

YASGUR ROAD CAMPGROUND

BUSINESS PLAN



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Overview

“It’s time we got to Bethel”

The Yasgur Road Campground Business Plan is a simple one: Utilize an existing market to its full potential.

The Past

Max Yasgur made history for the town of Bethel when he originally agreed to host the 1969 Woodstock Music and Arts Festival on his 38-acre alfalfa field. When the anticipated 40,000 attendees a day mushroomed into 500,000 for a week, the tiny hamlet of Bethel became ground zero for a legendary traffic jam that began in an unsuspecting farming community in upstate New York and ended 90 miles south in New York City.

To briefly describe the scene as I witnessed it; it began as a gathering for peace, love and music, then quickly turned into a logistical nightmare for the overwhelmed community, then ended as a tribute to peace, love and music.

After Woodstock, devotees and revelers returned to Bethel’s famous field annually to celebrate the spiritual force that originally brought them together. For the next 25 years or more, once a year, around the third week of August, Max Yasgur’s innocent alfalfa field became the unwitting host of these impromptu events. However, without proper organization, the gatherings became a burden to the community.

The Present

The original site of Woodstock is now The Bethel Woods Center for The Arts. Once development of the amphitheater began in 1996, gathering at the site was no longer an option. It was then that the displaced “Hippies” returned “home” to Max Yasgur’s farm. A new tradition began more than 20 years ago and continues to this day. Everyone is welcome to Max and Miriam Yasgur’s former homestead to celebrate Woodstock for three days in August.

The Future

The Town of Bethel has recently implemented a master zoning plan in an effort to accommodate the needs of our visitors and our community. The Yasgur Road Campground Business Plan fits the town’s vision for attracting businesses that develop, expand, maintain and support its rural nature while serving the needs of the traveling public.

As a transient campground, The New York State Board of Health limits us to 60 hours of camping per year. The additional cost of operation for a permanent campground is only slightly higher than the cost of the three day event, however, the increased revenue is significantly higher. In fact, with a permanent infrastructure many costs, such as port-a-john rentals, are reduced or eliminated.

A seasonal permit allows us to maximize our income potential by:

- Expanding our existing customer base
- Maximizing our direct and indirect revenue potential
- Distributing the operating expenses of the 3-day event over the course of the season.

Nearly fifty years ago, the largest generation on record gathered in Bethel to plead for peace in a world of chaos. Fifty years later, this market sector still exists and is, in fact, rapidly expanding. It's time to capture this opportunity.

The Location and Description of Property

Ms. Jeryl Abramson is the sole owner of Yasgur Road Productions, a limited liability company organized in the State of New York, located at 34 Yasgur Road, Box 301, Bethel, NY 12720, EIN 46-2632047.

The proposed campground is located at the intersection of NYS Route 17B and Yasgur Road (TR 110), in the Town of Bethel, Sullivan County, NY. The owner occupies the residence at 34 Yasgur Road.

The property has approximately ½ mile of road frontage along New York State Route 17B. Yasgur Road is a town road for 535' ending on the private property. Overall, there are 103+ acres on the Yasgur Homestead. Approximately 96 acres will be used for the campground. The section, block and lot numbers are: 25.-1-14.1, 25.-1-16.1 and 25.-1-15.

The property is mostly in an agricultural zone. However, in 2009 the town updated its zoning laws in an effort to encourage commercial development along the 17B corridor. The section of 17B from Happy Ave to the Cohecton town line, has been re-zoned as Gateway Commercial for approximately 10 acres on either side of 17B. The proposed project is an acceptable special use in both zones.

There is a 7,000 sq ft barn on the property. The barn is currently used for storage however, there are several other potential uses under consideration which might be more profitable.

The Yasgur Road Brand

I've been told, and I believe it's true, that every campground has its own identity. Whether it's the Jellystone Resort with Yogi Bear as your host, a river adventure, paintball, or just groups of friends meeting up in the woods for s'mores every year, each one offers something a little unique that keeps campers coming back year after year.

Yasgur's has a distinct market appeal which proves that theory. Here's what sets us apart:

- **The History** – The Yasgur Road Campground enters the market with an extensive history and brand recognition.
- **The Yasgur Road Experience** - The woods. The stage. The drum circle. The art. The magic. The spirit. The message. The camaraderie. The participation. The costumes. The characters. The suspension of reality. The reality of fantasy.
- **The Woods** – The woods are an immersive experience connecting people with nature, music, and theatre in a primitive, communal setting. We are adding some modern conveniences and amenities to make the experience cleaner and more enjoyable.
- **The Stage** – The stage features some of the finest local and regional bands. The stage is located in an intimate, natural setting in the center of a small clearing surrounded by campsites. There will be local and regional artists displaying their work for sale along the foot path leading to the stage.
- **The Drum Circle** – The drum circle is located down the path from the stage. There, around a campfire, are circles of benches three rows deep which can accommodate several hundred drummers.

In addition to music and art, there will be vendors, crafts and performance workshops, yoga, shuttles to river rafting, boating and water skiing on White Lake, and to Bethel Woods Center for the Arts. Bethel Woods hosts approximately 15 events per year in their amphitheater. We are 1 ½ miles west of the entrance to Bethel Woods. Our proximity to Bethel Woods delivers a large market to the community who are seeking nearby accommodations.

We encourage our guests to explore the Town of Bethel as well. Our town has wonderful restaurants, antique shops, yard sales and boutiques.

Yasgur's was born with an identity. We are the birthplace of peace, love and music. We are our own cast of characters acting out our own reality, creating a place of kindness, camaraderie and respect for nature and each other in a unique setting on land that is steeped in the history of a generation.

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YASGUR ROAD CAMPGROUND
PROJECTED PROJECT COSTS
PREPARED BY
WES ILLING

Water Treatment Plant					
Description	Number of units	Cost Per Lin. Ft.	Total Cost	Estimated Labor	Estimated Cost
Construction					14,500.00
3/4" Water Line with Faucet	1441	0.78	1123.98	6,124.25	7,248.23
1 1/2" Water Line	750	0.85	637.5	3,187.50	3,825.00
2" Water Line	2200	0.95	2090	9,350.00	11,440.00
3" Water Line	1511	1.05	1586.55	6,421.75	8,008.30
4" Water Line	650	1.75	1137.5	2,762.50	3,900.00
6" Water Line	1550	3.65	5657.5	6,587.50	12,245.00
Sub-Total			\$ 12,233.03	\$ 34,433.50	\$ 61,166.53
Waste Water Treatment Facility	Number of units	Cost Per Lin. Ft.	Total Cost	Estimated Labor	Estimated Cost
Sewer Lines					
Force Mains	2,000.00	1.00	2,000.00	3,000.00	5,000.00
Gravity Mains	1,400.00	1.75	2,450.00	3,675.00	6,125.00
RV Septic Tank	1.00	8,000.00	8,000.00	12,000.00	20,000.00
7,500 Gallon Septic Tank	2.00	15,000.00	30,000.00	45,000.00	75,000.00
Duplex Pump Chamber (5' ID)	3.00	10,000.00	30,000.00	45,000.00	75,000.00
Equalization Tank	1.00	14,000.00	14,000.00	21,000.00	35,000.00
Small Dosing Chamber	1.00	2,500.00	2,500.00	3,750.00	6,250.00
Trickling Filter	1.00	35,000.00	35,000.00	52,500.00	87,500.00
TF Settling	1.00	1,000.00	1,000.00	1,500.00	2,500.00
TF Recirculation Tank	1.00	10,000.00	10,000.00	15,000.00	25,000.00
Large Alternating Dosing Chamber	2.00	4,000.00	8,000.00	12,000.00	20,000.00
Sand Filters	1.00	5,000.00	5,000.00	7,500.00	12,500.00
SF Recirculation Tank	1.00	10,000.00	10,000.00	15,000.00	25,000.00
Contact Tank w/Chlor&Dechlor	1.00	1,000.00	1,000.00	1,500.00	2,500.00
Aeration Cascade	1.00	2,000.00	2,000.00	3,000.00	5,000.00
Sub-Total			\$ 160,950.00	\$241,425.00	\$402,375.00
			Materials	Labor	Total
Total Water Treatment System			\$ 173,183.03	\$302,591.53	\$ 463,541.53
Facilities	Number of units	Unit Cost			Estimated Cost
Electrical Upgrade					114,000.00
Roads	1,380	15.00			20,700.00
Trails	2,014	3.00			6,042.00
Fire Pits	36	200.00			7,200.00
Vegetative Screening	12	100.00			1,200.00
Restrooms	3	25,000.00			75,000.00
Shower and Laundry	1	25,000.00			25,000.00
Total					\$249,142.00
Engineering	Number of units	Unit Cost			
Design and documentation	200	150			30000
Site Eng & Planning Board	60	150			9000
Eng Support for Construction	80	100			8000
Total					\$47,000.00
Anticipated Project Costs					\$759,683.53
Allowance for 10% over					\$ 75,968.35
Total Anticipated Debt					\$835,651.88