows:

- To provide an atmosphere that stimulates and expands the artistic and wellness experience through classes, workshops, lectures and studio time enabling artists to develop their individual artistic voice.
- To offer events that promote art, art awareness and art education.
- To encourage and promote public interest and understanding of art in its variety of forms be it fine art, illustration, computer generated, three dimensional, fiber or food.
- To support and work with non-profit organizations to support the arts within the community.
- To make art more accessible to the community and beyond.
- To foster the communities connection with the arts.

Core Values

- To nurture the creative voice of all artists through all levels of classes, workshops and events.
- To provide a professional facility with an atmosphere conducive for artists to stay and create 24/7.
- We are committed to professional instructors teaching artists to further their skills and be involved in the art world.

Keys to Success

- Maintain a staff of exceptional professionals
- Establish and retain solid relationships through delivering superior services
- Institute an effective and far-reaching marketing program to raise brand recognition
- Continually assess the Company's operations as per the stated mission
- Increase donations and sponsorships on an annual basis