



STABLE VIEW LETTER FROM BARRY

Both the 4* and Champs have received record entries and Aiken and the surrounding area should continue to benefit accordingly. With the first of Stable View's four major HT of 2024 behind us, we're now focused on the Intercollegiate, Interscholastic, and Alumni Championships (CHAMPS).

The new arena is getting a good workout and we're very pleased to see the increased use of the Pavilion as spectators find uses for its decks. I'm also happy to report that a record number of VIP's were around on Saturday during the 4*, to take advantage of the enclosed Pavilion area - we had some good food and beverages available for them.

Actually, the main topic of this note is food - now with two chefs - it's difficult not to be focused on hospitality and how we make Stable View an even more welcoming "Gathering Place".

Food at Stable View comes in different shapes and sizes. As examples of the groups that we could potentially cater for, consider these:

- Volunteers**
- Officials**

- **Competitors**
- **Permanent Residents**
- **Staff**
- **Spectators**
- **Healing Arts Studio Retreats**
- **VIP's**
- **Short Stay Residents**

Each of these has its own food needs. Our job is to identify those needs and provide them with relevant food that satisfies those needs.

We believe there's an opportunity to feed "The Village at Stable View." Over the next few months, our intention is to analyze the marketplace with the intention of identifying and analyzing this potential new market. We're not going to compete with our food vendors - they do what they do well.

Stable View's intention is to create new markets - this is what we believe we do well and to date has offered additional equestrian choices for Stable View clients.

Now it's the turn of Food to come under the same microscope. Any [impartial] advice would be well received and much appreciated.

With best wishes for the month of May, the Stable View Team