



BARRY'S LETTER:

As we continue to develop Stable View, there are a number of initiatives that are falling into place....our intention is to create an environment that is not just catering for equestrians but is considered a “Lifestyle” facility.

If you mix Stable View's Accommodations with the Bistro, add Trail Runs, Dog Shows, Auctions and Rider Lounges you are creating an unusual mix. If you also add to that mix, Eventing, Driving, Dressage and HJ's you are creating a diversified facility that's potentially sustainable. Recently superimposed on that mix is the Healing Arts Center a customized facility that can promote and potentially offer around 20 modalities.

Just the Healing Arts Center itself could become a sustainable business, but add Retreats, Rider Lounges, Trails, Accommodations, Nature Walks and The Bistro, and you have the potential for a business within a business.

Over the years, Stable View has gone where our clients and their advice have taken it.

There was no detailed business plan or big picture view....we just listened, researched designed and built. Whilst it could be said that Stable View is fully developed, we'll have to see. There's plenty of opportunity to add mid-week events and we'd increasingly like to diversify away from being considered an Equestrian facility. Another area of growth is to run two events on the same day - we've recently done this - it wasn't stressful.

Over the next few years Stable View's intention is to host larger events. These might be regional or national. The bottom line is the bottom line - more entries lead to more income. More income leads to a sustainable business.

**Regards,
Barry**