

The Business Opportunity

There are currently two gardens (Desert Botanical Garden and Boyce Thompson Arboretum) in the Phoenix metro area, approximately 70 miles apart. Arid Land Botanical Garden (ALBG) will bridge the gap between the two gardens and provide a place for winter visitors and residents of the east valley with a local attraction, social/holiday events and educational opportunities.

Company Description

Arid Land Botanical Garden will work to increase awareness of the benefits of using xeric, or drought-tolerant plants in landscaping. Visitors will be able to enjoy the peacefulness and natural splendor of the garden. In addition to this, it will encourage the preservation of native plants and the propagation of endangered plant species in order to repopulate the natural environments in which they are found.

Industry Analysis

There are two well established competitors, the Desert Botanical Garden and Boyce Thompson Arboretum. Arid Land Botanical Garden's success will depend on having rare and unusual plant displays and community-based events as well. In addition, ALBG will also offer an art gallery featuring local artists and a rock and mineral gallery.

Implementation Timeline

It will take approximately two years to be ready for the public to visit and tour the garden. The first phase is acquiring the land and rezoning if necessary as well as creating the business entity, website and acquiring necessary funding.

The second phase will be obtaining the appropriate permits, design and construction of any buildings/green houses as well as launching an advertising campaign and building community awareness. This phase will also include the process of designing the garden, laying out the pathways, and planting the collection of plants.

The third phase will be hiring and training staff/volunteers, ramping up advertising/promotional materials and stocking the art and rock/mineral galleries.

From its inception as a "piece of land" through its ultimate completion, the garden's transformation will be documented on social media platforms.

Financial Summary

Our fixed costs will consist of any funding required for land and construction costs not covered by our initial investment. Variable costs include payroll, utilities and maintenance of the garden. In terms of revenue generation, we expect foot traffic to be modest at first, but we will time our opening with the arrival of winter visitors in order to maximize revenue opportunity. We will offer annual memberships, hiking passes, plant sales, refreshment/gift shop sales, farmers markets, holiday activities and art shows. Admission fees will be the primary source of revenue and will fluctuate from November through May and June through September. Admission fees will vary depending on age and will initially account for 80% of ALBG's revenue. An increasing portion of the garden's income will come from annual memberships and events as the collection matures and the garden's reputation grows.

Team

My wife and I will be the principals at ALBG. I have over 30 years of P&L responsibility as director, operations manager and manager. I hold a Bachelor of Science in Business Management and have worked in environments with as few as four and as many as 130 direct reports. I have been growing and collecting plants from arid regions around the world for over 40 years. I have a number of years of landscaping experience. My wife has three degrees, one of which is a B.S. in Project Management and has managed employees, including managing time sensitive projects at large defense contractor and space/aeronautics companies.

Target Market

Generally, our primary audience consists of individuals of all ages who are concerned about preservation and conservation of plants. Additionally, It will also include people who appreciate a beautiful and serene environment and anyone willing to learn about xeric plants. Specifically, parents of small children (who are often in their early 30s) up to retirees will make up the bulk of our intended customer base. The garden will have attractions and events for all age groups.

Marketing Plan

The gardens marketing plan will include social media, targeted marketing, local publications, billboards, chambers of commerce and cross-promotion with other local businesses.

Funding Required

Additional funding will be dependent on the success our crowd funding campaigns. Crowdfunding campaigns will be held in conjunction with our three stages of development. However, if any funding from investors is necessary, it will be used for acquisition of the land, construction related expenses or plant acquisition.

