

# AdventureLand Ranch

## **Executive Summary**

AdventureLand Ranch is a new business formed under the laws of the state of Oregon and headed by Yvonne Mink. This document has been prepared to provide the reader with information about her company.

The Ranch was created by Yvonne Mink and her husband Dan, a married couple. Yvonne is a descendant of the Chiricahua Apache tribe of the Southwestern United States. Her education is in the field of nursing. She worked in the nursing field for 16 years and was the Director of three assisted living facilities prior to becoming an entertainer. Dan has a Juris Doctor Degree from the University of Idaho and practiced law for seven years prior to going into the entertainment business and starting The Rhinestone Roper Show. Over the past 30 years, The Show has received many awards and Dan has 10 World Champion Wild West Titles to his credit.

In June of 2023, the Minks sold their ranch house in Jerome Idaho, where Dan had lived all his life, and purchased 24 acres in the foothills just outside Ontario Oregon where they now live. This land, near the boarder of Idaho and Oregon, was obtained for the purpose of using an agricultural setting to build a family entertainment center in the style of a Pumpkin Patch Fall Festival. But rather than that of a farmstead, the setting will be that of a Horse Ranch that will eventually be open to the public all fair weather months of the year. The AdventureLand Ranch will provide quality entertainment and educational activities to young families with children and Grandparents with grand-kids from the communities in and around Malheur County Oregon and the Idaho counties of Ada, Gem, Canyon, Payette and Washington. Although the Minks intend to cater to the needs of the community in which they live, they intend to pull much of their customers from the Idaho side of the border.

Yvonne has observed that many Idahoans commute from as far away as Nampa and Boise to work in places like The Pioneer Place, a nursing home in Vale Oregon. This is due to better wages paid on this side of the border. She believes that if it's not too far to commute every day for work, then it's not too far to bring the children for a day of all inclusive family fun.

For the past 30 years the Minks have been focused on family entertainment. They have entertained audiences with their wild west show in all of the lower 48 states at schools, fairs, theme parks, theaters and corporate events. They have learned that, no matter the state of the economy, people will spend money on entertainment. In fact, statistics show

that people in the United States spend more on entertainment than on health care or clothing. Additionally, Parents and Grandparents have a growing concern that smart phones, computers and social media are depriving today's children of experiencing the joys of physical activity and of exploring the outdoors. The Minks have observed at County and State Fairs all over the country that, on Senior Day, their audiences are split 50/50 between Seniors and their Grandchildren. Grandparents are earnestly searching for a way to create and share a memorable experience with their Grandchildren. One that does not rely on digital technology, but rather on fresh air, grass, trees, ropes, animals, swings and maybe a John Deere tractor or two. Yvonne believes that people are more interested in buying experiences than in buying things and that the keys to providing successful experiences are authenticity, fun and participation.

The AdventureLand Ranch will make special pricing available to other kinds of "Families" including schools and their field trips, nursing homes and assisted living facilities, foster parents and their wards, Life Ways and similar organizations. The AdventureLand Ranch will also be available to businesses, service organizations, governmental divisions and churches for employee and member appreciation days.

The AdventureLand Ranch will be designed to provide its guests with an All Inclusive and secure place to enjoy unique outdoor entertainment and adventure.

## **Objectives**

The AdventureLand Ranch's objective is to build an all-inclusive, family destination that will command the approval of the community, will entertain its residents and will educate them on agricultural topics related to raising crops and livestock.

Yvonne grew up in the area and many of her family members still live here. As she moves around in the community, people tend to ask what she will be doing now that she is back. When she mentions the AdventureLand Ranch, those people as well as those who are eavesdropping, invariably say, "Wow, that's fantastic! Right here in Ontario! We have nothing here for the kids. When do you open? We'll be there!"

The response is universally positive and largely correct. The City of Ontario does not have a public swimming pool for the kids, however, it does have an attractive splash pool. There is only one public swimming pool in the area. That is the Vale Swimming Pool. The next nearest pool is in the Boise area around Meridian and Eagle Idaho.

There is a successful fall pumpkin patch not far from our location. The other location seems to be geared more toward kids who are old enough to shoot at each other with a paintball gun.

The AdventureLand Ranch does not plan to include paintball.

The AdventureLand Ranch captures peoples imagination because it is not built on flat farm land. We have hillsides for slides and zip lines and a pond. We also raise horses here. We can offer The Rhinestone Roper Show that millions have seen on TV shows like America's Got Talent, Ripley's Believe It Or Not, and most recently, Stupid Pet Tricks as well as pig racing, petting zoo, hay rides, train rides, jump pads and tree houses. Additionally, many of the activity attractions will be built in the forest that grows on one side of the grounds.

We also will dedicate certain weekends to honoring the various cultures that have helped to build this area from it's beginning, namely: Japanese, Basque, Hispanic, Native American and Irish. To honor these groups and to educate our customers about them, we will hire local performers who specialize in the arts from these cultures and recruit food vendors who can prepare and sell that culture's cuisine.

In order to assure that The Ranch is an "all inclusive" family destination, we will construct pathways that will help those who require ambulatory assistance to visit all areas with their families. In the second year, we will either purchase 3 wheeled motor scooters that can be rented by those who cannot walk very far or we will recruit vendors who are in that business.

## **Mission**

The AdventureLand Ranch's sole purpose is to establish a profitable and well managed company that creates an atmosphere of fun, excitement and togetherness for the entire family, with activities and shows designed to both entertain and educate the local residents, as well as the substantial tourist base of the Oregon Trail Country. Our location is just a couple miles off the Oregon Trail as it makes it's Grand Entrance to the State of Oregon.

## **Keys to Success**

Yvonne believes that our main keys to success include:

- Our prices will be reasonable. We will charge a \$15 entrance fee, half of what our nearest competitors charge. We will also sell a hamburger, fries and a drink for \$12 rather than \$18.

- New attractions and improved facilities each year will assure continued and expanded attendance
- Providing unique entertainment activities that require physical participation
- Ample and secure Parking
- The use of state-of-the-art technology for ticket sales and advertising
- The use of old-time technology in building the attractions and displays
- Easy access
- Our 30 year experience in the outdoor entertainment industry
- We are The Rhinestone Ropers
- Hiring weekend entertainers that highlight the cultures that comprise this community
- Providing pumpkins in a field that customers can walk among and choose from
- Providing employment for members of the community
- The Property has plenty of relatively flat ground for parking, both gentle and steep slopes for gravity attractions and a gently sloping wooded area
- Our Location is in the foothills above Ontario Oregon, 7 minutes off the freeway with a view of snow capped mountains to the East and north and farmland on rolling hills stretching to the west and south with beautiful sunrises and sunsets
- Expressing gratitude to the businesses and individuals who have helped with the start-up expenses by naming attractions after them, providing free admission and/or making the grounds available to them and their employees for a Members Only Appreciation Day.

## **Opportunities – Competition – “The New Guys”**

One might think that getting customers for a start-up business would be difficult. Given the response that Yvonne has received, she believes that being the “New Guy” is actually an opportunity. People are excited and curious about the The Ranch. Yvonne believes that, if she builds it, they will come just to see what is going on and they will return with their friends.

## **Start up summary**

### **Irrigation**

The Ranch’s main asset is the 24 acres of land owned by Yvonne and Dan with no debt against it at a value of over \$500,000. It has not been used as farm land other than pasture for many years. Nor has it been properly irrigated for many years. Almost half

of it has not been irrigated at all, and therefore, currently grows only Tumble Weeds and volunteer trees and thickets. The Minks intend to invest in an irrigation system that will provide water to the entire property. This will improve the agricultural nature of the land and allow them to grow grass on the entire grounds for the purpose of raising horses, grazing petting zoo animals and giving customers a firm and beautiful surface to walk on. Open ground is nice but it gets muddy during wet weather. A surface of mature sod will maintain it's integrity in the rain.

## **Removable Structures**

The AdventureLand Ranch will use prefabricated sheds for sales, ticketing and rides that can be removed with no lasting effects to the Agricultural nature of the land.

## **Inflatable Jump Pads**

There are many Inflatable Jump Pad manufacturers on the internet. The Pads come in all shapes and sizes, from rectangle pads, giant pillow shaped pads and castles, all the way to The Sky Swing Tower. The big ones are priced anywhere from \$1500 to \$10,000.

## **Animal Feed Vending Machines**

### **Used Grain Silo**

The AdventureLand Ranch will use the upper half of a 12' grain silo to cover a corn bin on legs where children can play in several inches of dry corn kernels. The play area will be enclosed with mesh wire so animals can be kept out and so Parents and Grand Parents and caretakers can see in and watch the fun (if they are not participating in it.) We will provide toy trucks, loaders, shovels and buckets to stimulate creative play. Yvonne has a nephew with downs syndrome. She believes that her nephew and many people like him will have hours of enjoyment feeling the corn kernels run through their fingers. In the picture provided, you can see the silo is full of little girls. Those girls spent most of their time at that facility playing in the corn with miniature trucks and loaders.

### **Front Gate**

## **Culvert Pipe – Slides**

The AdventureLand Ranch will use its hillsides and a combination of 36” double walled culvert pipe and commercial playground equipment as slides. Our slides will have plenty of height provided by the hillsides. Because of the hillsides, the children will always be close to the ground both on the slides and the zip lines. This will increase safety and reduce the cost of insurance and will negate the need to construct ramps and towers.

## **Culvert Pipe – Water**

Down the center of the grounds runs an open ditch or marshy area that transports runoff irrigation water from upstream farmland onto the grounds and down a “valley” to our pond. As this ditch is a barrier to foot traffic and prohibits using the bottom of the “valley” as a stopping point for slides, we will dig a trench and bury culvert pipe to take the water from the boundary line to the pond. This will transform a marshy obstacle into a beautiful grassy valley for kids to run through and slide into.

## **10 Car Cow Train**

## **Candy Cannon**

## **Onion Cannon**

Most Pumpkin Patches have compressed air powered cannons that customers use to launch apples, ears of corn and pumpkins. The AdventureLand Ranch is surrounded by fields of onions. We will have the only Onion Cannons in the United States.

## **Pig Racing Starting Gate**

## **Pig Racing Club House and Fencing**

## **Culvert Pipe Swings**

## **Culvert Pipe Roller Race**

The AdventureLand Ranch will use 60” culvert pipe for children to climb in and walk forward, thereby rolling the pipe.

## **Bubble Making Station**

## **Sand Pile**

## **Tractor Tire Swing**

## **Baseball, Football, Basketball Throwing Station**

## **Tree House Climb and Slide**

We will purchase used play equipment that incorporates slides, climbing walls, swings and gnome houses. Instead of using their legs for height, we will build elevated platforms which incorporate multiple tree trunks for support. Children can use their choice of rope ladders, rung ladders or climbing walls to access the tree house platforms, then use slides to get back to the ground.

## **Cash Registers**

## **Rope Making Station**

We have 25 years of experience assisting children in operating rope making machines at fairs and festivals. We already have two of the specialized machines but will need to purchase twine and a small shed to house the operation.

## **Advertising**

We will use social media, local news paper ads, local TV ads, billboards, posters and word-of-mouth to make the community aware of our Grand Opening. We have already overheard conversations at local stores where one person asks another, "Have you heard that a new Pumpkin Patch is coming to town?" The person answered, "Yes. It's being built by that person behind you!" Actually, there is already excitement building and we have yet to either start construction or to advertise.

## **Employees**

The AdventureLand Ranch expects to hire approximately 20 employees. Happy and well paid employees will act as our customer ambassadors. We will need helpers of all ages. High Schoolers can help care for the animals in our petting zoo and run errands. Retired men and women can help drive the trains, sell merchandise, food and tickets and care for animals during the off season. College aged men and women can help supervise the zip lines and slides and help maintain safety for kids who are climbing through our tree houses. We will also need cooks and food handlers. We will require 6 employees to arrive early at 7:00 to police the grounds, get food started and dry the dew and rain from any surface that requires it. They will also assist with the parking rush. These employees will be done at 2:00. The second shift will arrive at 10:00 to handle the attractions and merchandise. This group will stay until 4:00. The third group will arrive at 2:00 and stay until closing. Yvonne and Dan attend dances at the Ontario Senior Center. Several seniors have already expressed an interest in working at the Ranch. During the set-up phase, we will hire a local irrigation company to install our sprinkler system, a local landscaping company to advise on fencing, shrubbery and overall design, a local construction company to help design and build many of our attractions and a local electrician to install electricity.

Additionally, Yvonne has contacted multiple food vendors who are interested in taking part. Two of them have food trucks that they would like to bring out and sell food and drinks with a percentage coming back to The Ranch. Also, two Ontario bakeries have made offers to provide fresh baked goods at wholesale prices.

## **Marketing Summary**

Using proven Agra-Tourism strategies will be the cornerstone of our marketing approach. Yvonne will partner with local businesses who will recommend our venue, such as local restaurants, bakeries, grocery stores, mobile food vendors, irrigation companies, landscapers, construction companies and paving companies.

In the winter, Dan is currently substitute teaching at many local schools. He will approach the schools to bring student field trips to the AdventureLand Ranch. Parents will be welcome to come to the Ranch with their children's classes. After spending the day at The Ranch with their children's peers, the families will be likely to return on their own time with friends and families and to spread the "good word."

Yvonne will further promote sales by setting up photo opportunities on the grounds that will encourage customers to post their fun-filled experience on social media such as Facebook, Instagram and YouTube.

She will set up a website and Facebook Page for the Ranch that will provide information such as dates, times, pricing, location and attractions. Dan will create a YouTube

channel that will chronicle the development and construction of the AdventureLand Ranch as well as present videos of the fun being had each weekend.

Yvonne will purchase ads in local news papers and regional event magazines as well as invite local TV stations to cover grand openings and special events. The Minks have vast experience spending early mornings with news crews showcasing their Show on behalf of County and State Fairs all over the country. Yvonne already has many invitations from local businesses to hang advertising posters and to leave fliers, which they have offered to distribute to their customers.