

Field of Dreams Development, LLC

Business Plan

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**Field of Dreams Development, LLC
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EXECUTIVE SUMMARY

The Field of Dreams Development, LLC is forming to purchase the original Field of Dreams movie site and adjoining farm land for the expressed purpose of sustaining the original movie site and recreating the surrounding land into a multipurpose facility.

The organization will be funded through public and private investments, grants, and donations as well as income from rental fees, special event admission sales and skills-camp fees.

The movie site will be maintained as originally created as a free-to-the-public tourist attraction.

The movie site's farmhouse will be used as a rental space for fans who wish to spend the night at the movie site for personal or business use.

Special events at the field of dreams will include events such as corporate meetings, public concerts, family reunions, and outside-movie screenings.

During the summer, there will be regularly scheduled appearances of the Field of Dreams' Ghost Players, which is a semi-professional, world-traveling baseball team that conducts baseball exhibition games, skills development camps, and performs an audience-interactive comedy routine.

A series of baseball fields constructed to meet the Little League, Miracle League, and regulation baseball diamonds will hold week-long baseball tournaments for athletes of various ages and abilities during the summer time.

Two fantasy baseball camps will be held for adults who wish to meet Hall of Fame baseball players and refine their baseball skills.

DreamCatcher Productions will be on site to provide video recordings for special events as well as producing television programs and film projects related to the activities on the fields and the community.

In-house divisions will include: property management; scheduling; recruiting; video production; event planning; marketing and branding; camp staff, coaching & training, and administration.

On-site facilities will also include:

- domed training facility for year-round skills building in pitching, hitting, and fielding;
- state-of-the-art meeting center equipped with a satellite up-link;
- site-wide free wireless internet;
- Ghost Player Video Archive
- Field of Dreams Museum;
- world-famous corn fields;
- souvenir shopping stand;
- and concession stands.

BUSINESS DESCRIPTION

Business Status

The company is forming to purchase the Field of Dreams and then to run the facility as a destination site. Formation should be finished by September 2010.

Business Location

The Field of Dreams movie site and Lansing Family Farm, Dyersville, Iowa

Structure of the Company

This will be a limited liability company.

Type of Business

This will be a multifaceted company. The first phase of the organization will be to seek purchase of the Field of Dreams movie site in Dyersville, IA. The next phase will be to continue the twenty-plus years of welcoming tourists to the site. We will increase services to attract tourists, sports enthusiasts, and filmmakers.

Mission of the Company

To purchase and sustain the Field of Dreams movie site as a destination location for global tourists and for use as a tournament event site for youth, corporations, special needs athletes and fantasy camps.

Long-term Goals

Within the next five years we expect to: own the field; increase the volume of tourists visiting the movie site; re-establish regular performances of the Field of Dreams' Ghost Players on-site; facilitate movie making opportunities; create of a Field of Dreams based-TV series; broadcast charity/celebrity events from the site and establish a seasonal/residential baseball tournament destination site, and on-site snack bar. We will also create a multiple field site useful for tournaments for Little League, Miracle League, Wiffle Ball League, and Adult Leagues. All of which will create internships as well as seasonal and full-time employment positions.

Products/Services

Primarily the business will be a destination site for youth baseball teams (national and international) to play in up to 24 team, weeklong tournaments, and families interested in experiencing the Field of Dreams. Future services will include retreat center, sports skills camps, summer-long baseball tournaments, community events, shopping, concessions, memorabilia, sports research, baseball history, and create a Field of Dreams Museum and Ghost Player Video Archive.

Fantasy camps will provide opportunities for adults to fulfill their baseball dreams.

Adult, professional, and semi-professional leagues will be able to hold tournaments at the site.

Corporations will be able to rent the facilities for functions such as team building, annual meetings, corporate planning, and parties.

Miracle League ballplayers would be able to play ball on a field designed to meet their special needs and experience the field of dreams.

Video Production/Broadcast services would be offered to record the unique events at the field, provide resources for the creation of original programming and film opportunities.

Private rental of the facilities for uses such as family reunions, weddings, ski trips, youth retreats, and club meetings can be arranged off-season.

Four-season training facility for use in-field, pitching and batting practice would be available.

Wiffle Ball – Games can be played on the Miracle Leagues fields when not in use for the special needs athletes.

Why Is the Field of Dreams for Sale?

The present owners of the Field of Dreams are seeking to sell the site in order to retire. This company will be created to raise the funds needed to purchase the site at a reasonable negotiated price that will be somewhere between the land's fair market value and the owner's present asking price of \$5.4 million.

MARKET RESEARCH and ANALYSIS

Customer Description

The parents, coaches, and sponsors of the baseball tournament sports camps are our primary customers.

Baseball fans – This is an accessible and famous baseball diamond that they can come and play on just like famous ball players and actors.

Special Needs Athletes – With the incorporation of the Miracle League fields we will be able to provide day camp experiences for special needs athletes of all ages.

Families – The site is an affordable, family-friendly setting that is welcoming to all age-levels and is mostly handicap friendly.

Film Enthusiast and Field of Dreams Fans – Static displays and the video archive will provide film fans an opportunity to explore an actual film location site and potentially become part of future film making events.

Sports Academics – The site's archive and museum will be a valued resource to the sports academic societies for a convention site and sports research center.

Corporations – We facilitate rental of the site and buildings for corporate events.

Spiritual and Religious Groups – There are a number of tourist who've come to the site over the years to commune with the spirits of the field and continued access will encouraged.

Asian Families and Baseball Fans – The Field of Dreams site has continued to be a destination site for Asian tourist and with renewed marketing in Asia this will increase.

Military Personnel – We will use this site to honor our military and to highlight the military bases from around the world that the Field of Dreams' Ghost Players visited.

Interest in baseball and movie-making sites continues to be if high-interest for tourists across the country and with the planned changes this location should reap significant increases in visitors.

Market and Industry Analysis

Most of the primary marketing for the site will be centered on promotion of the baseball tournaments and skills camps to youth organizations such as the American Legion Baseball (5,400 teams in all 50 United States, Canada and Puerto Rico) and Little League (200,000 teams in all 50 of the United States and 80 countries). We will also target the non-competitive sports movement audience such as the "Bat to Bases" program presented by Low and Inside, LLC that provides boys and girls 8-12 the opportunity to play sandlot baseball without the exclusivity of traditional baseball teams and coaching.

An electronic newsletter, social networking sites such as Facebook and Linked-in, and the official website for the Field of Dreams, will be used as the global and web marketing presence as well as provide track-able data on the frequency of successful marketing hits.

Over the 20 plus years of the Field of Dreams the tourism market has ebbed and flowed based on factors such as the weather, popularity of baseball, the economy, the popularity of the Field of Dreams' movie stars, and scheduled events at the Field of Dreams. We will re-institute regular Ghost Player and community events at the field with Major League Baseball Stars and Hollywood celebrities and anticipate a significant increase in tourism as a result.

There has been a substantial increase in family-friendly vacationing.

See the following article. (Note: we will either need to gain permission to reproduce this in full or only use a portion of the article as "fair-use")

www.familytravelforum.com

March 25, 2010. TripAdvisor.com survey of 1,100 online travelers reveals growth spurt of 4% in family travel year over year for 2010 summer season.

TripAdvisor, the world's largest travel community, today announced the results of its annual family travel survey. In

good news for the travel industry, 92% of travelers with children plan to take at least one family vacation this year.

up from 88% who did so last year, according to more than 1,100 U.S. travelers surveyed. More than 69% said that [REDACTED] the beach was their preferred destination.

2010 may also see a trend for traveling further abroad, with 33% planning to take both domestic and international family trips, up 5% from last year.

Family Finances

-- 28 percent of travelers with children expect to spend more on family trips in the coming 12 months than they did [REDACTED] in the past 12 months, while 47 percent expect to spend roughly the same amount.

-- 30 percent anticipate spending \$1,000 - \$3,000.

-- 22 percent predict they will spend \$3,000 - \$5,000.

-- 19 percent foresee spending \$5,000 - \$8,000.

-- 10 percent of families expect to spend more than \$10,000.

Popular Pursuits

-- The most enjoyable aspect of family vacations is spending quality time together, according to 48 percent of [REDACTED] parents.

-- The five most popular activities that families plan to indulge in together this year are:

1. Relaxing at the beach - 69 percent [REDACTED]

2. Visiting a historic site - 62 percent [REDACTED]

3. Visiting a museum - 50 percent [REDACTED]

4. Visiting a national park - 46 percent [REDACTED]

5. Visiting an amusement / theme park - 41 percent [REDACTED]

The investment group is looking for the resources to purchase the property and already has the expertise to facilitate the organization and implementation of the services we are planning on providing. Establishing interest in this company will be easy for our group because of the extended Ghost Player family and Field of Dreams fan base and the growing sports camp industry.

The organizers of the investment group have many years of experience in the film making, tourism, and customer service industries as well as small and large businesses. Past international and national business experiences have groomed the group's vision to look beyond a Midwestern-only market.

Given the current economic situation, this site will provide an attractive and affordable tourism site that will appeal to many target markets.

Local amenities offer a wide variety of sporting and cultural activities to increase interest in family tourism while they are in the area and are experiencing the movie-site/camps.

Offering the special-needs athletes an accessible field to play at the Field of Dreams site will provide a needed sports venue for those athletes and increase the entertainment options for their families. This would provide a ready off-site resource for special-needs camps looking for day camp alternative programming for their campers. Within 30 miles are Camp Albrecht Acres and

Camp Courageous, we will seek working relationships with their leadership to ensure that we are developing a program they can utilize.

Competitive Analysis

Our programs will provide unique experiences given that they will be located on the iconic Field of Dreams movie-site. Expert staffing, skills development, and international interactions will be hallmarks of the organization.

We will seek accreditation with the American Camping Association, the Miracle League Network, and the American Legion Baseball League, to ensure that our clients know that we are employing industry best practices for youth programming. We will also seek relationships with Little League of America and the Perfect Game USA organizations.

Fantasy camps will be re-instituted at the Field of Dreams to offer adults the chance to become part of the phenomenon that surrounds this unique cultural-experience.

Professional and semi-professional leagues will enjoy the quality of the facilities and the professionalism of the management staff.

MARKETING PLAN

Marketing Objectives

Communicate our accurate reputation for excellence in sports-related camps and events for athletes of all ages and abilities.

Generate corporate and community events that will lead to lucrative relationships with other corporations and organizations.

Invite broadcast and production companies to use our facilities and staff to create media projects in the area and utilize the original programs we are producing on-site.

See the attached spreadsheets for a breakdown of projected marketing needs.

Products and Services

Baseball Skills Camps: Skills training and tournaments for athletes of differing skills and abilities will be offered. On-site, week-long skills development experiences during 14 weeks in the late Spring Summer seasons. A highlights video of each week at camp with each camper name listed in the film's credits will be available as part of their camp fees and additional copies will be available for purchase. Also part of the camper's package will be a team photo taken by the Field of Dreams sign/house. Additional optional photo packages are available. (Note

arrangements will be made for the campers to sleep in local hotels and motels rather than at the fields.)

Sports Venue: Unique event programming options for groups such as Special Olympics, Little League and year-round site use will be good for developing baseball skills and general health.

Site Rentals: Buildings and fields would be available for rental for individuals, organizations, and companies for use as a single day or multi-day function site.

Tourism: Continue the 20+years of tourism that has sustained the interest of fans through renewed marketing. We would improve relationships with travel agencies to bring in more bus tours to the Field of Dreams with value-added options such as on-site eating locations, infield practice sites, pitching machines and batting practice cages.

Souvenir products: Wide variety of souvenirs will be offered for fans such as bats, balls, uniforms, hats, pennants, posters, movies, cups, as well as standard collectors' items such as cards, spoons, postcards, etc.

Broadcasts/Video Production: Special arrangements can be made to videotape your trip to the Field of Dreams. Television and Filmmakers can rent the on-site facilities for filming and postproduction work as well as a base of operations for local location shooting.

Pricing

Access to the movie site's original baseball diamond will remain free to all. The farmhouse will be available for rent as a retreat center. The Ghost Player Archive and Field of Dreams Museum and Theater will have a small admission fee.

Special events may have admission fees as will be determined by the event planners.

Major corporate sponsorships will be used to fund construction of future facilities and events.

Facility rental fees, camp tuition, and tourism-related spending will provide for regular operating costs.

Prices will be determined for the services based on a study of local and national services of comparable value. Every attempt will be made to keep pricing affordable for middle-class families and, when possible, scholarships will be granted for the under-privileged.

Pricing for the production services will be determined on the state-of-art equipment being rented and the skill-levels of the production staff being utilized.

Payments by credit cards will be encouraged for all purchases and required to gain a reservation.

All services will be paid-in-full at the time of order.

Promotion

The Field of Dreams, Ghost Player LLC, and DreamCatcher Production will maintain their individual branding tools. New branding logo will need to be created for the Skills Camps, the retreat center, eating-facilities, sports complex, and the all-inclusive corporate entity.

Once the logos have been created, individual marketing tools will be created for each service such as a website, brochures, and price guides. Services such as Ghost Player, the skills camps, and the unifying corporation will also generate electronic newsletters for internal and external communication.

One member of the staff will coordinate all phases of public relations and promotions with support staff and vendors as is deemed best for the organization.

Mass media will be used to promote all services that the organization will provide. Emphasis will be placed on the on the special events, skills camps and on the free use of the original Field of Dreams.

Direct marketing to baseball coaches, families with youth ballplayers, Special Olympians, and adult sports-participants will take place through email, postcards, brochures, and flyers.

The Field of Dreams' Ghost Players will act as ambassadors to the sports complex when they perform their comedy routine while on the road and on site.

Speakers from within the organization will be available to promote the entity in public venues such as seminars, workshops, service organizations, and broadcasts.

There will be separate staff members to recruit for the camps and promote the events and production divisions but will be cross-trained on all phases of the organization so that the staff will be able to provide excellent customer service.

The organization shall maintain memberships in various organizations such as the Dyersville and Greater Dubuque Chambers of Commerce; affiliations with the national Little League and Miracle League and MLB as well as the ACA.

Place--Location

The business will be located on the land presently known as the Field of Dreams movie site and the attached Lansing Family Farm, in Dyersville, Iowa. The offices will be located on-site, using existing structures to begin. Once the construction phases are completed there will be multiple baseball fields, a domed training facility, souvenir stands, food concession stands, conference center with meeting rooms, video and film production center. Some land will be maintained as a conventional corn-producing farm.

The location was chosen for these services to take advantage of the notoriety of the Field of Dreams as a destination travel site. It also grants a location that is highly accessible for the different year-round uses we are proposing. This site is unique and has no competition for tourism trade. It has no comparable competition within 200 miles for the children's sports camps

and fantasy baseball camps. Utility fees, local tax rates, and low crime rates also make this location highly appealing.

Place—Distribution

The business site will be our major source of revenue for tourism-related income such as souvenirs, concessions, rentals, admissions fees, camping fees, and video production revenue.

Off-site revenue would be generated in Ghost Player off-site performances, internet sales, and on-location production services.

Distribution will be conducted through our on-site sales staff, our Internet websites, and through vendors such as the John McLean Media which presently is the distributor for the GHOST PLAYER film and the US Postal Service. We will also have on-site vendors to handle the food services and housekeeping services.

Ongoing Marketing Evaluation

Priority will be placed on evaluation of the marketing strategies we will employ and will be lead by the marketing director and CEO.

We will use a variety of methods to evaluate marketing success such as Goggle Analytics, online data from other web sources, customer surveys, return customer rates, customer zip code analysis, social networking success and feedback. We will solicit feedback from our customers using on-site q&a, customer comment cards, email and web feedback surveys.

Some of the retention and zip code analysis data will be generated from the unified database that will be created to coordinate the various services required by the organization. This main database will be able to coordinate all services used by a family and/or individual and so will be able to also track the success of our cross-marketing efforts.

Microsoft Access will be the software used to generate the database which will in turn be used to generate the corporate forms so that the company can function as a near paperless work site.

OPERATIONS

Business Operations

The administrative offices will have regular office hours from 9-5, Central Time, Mondays - Fridays. The support staff for the camps will have separate hours of operations based on season of the year, numbers of campers on site, and weather. The video production division will have regular business hours and will have projects that will be outside the normal 9-5 workday. Farm custodial, and maintenance crews will work hours based on weather and event appropriate hours.

The movie site will be open for public use between dawn to dusk, 365 days a year unless the site is being used for a special event. All instances where the site will be closed to the public will be posted on our website, social network sites, at the entrance and when possible through normal media contacts.

Facility

The facility sets on 193 acres of Iowa farmland and presently has seven buildings. Once the land has been purchased and all phases of construction are complete there will be:

Movie site--includes the farm house, red barn, and baseball diamond from the Field of Dreams;

Buildings that house offices, information technology center, copy/print center, conference rooms, eating-facilities, shower houses, souvenir stands, and an athletic training center complete with indoor swimming pool, running track, weight room, batting cage, pitching cage and infield practice area;

Fixed conference rooms for: small meetings (10 chairs, long table) and a medium meeting room (30 chairs, 6 tables) and a large (1,000 person conference hall with movable walls for flexibility in seating and usage).

One 100 seat auditorium/screening room will be used on site for company meetings or be used as rental space for other organizations. This theater will be equipped for standard, high definition and possibly 3D/4D films. One 30 seat screening room will be used for the video production projects and public screenings and four or five 10 seat theaters will be featured in the museum. Each of the theaters will be set for digital only projection.

Baseball diamonds-- Little League, Miracle League, and adult regulation-sized fields, public restrooms, locker rooms, dugouts, concession stands

Video production center—including full editing bays, sound booths, marketing, and production centers; filming studios, and offices, information technology center, pre- and post-production centers, costume storage, prop storage, light center, grip truck; live-event broadcast booth.

Fourteen weeks of each year will be scheduled for children's tournaments or fantasy camps for adults. Corporate events, community events, and multimedia-related events will fill in the schedule for year-round use of the site.

Office Equipment

Each department will have access to internet through an extensive Wi-Fi network. Each office will

have lap top computers assigned to those staff members as needed; there will be larger desk top units for the IT and Video Production departments for in-house work and lap tops for transportable work-stations for site work. Desktop printers will be available for each of the departments for small use and a copy center will be on-site for larger printing and color print projects. The large color format printers will be able to produce 11X17 folded and stapled programs for the tournaments. The smaller desktop printers will be able to print in color or b&w.

Desks, chairs, file cabinets, and/or cubicles will be used to create the work spaces as needed.

Business Forms

Microsoft Office and Adobe CS 5 will be the software systems used to create all business forms, databases, and documents for the organization.

Camper registration forms will be generated as needed to comply with local, state, federal regulations as well as ACA.

Accounting and Bookkeeping System

An outside accounting firm such as Honkamp-Kruger from Dubuque will be hired to coordinate the accounting and bookkeeping system and establish the in-house processes.

Suppliers

DreamCatcher Productions – media-related service and items for sale in the souvenir stand

Low and Inside– souvenir stand items; marketing products

RC2 – souvenir stand items

Others to be determined based on need, cost, and availability.

HUMAN RESOURCES MANAGEMENT

Local Labor Market Conditions

The local employment situation is such that it will provide more than adequately for the staffing needs for the company. Management and administrative staff of the facility can be found among the investment group or their acquaintances. Sports professionals such as coaches, athletic trainers, and umpires can be found both in the local secondary education institutions and in retired sports professionals. Service industry positions can be supported in conjunction with established service companies that have had previous experience in working large events at the property.

Personnel Management

A general manager will coordinate the diverse divisions. Each service area will have a designated manager to facilitate their specific area of the operation. Management divisions will include property and maintenance, camp coordination, Ghost Player scheduling, event coordinator, accounting, marketing and promotions, media-related services/information technology, tourism-related services, food service, and copyright and legal services.

Outside Assistance

FINANCIAL PLAN

Sources and Uses of Funds

Sales Assumptions

Estimated Start-up Cost

Estimated Operating Cost

This vision is going to be implemented in phases to ensure a solid future for the organization. First will be a focus on marketing the movie site and the return of the Field of Dreams' Ghost Players, to the field.

This will generate cash flow into the organization and help to generate interest in future phases of the plan's implementation. To coincide with the marketing efforts, a non-residential tournament and corporate events schedule will be generated for use of the present facilities and a concession stand will be created.