#### Wakeman Town Farm - Finance Summary

The Wakeman Town Farm committee comes to the BOF in the spirit of cooperation and the goal of making critical repairs and improvements to the property known as Wakeman Town Farm.

The Breakdown of our appropriation request is as follows:

# 1. Deferred Maintenance - Repairs @ Existing House \$260,625 - Town of Westport Expenditure

This number includes repairs and deferred maintenance as outlined in report from the Maintenance Study Committee –includes roof, chimney, front porch, and bathroom, existing basement and septic, and build out of ADA bathroom next to the classroom.

#### 2. Re-Construction of Classroom

\$300,437 - Loan to Wakeman Town Farm

In lieu of extensive repairs to the existing classroom (estimated costs @\$120,000) which is part of the historic structure, we are recommending re-building the classroom with a new and "sustainably" constructed Community Room.

Wakeman Town Farm requests a loan in this amount to pay for critical upgrades to the building referred to as the "classroom". The Wakeman Town Farm Committee agrees to pay back this loan with interest, through programming revenues, events and fundraising.

# 3. WTF Capital Campaign - Classroom/Community Room Fit-out \$106,000 - Contribution from WTF Fundraising

We are donating \$40,000 from current reserves to finance the Classroom Fit-out and also to raise the \$66,000 balance in goods, services and cash, through our new Capital Campaign.

#### **Total Repairs & Construction Costs**

\$667,062

#### Wakeman Town Farm Projected 3 Year Cash Flow Projections



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#### **Assumptions**

Existing Revenue Sources and Expenses: Projections for the current programs and fundraising are based on the continuation and increased capacity of these successful activities with conservative growth estimates. Revenues from existing programs are projected to grow 5% from 2014-2015 levels, and continue at that rate for the next two years; whereas, direct program expenses are projected to increase by 2%, as overhead will not increase for the increased capacity and enrollment in existing programs. It is assumed that the existing fundraising events will continue and provide a venue for focused fundraising activities, and that the revenues from half of these events will be attributable to the Capital Campaign. For example, we could use the Harvest Fest to auction naming opportunities for the improvements. The assumption is that net revenue from dinner tickets less all expenses for the event would go to support operations and the additional fundraising at the event would be branded as contributions to the Capital Campaign. This represents approximately half the revenue from the last fiscal year in the first year with a conservative increase of 3% per year. Due to the having a kitchen and larger Community Room, we will not have to provide tents and equipment rentals for our Harvest Fest, so expenses are projected to decrease by \$5,000 from last year's level and increase by 2% thereafter. These expenses are all attributed to current operations rather than attributing a portion to the Capital Campaign. These projections are found on Page 4. The last two years performance that forms the basis for these projections is located on Page 5.

**New Programs and Event Revenue Sources and Expenses:** The detail for the projections for incremental income for new activities, enabled by the new space is found on Page 6. They are based on a number of factors, which include our experience thus far and the success of other local town farms. The WTF Committee knows there is demand for culinary events and programs as evidenced by the fact that Continuing Education classes, local chefs classes, and our own classes are consistently sold out.

Finally, with respect to Farm to Table Dinners, our Harvest Fest always sells out in the first few days and has a waiting list and other Farm To Table dinners such as the Westport Farmer's Market's, also sell out, showing that there is an excess demand in our community for this kind of event. Expenses for these events are our best guess based on our experience and reasonable margins.

**On-going Farm Operating Capital:** These projections are based on a number of projects that we have been planning, which include:

- 1. Enlarge the chicken coop
- 2. Remove dead flowering dogwood and cherry trees
- 3. Install Edible Landscape Garden, with large fruiting trees and shrubs for the kids/camp sessions
- 4. Fix Rock wall and Gate
- 5. Install a garden arch
- 6. Install a grazing fence for enlarged pasture
- 7. Improve children's playground
- 8. Add a picnic patio
- 9. Repair Barn

A more comprehensive list may be found in the Capital Campaign document.

**Interest on \$300,000 loan from Town:** Based on an amortization schedule provided by the Finance Department.

**Capital Campaign Net Proceeds:** These projections assume net \$55,000, \$50,000, and \$45,000 over the next three years. The details for this campaign are outlined in the Capital Campaign Document.

#### Summary

The preceding assumptions provide the basis for the Page 4: Cash Flow from Operations. Page 3: Cash Flow After Funding and WTF Project Capital incorporates the financial commitments that the WTF Committee is making to turn this opportunity into a reality, which includes fitting out the Community Room, kitchen and ADA bathroom (\$106,000). In addition, we are conducting a three-year Capital Campaign and are expecting to raise at least \$150,000. In order to utilize the room and generate additional revenue, we will need to equip and furnish the Community Room and kitchen, which is estimated to be \$84,000 – see attached capital campaign document.

#### Conclusion

- The Town of Westport is protected given the fact that our current operation generates more than enough funds to cover the interest rate on the loan.
- The cumulative surplus from cash flow from operations is over \$28,000 for three years.
- The cumulative cash flow after fitting out and furnishing the Community Room over the three year Capital Campaign for Year 2 is \$31,000 and increases to \$44,400 in Year 3.

In the event that we do not reach our fund raising goals for the fitting out and furnishing of the Community Room and the kitchen, we will modify our plan as capital projects are all controllable expenses.

Finally, the interest and principal the Town will be paying on its portion (\$262,625) of this project would be ~\$20,000 per year, declining to \$13,000 by the 20th year. The Town's portion of this project is primarily its deferred maintenance on the farmhouse or ~ 37% of the total projected improvements to the Town's property, versus the Wakeman Town Farm's portion, which is 63% of the total improvements. The Town's cost will have an insignificant impact on its financials, while not only enabling the transformation of the Town's historic asset, but also adding to its portfolio of valuable recreational and educational properties.

# Cash Flow after Funding & Project Capital

Annual Cash Flow from Operations	Buil	<b>Build Phase</b>	\$	\$ 8,124	49	6,164 \$ 13,690	49-	13,690	
Cumulative Surplus: Inception to Date	₩.	85,449							
Plus Net Proceeds from Capital Campaign	₩.	55,000	₩.	50,000	₩.	45,000	₩	I.	See Note:\$74,655 from Existing Fundraising Activities & \$473,345 from additional fundraising tardice or \$150,000
Net Proceeds Available Cumulative Surplus & Capital Campaic \$ 140,449	\$ 1	40,449	₩.	58,124	₩.	51,164	₩.	13,690	יייין אין אין אין אין אין אין אין אין אי
Less Funding for Class Koom Interior Build Out: Funding from Cumulative Surplus	₩.	40,000							
Less additional funds for Classroom & Kitchen	₩.	000'99	<del>()</del>	\$ 29,000					To be funded through Proceeds from attached Capital Campaign
Cash Flow after Fitting-Out Shell	₩.	34,449	₩.	29,124	₩.	51,164	₩	13,690	
Less Capital Required to Furnish the new Community Spa		\$30,000	₩.	30,000	S	24,000	₩.	1	
Cash Flow After Fitting-Out and Furnishing Community Room Offset by Capital Campaign Proceeds	₩.	4,449	₩.	(876)	40	\$ 27,164	49	\$ 13,690	
Cumulative Cash Flow After Fitting-Out and Furnishing Community Room Offset By Capital Campaign	4	4,449	49	\$ 3,573 \$ 30,737 \$ 44,427	₩	30,737	40	44,427	

# Notes:

Existing Fundraising Activities (Grassroots Harvest Dinner, Family Funday, etc) will continue and are expected to net approximately \$74,655 towards the Captal Campaign.
 These activities will be leveraged to provide additional funds for the capital campaign as well as building awareness for the overall Captal Campaign Components discussed in the Capital Campaign Plan. We will be utilizing a number of other tactics which are discussed in the enclosed Capital Plan to raise the additional funds of \$75,345 to reach the \$150,000 total.

	ule \$130,000 total.							
	Components of Capital Campaign	Total	<b>Build Phase</b>	X	ear 1		ear 2	
	Existing Event Revnues attributable to Capital Campaign Existing Event Expenses	\$ 74,655	\$ 24,153	₩.	24,878	₩	25,624	
	Net Contribution to Capital Campaign - Existing Venues Additional Funds from Capital Campaign	\$ 74,655 75,345	\$ 24,153 30,847	₩.	24,878 25,122	₩	25,624	
	Total Capital Campaign	\$150,000	\$ 55,000	₩.	50,000	₩.	45,000	
_								

Cash Flow from Operations   Section	Fari	Farm House and Classroom Rehabilitation Proposal 3 Year Projected Cash Flow Analysis	d Classroom Rehabilit Projected Cash Flow A	ehabilit Flow A	ation P	roposal	
## 61,042		Cash Flo	w from C	peratio	Suc		
\$ 61,042 \$ 64,094 \$ 67,299 \$ 24,153 \$ 24,878 \$ 25,195 \$ 28,472 \$ 27,309 \$ 27,855 \$ 28,412  18,635 19,007 19,387 \$ 72,341 \$ 73,524 \$ 74,728 \$ 72,341 \$ 73,524 \$ 74,728 \$ 12,854 \$ 15,407 \$ 18,195 \$ 4,800 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 3,000 \$ 12,000 \$ 19,000 \$ 3,780 \$ 4,800 \$ 4,800 \$ 3,780 \$ 3,780 \$ 5,400 \$ 3,600 \$ 1,200 \$ 1,200 \$ 1,200 \$ 3,780 \$ 5,400 \$ 3,600 \$ 1,200 \$ 1,200 \$ 3,000 \$ 1,200 \$ 1,200 \$ 3,000 \$ 1,700 \$ 1,200 \$ 3,000 \$ 1,700 \$ 1,200 \$ 3,000 \$ 1,700 \$ 1,200 \$ 3,000 \$ 20,000 \$ \$ 36,374 \$ 49,002 \$ 56,115 \$ \$ 36,374 \$ 49,002 \$ 56,125 \$ 22,425			Year 1	Year	- 2	Year 3	Comments
\$ 61,042 \$ 64,094 \$ 67,299 24,153 \$ 24,878 \$ 25,624 \$ 85,195 \$ 88,972 \$ 92,923 \$ 27,309 \$ 27,855 \$ 28,412 \$ 18,635 \$ 19,007 \$ 19,387 \$ 72,341 \$ 73,524 \$ 74,728 \$ 12,854 \$ 15,400 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,000 \$ 12,000 \$ 20,000 \$ 3,780 \$ 5,400 \$ 3,900 \$ 3,780 \$ 5,400 \$ 3,000 \$ 3,780 \$ 5,400 \$ 3,000 \$ 1,200 \$ 1,200 \$ 12,390 \$ 17,070 \$ 20,940 \$ 3,990 \$ 5,625 \$ \$ 27,480 \$ \$ 16,380 \$ \$ 22,695 \$ \$ 27,480 \$ \$ 36,374 \$ \$ 49,002 \$ \$ 56,115 \$ \$ 36,374 \$ \$ 49,002 \$ \$ 56,115 \$ \$ 36,374 \$ \$ 49,002 \$ \$ 56,115							
\$ 61,042 \$ 64,094 \$ 67,299 \$ 48,153 \$ 24,153 \$ 24,878 \$ 527,309 \$ 24,878 \$ 25,624 \$ 26,398 \$ 27,855 \$ 28,412  \$ 12,341 \$ 73,524 \$ 74,728 \$ 12,854 \$ 15,447 \$ 18,105 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 18,000 \$ 18,000 \$ 9,000 \$ 18,000 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 9,000 \$ 12,600 \$ 18,000 \$ 3,900 \$ 4,800 \$ 4,800 \$ 3,600 \$ 1,200 \$ 1,200 \$ 3,600 \$ 7,200 \$ 7,200 \$ 3,600 \$ 1,200 \$ 1,200 \$ 3,600 \$ 1,200 \$ 1,200 \$ 3,600 \$ 1,200 \$ 1,200 \$ 3,600 \$ 1,200 \$ 1,200 \$ 3,600 \$ 1,200 \$ 1,200 \$ 3,600 \$ 1,200 \$ 2,695 \$ \$ 23,520 \$ \$ 33,555 \$ \$ 37,920 \$ \$ 36,374 \$ \$ 49,002 \$ \$ 56,115 \$ \$ 36,374 \$ \$ 49,002 \$ \$ 56,115 \$ \$ 36,350 \$ 22,838 \$ 22,425	Existing Revenue Sources						
\$ 85,195 \$ 88,972 \$ 92,923  \$ 27,309 \$ 27,855 \$ 28,412  18,635 19,007 19,387  \$ 72,341 \$ 73,524 \$ 74,728  \$ 72,341 \$ 73,524 \$ 74,728  \$ 12,854 \$ 15,447 \$ 18,195  \$ 12,854 \$ 15,447 \$ 18,195  \$ 15,000 \$ 12,600 \$ 18,000  9,000 \$ 12,600 \$ 18,000  1,200 \$ 1,200 \$ 18,000  1,200 \$ 1,200 \$ 18,000  2,700 \$ 3,780 \$ 65,400  3,600 \$ 1,200 \$ 1,200  1,200 \$ 1,200 \$ 1,200  1,200 \$ 3,780 \$ 56,250  \$ 4,500 \$ 56,250 \$ 65,400  2,700 \$ 3,780 \$ 56,250  \$ 2,700 \$ 3,780 \$ 5,625  \$ 23,520 \$ 5,540  300 \$ 300 \$ 300  \$ 300 \$ 300  \$ 300 \$ 300  \$ 20,000 \$ 20,000  \$ 20,000 \$ 20,000  \$ 22,838 \$ 22,425	Programming	₩.	61,042				
\$ 27,309 \$ 27,855 \$ 28,412  18,635 19,007 19,387  26,398 26,662 26,928  \$ 72,341 \$ 73,524 \$ 74,728  \$ 12,854 \$ 15,447 \$ 18,195  \$ 12,854 \$ 15,447 \$ 18,000  9,000 12,600 18,000  4,800 4,800 4,800 18,000  1,200 12,600 18,000  \$ 4,500 \$ 56,250 \$ 65,400  3,000 3,600 1,200 1,200  1,200 1,200 1,200 1,200  1,200 1,200 1,200  300 3,780 \$ 6,750  300 3,780 \$ 6,750  1,200 1,200 1,200  1,200 0 0 0  12,390 17,070 20,940  \$ 16,380 \$ 22,695 \$ 27,480  \$ 23,520 \$ 33,555 \$ 56,115  \$ 36,374 \$ 49,002 \$ 56,115  \$ 8,250 22,838 22,425	Total Existing Revenue Sources	49	85,195	8	972	6	50% of Calendar year 2014 increased by 3% per year
\$ 27,309 \$ 27,855 \$ 28,412  18,635	Existing Expenses						See Attached Analysis of Prior Year Actuals (Page 4)
26,398       26,662       26,928         \$ 72,341       \$ 73,524       \$ 74,728         \$ 12,854       \$ 15,447       \$ 18,195         \$ 12,854       \$ 15,447       \$ 18,195         \$ 12,000       \$ 18,750       \$ 22,500         9,000       12,600       18,000         4,800       4,800       4,800         4,800       1,200       18,000         9,000       1,200       18,000         4,800       4,800       4,800         4,800       1,200       18,000         1,200       1,200       1,200         3,600       7,200       7,200         1,200       1,200       1,200         300       300       300         90       90       90         12,390       17,070       20,940         \$ 16,380       \$ 22,695       \$ 27,480         \$ 3,990       \$ 22,695       \$ 37,920         \$ 36,374       \$ 49,002       \$ 56,115         \$ 36,374       \$ 49,002       \$ 56,115	Direct Programming Expense	\$	27,309				Increased 2% per Year
26,398       26,662       26,928         \$ 72,341       \$ 73,524       \$ 74,728         \$ 12,854       \$ 15,447       \$ 18,195         \$ 15,000       \$ 18,750       \$ 22,500         9,000       \$ 12,600       \$ 18,000         1,200       \$ 12,000       \$ 18,000         1,200       \$ 12,000       \$ 18,000         1,200       \$ 12,000       \$ 18,000         \$ 3,000       \$ 1,200       \$ 1,200         \$ 4,500       \$ 4,500       \$ 6,750         \$ 4,500       \$ 1,200       \$ 1,200         \$ 3,600       \$ 7,200       \$ 7,200         \$ 3,600       \$ 7,200       \$ 7,200         \$ 3,600       \$ 1,200       \$ 1,200         \$ 30       \$ 30       \$ 30         \$ 12,390       \$ 17,070       \$ 20,940         \$ 16,380       \$ 22,695       \$ 27,480         \$ 33,555       \$ 33,555       \$ 37,920         \$ 36,374       \$ 49,002       \$ 56,115         \$ 36,374       \$ 49,002       \$ 56,115          \$ 22,695       \$ 56,115	Fundraising Expense		18,635	15	200′	19,387	
\$ 72,341       \$ 73,524       \$ 74,728         \$ 12,854       \$ 15,447       \$ 18,195         \$ 12,854       \$ 15,447       \$ 18,195         \$ 15,000       \$ 18,750       \$ 22,500         9,000       12,600       18,000         4,800       4,800       4,800         4,800       4,800       4,800         4,800       4,800       4,800         4,800       4,800       4,800         4,800       4,800       4,800         4,800       4,800       4,800         5,000       4,800       4,800         5,000       4,800       4,800         5,000       4,800       4,800         5,000       4,800       5,400         3,00       3,780       5,400         3,00       90       90         90       90       90         90       90       90         12,390       17,070       5,625       6,540         \$ 16,380       \$ 22,695       \$ 27,480         \$ 36,374       \$ 49,002       \$ 56,115         \$ 20,000       20,000       20,000         \$ 22,425	Operating Expense		26,398	56	9,662	26,928	Year 1 even with current level due to efficiencies in Classroom then Plus 1% Per Year
\$ 12,854 \$ 15,447 \$ 18,195  \$ 15,000 \$ 18,750 \$ 22,500  9,000 \$ 18,000 \$ 18,000  1,200 \$ 1,200 \$ 1,200  9,000 \$ 1,200 \$ 1,200  1,200 \$ 1,200 \$ 1,200  1,200 \$ 3,780 \$ 5,400  3,000 \$ 3,00 \$ 3,00  1,200 \$ 1,200 \$ 1,200  1,200 \$ 1,200 \$ 20,940  \$ 16,380 \$ 22,695 \$ 37,920  \$ 36,374 \$ 49,002 \$ 56,115  \$ 8,250 \$ 22,838 \$ 22,425	Total Existing Expense	4	72,341	1	,524	-	
\$ 15,000 \$ 18,750 \$ 22,500 9,000 12,600 18,000 1,200 18,000 18,000 1,200 1,200 1,200 1,200 1,200 1,200 2,700 \$ 56,250 \$ 65,400 2,700 \$ 3,780 5,400 3,600 1,200 1,200 1,200 1,200 1,200 1,200 20,940 3,990 \$ 56,25 \$ 57,480 \$ 23,520 \$ 33,555 \$ 37,920  \$ 8,250 22,838 22,425	Net Income - Existing Programs and Events	45	12,854		,447		
\$ 15,000 \$ 18,750 \$ 22,500 9,000 12,600 18,000 1,200 18,000 18,000 1,200 1,200 1,200 1,200 900 900 900 900 900 300 3,780 5,400 1,200 1,200 1,200 1,200 1,200 1,200 1,200 1,200 1,200 1,200 1,200 1,200 12,390 5,625 \$ 27,480 \$ 23,520 \$ 33,555 \$ 37,920  \$ 8,250 22,838 22,425	New Drograming and Event Devenies						
\$ 39,000   12,600   18,000   18,000   18,000   18,000   18,000   18,000   18,000   18,000   18,000   1,200   1	Kid's Cooking Classes	4	15,000				
\$ 39,000	Adult Cooking Classes	•	9,000				_
4,800       4,800       4,800         1,200       1,200       1,200         900       900       900         900       900       900         900       900       900         900       900       900         2,700       3,780       5,400         3,600       7,200       7,200         11,200       1,200       1,200         300       300       300         300       300       300         3,990       5,625       6,540         \$ 16,380       \$ 22,695       \$ 27,480         \$ 36,374       \$ 49,002       \$ 56,115         \$ 36,374       \$ 49,002       \$ 56,115         \$ 36,375       \$ 22,695       \$ 27,480	Farm to Table Dinners		000'6	18	3,000	18,000	
\$ 39,900	Movie Nights		4,800	7	008't	4,800	
\$ 39,900 \$ 56,250 \$ 65,400   \$ 4,500 \$ 4,500 \$ 6,750   \$ 2,700 \$ 3,780 \$ 5,400   \$ 3,600 \$ 7,200 \$ 7,200   \$ 1,200 \$ 1,200 \$ 1,200   \$ 300 \$ 300 \$ 300   \$ 300 \$ 300 \$ 300   \$ 12,390 \$ 17,070 \$ 20,940   \$ 16,380 \$ 22,695 \$ 27,480   \$ \$ 36,374 \$ 49,002 \$ 56,115   \$ \$ 36,374 \$ 49,002 \$ 56,115   \$ 8,250 \$ 22,838 \$ 22,425   \$ 22,425 \$ 22,425 \$ 22,425   \$ 39,900 \$ 22,425 \$ 22,425   \$ 39,900 \$ 22,425 \$ 22,425   \$ 39,900 \$ 22,425 \$ 22,425   \$ 39,900 \$ 22,425 \$ 22,425   \$ 39,900 \$ 22,838 \$ 22,425   \$ 39,900 \$ 22,425   \$ 30,900 \$ 22,425   \$ 39,900 \$ 22,425   \$ 39,900 \$ 22,425   \$ 39,900 \$ 22,425   \$ 39,900 \$ 22,425   \$ 39,900 \$ 22,425   \$ 39,900 \$	Family Pizza Nights		1,200	-	1,200	1,200	_
\$ 39,900 \$ 56,250 \$ 65,400 2,700 \$ 4,500 \$ 6,750 3,600 1,200 1,200 12,390 17,070 20,940 3,990 5,625 6,540 \$ 23,520 \$ 33,555 \$ 37,920 \$ \$ 36,374 \$ 49,002 \$ 56,115 \$ \$ 36,374 \$ 49,002 \$ 56,115 \$ \$ 36,374 \$ 49,002 \$ 56,115 \$ \$ 36,374 \$ 49,002 \$ 56,115 \$ \$ 36,374 \$ 49,002 \$ 56,115	Lectures, Book Signing, Outside Speakers		006		006		
\$ 4,500 \$ 4,500 \$ 6,750 \$ 6,750 \$ 2,700 \$ 3,780 \$ 5,400 \$ 7,200 \$ 1,200 \$ 1,200 \$ 300 \$ 90 \$ 90 \$ 90 \$ 90 \$ 90 \$ 90 \$	Total New Programming and Event Revenues	**	39,900		,250		See New Programming & Event Detail
\$ 4,500 \$ 4,500 \$ 6,750 \$ 6,750 \$ 2,700 \$ 3,780 \$ 5,400 \$ 7,200 \$ 7,200 \$ 7,200 \$ 1,200 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 300 \$ 3,990 \$ 5,625 \$ 6,540 \$ 5,625 \$ \$ 27,480 \$ \$ 16,380 \$ \$ 22,695 \$ \$ 37,920 \$ \$ 33,555 \$ \$ 37,920 \$ \$ 36,374 \$ \$ 49,002 \$ \$ 56,115 \$ \$ \$ 37,920 \$ \$ \$ 36,374 \$ \$ 49,002 \$ \$ 56,115 \$ \$ \$ 37,920 \$ \$ \$ 32,520 \$ \$ \$ 32,425 \$ \$ \$ 22,425 \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	New Programing and Event Expenses						
2,700     3,780     5,400       3,600     7,200     7,200       1,200     1,200     1,200       300     300     30       90     90     90       3,990     5,625     6,540       \$ 16,380     \$ 22,695     \$ 27,480       \$ 23,520     \$ 33,555     \$ 57,920       \$ 36,374     \$ 49,002     \$ 56,115       \$ 36,374     \$ 49,002     \$ 56,115       \$ 36,250     22,838     22,425	Kid's Cooking Classes	₩	4,500				_
\$\begin{array}{cccccccccccccccccccccccccccccccccccc	Adult Cooking Classes		2,700	. , ,	3,780	5,400	
\$ 16,380	Farm to Table Dinners		3,600		002,	1,200	_
90     90     90       12,390     17,070     20,940       3,990     5,625     6,540       \$ 16,380     \$ 22,695     \$ 27,480       \$ 23,520     \$ 33,555     \$ 37,920       \$ 36,374     \$ 49,002     \$ 56,115       20,000     20,000     20,000       8,250     22,838     22,425	Family Pizza Nights		300		300	300	
12,390	Lectures, Book Signing, Outside Speakers		06		06	06	_
\$ 16,380	Subtotal New Programming & Expenses		12,390	17	0/0′	20,940	_
\$ 23,520 \$ 33,555 \$ 37,920 \$ 36,374 \$ 49,002 \$ 56,115 20,000 20,000 20,000	Administrative Expenses		3,990	.,	5,625	6,540	
\$ 23,520 \$ 33,555 \$ 37,920 \$ 36,374 \$ 49,002 \$ 56,115 20,000 20,000 20,000 8,250 22,838 22,425	New Programming and Event Expenses	\$	16,380		,695		See New Programming & Event Detail
\$ 36,374 \$ 49,002 \$ 56,115 20,000 20,000 20,000 8,250 22,838 22,425	Net Income - New Programming & Events	₩.	23,520		,555		See New Programming & Event Detail
own on \$300,000 Bond 8,250 22,838 22,425	Total Net Income for Existing & New Programs & Events		36,374		,002		
own on \$300,000 Bond 8,250 22,838 22,425	Capital - Capital for Operation of Farm		20,000	50	000′0	20,000	
6,230 62,423	Interest and Principal Payments to Town on \$300,000 Bond		0	ć	000	70,400	
00000	W 2.73%	4	8,230		2,838	1	_

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FY 2013 & FY2		
		~
	Actuals 6/1/12- 6/30/13	Actuals 7/1/13 - 6/30/14
evenues:	,	<del>,                                    </del>
Programming Fees	46,225	61,708
Less Fee to Parks & Rec	(1,802)	(3,573)
Net Programming Revenues	44,423	58,135
Fundraising Revenues		
CSA Fees	519	1,653
Membership Fees	3,310	100
Logo Sales	1,715	3,077
Donations	60,263	42,070
Promotions - Holding	(19)	-
Fundraising Revenues	65,788	46,899
otal Revenues		
xpenses:		
Direct Programming Expense		
Program Administration	4,800	6,000
Program Staff /Extra Help and Overtime	11,530	10,740
Educational Programming Supplies Expense	10,444	3,568
Direct Programming Expense	26,774	20,308
Operating Costs		
Steward Salaries	6,150	6,210
CSA Manager	788	839
Social Security	1,780	1,799
Building Maintenance	1,487	460
Farms/Grounds Maintenance	3,839	9,795
Propane Gas	2,979	4,043
Electricity	2,843	2,999
Water	647	254
Total Operating Expenses	20,513	26,398
Fundraising Expense		
Promotions - Wakeman/Direct Fundraising	11,420	22,151
Promotions - Wakeman/Logo Supplies	3,514	1,484
Total Event Expenses	14,934	23,635
otal Expenses	62,221	70,340
rogramming Net Income	17,649	37,827
undraising Net Income	50,854	23,265
combined Programming and Fundraising Net Income		61,092
ess Operating Expenses	20,513	26,398
let Operating Income	47,990	34,694
Capital Investment		

35,282

13,450

Free Cash Flow (Surplus/(Deficit)

#### Wakeman Town Farm Projected NEW Program Revenue

Increased Capacity From New Classroom & Year Round Operations



Program/Event	Year 1	Year 2	Year 3	3 Year Tot
Kids Cooking Classes				
Attendees	8	10	12	30
Total # Sessions	5 weeks	5 weeks	5 weeks	15
Cost / Week	\$375	\$375	\$375	13
Gross	15,000	18,750	22,500	56,250
Expenses	4,500	4,500	6,750	15,750
Net Revenue	10,500	14,250	15,750	40,500
Adult Cooking Classes	10			
Attendees	10	14	20	44
12 Per Year	12	12	12	36
Cost PP	\$75	\$75	\$75	
Gross	\$9,000	\$12,600	\$18,000	\$39,600
Expenses	\$2,700	\$3,780	\$5,400	\$11,880
Net Revenue	\$6,300	\$8,820	\$12,600	\$27,720
Farm to Table Dinners				
Attendees	30	35	35	100
Events/Year	2	4	4	10
Cost PP	\$150	\$150	\$150	\$450
Gross	\$9,000	\$18,000	\$18,000	\$45,000
Expenses	\$3,600	\$7,200	\$7,200	\$18,000
Net Revenue	\$5,400	\$10,800	\$10,800	\$27,000
			720,000	<b>\$27,000</b>
Movie Nights				
Attendees	40	40	40	120
Events/Year	8	8	8	24
Cost PP	\$15	\$15	\$15	\$45
Gross	\$4,800	\$4,800	\$4,800	\$14,400
Expenses	\$1,200	\$1,200	\$1,200	\$3,600
Net Revenue	\$3,600	\$3,600	\$3,600	\$10,800
Family Pizza Nights				
Attendees	20	20	20	CO.
Events/Year	6		20	60
Cost PP	\$10	6 \$10	6	18
Gross			\$10	\$30
Expenses	\$1,200 \$300	\$1,200 \$300	\$1,200 \$300	\$3,600
Net Revenue	\$900	\$900		\$900
vet revenue	\$500	\$900	\$900	\$2,700
Lectures, Book Signing, Outs	ide Speakers			
Attendees	15	15	15	45
Events/Year	4	4	4	12
Cost PP	\$15	\$15	\$15	\$45
Gross	\$900	\$900	\$900	\$2,700
Expenses	\$90	\$90	\$90	\$270
Net Revenue	\$810	\$810	\$810	\$2,430
New Pressure / Transfer	V	N-A		
New Program/Event Totals	Year 1	Year 2	Year 3	3 Year Total
Gross	\$39,900	\$56,250	\$65,400	\$161,550
Expenses	\$12,390	\$17,070	\$20,940	\$50,400
Administrative Fee	\$3,990	\$5,625	\$6,540	\$16,155
Net Revenue	\$23,520	\$33,555	\$37,920	\$94,995

Note: NEW Program revenue only, does not include existing programs, donations & fundraising even

## Wakeman Town Farm Capital Campaign: Our Town, Our Farm!

### April 2015 – April 2018

- I. Capital Campaign Overview
- II. Capital Campaign Strategy & Tactics
- III. Capital Campaign Donor Pyramid & Timeline
- IV. Capital Campaign Leadership Committee



#### I. Wakeman Town Farm Capital Campaign Overview

Wakeman Town Farm's current co-Chairs organized a Leadership Team to spearhead a three-year capital campaign with a goal of \$150,000 or the equivalent to help cover the costs of re-building the current classroom, to be known as the Community Room, going forward.

The WTF Leadership Team will be charged with developing a capital campaign that creates additional fundraisers, a direct mail campaign geared to the local public, and an outreach campaign to local corporate sponsors who seek to align with WTF's mission for organic agriculture, healthy eating, education, and sustainability. This effort will solicit donations of funds, as well as goods and services (i.e. fixtures, appliances, cabinetry). The goal is turn the shell of the Community Room into a functional space, complete with a farm kitchen and space for classes and events.

The Wakeman Town Farm request for an appropriation from the Town of Westport for critical repairs and improvements is based on:

- the Town's Maintenance Study Committee standards, which outlined not only needed repairs to the farmhouse, but also, rehabilitation that will make the classroom / community room facility functional, accessible, and ADA compliant.
- the need for a Community Room that would enable year-round operations increased programming capacity, and *increased revenue* to support the Farm's long-term mission.

The breakdown of the Wakeman Town Farm appropriation request is as follows:

1.	Town of Westport Appropriation: Deferred maintenance & repairs to existing farmhouse	\$260,625	The Wakeman Town Farm Committee has asked for a \$260,625 appropriation which will be used for deferred maintenance on the farmhouse including roof, chimney, front porch, bathroom, existing basement and septic, and build out of ADA bathroom next to the classroom.
2.	Town of Westport Loan to Wakeman Town Farm: Re-construction of current attached classroom to created a year round functional Community Room	\$300,437	Loan for critical upgrades to the building referred to as the "classroom" or Community Room. The WTF Committee agrees to pay back this loan with interest, through programming revenues, events and fundraising.
3.	WTF Reserves + Capital Campaign \$ for: Classroom / Community Room Fit-Out	\$106,000	We are donating \$40,000 from current reserves to finance the Classroom Fit-out and will also raise the \$66,000 balance in goods, services and cash, through our new *Capital Campaign.
	Total	\$667,062	This is the projected amount forecast by architect and builders.

<sup>\*</sup>The Capital Campaign plans to raise \$150,000: \$66,000 of these funds will be used to "fit out" the new Community Room/classroom, including the farm kitchen, ADA bathroom, furniture, equipment for movie nights, etc., as outlined on the attached. We plan to raise an additional \$84,000 for a total of \$150,000. Additional Capital Campaign funds will be used for unforeseen costs or overruns, additional farm capital improvement projects and repairs as outlined on the attached document, and Campaign costs.

The Wakeman Town Farm Committee developed a Capital Campaign as part its overall strategy to complete this project.

#### II. Capital Campaign Strategy & Tactics

The WTF Capital Campaign Leadership Team will manage the Campaign over 3 years from April 2015 through April 2018. The Campaign is expected to raise at least \$55,000 the first year, \$50,000 the second year, and \$45,000 the third year, for a total of \$150,000.

#### The Capital Campaign strategy consists of:

- A Leadership Team (see attached) made of up Westport professionals who not only have a proven record of dedication to our town, but also, have been working with the Farm for an average of 3 years. They bring a wealth of experience and talent to the Campaign, including: executive management, fund raising, marketing, advertising, public relations, non profit management, finance, law, accounting, agricultural sustainability, education, and philanthropy.
- 2. A Donor Pyramid strategy and timeline that focuses on raising funds from key donors in 3 phases over 3 years see attached.
- 3. A Focus on Donors:
  - a. Families/students who have already participated in Farm events and programs
  - b. Previous Donors
  - c. New Donor Marketing Campaign
  - d. Farm to Table Donor Dinners
  - e. Key partnerships with Town of Westport businesses re: naming events/opportunities and in kind donations
  - f. 2-3 key fundraising events, e.g. the annual Harvest Dinner, Family Fun Day, Green Day, Barn Dance
  - g. Leverage educational partnerships for student fundraising activities (~20% of Westport's public school students have "touched" the Farm via programs, events, volunteerism)
  - h. Matching Gifts
- 4. A Town of Westport Capital Campaign restricted bank account for pledges and donations
- III. Capital Campaign Donor Pyramid & Timeline see attached
- IV. Capital Campaign Leadership Team see attached

#### \$15,000 Brick Walk of Fame \$12,500 The Barn Wall of Fame Animal Pastures & Sheds \$15,000 Garden Beds, Chairs Children's Playground New Farm to Table Kitchen **Annual Harvest Dinner** The Chicken Coop **New Community Room** Your Family Name: \$10,000 \$12,500 Wakeman Town Farm \$25,000 \$20,000 2015 Capital Campaign: 254 Gifts = \$150,000 \$15,000 Our Town, Our Farm! \$25,000 1 \$25,000 150 50 10 30 2 5 \$15,000 \$10,000 \$5,000 \$2,500 \$1,000 \$200 \$250 \$100 1/1/16-12/31/18 4/1/15-12/31/15 1/1/16-12/31/16 Timeline

# Wakeman Town Farm Capital Campaign Leadership Team

Capital Campaign Co-Chairs: Jane Chapman & Liz Milwe

Advisor: Robin Tauck Secretary: Judy Sloan

Public Relations: Christy Colasurdo

Treasurer: Daniel Papagua Finance: Cathy Talmadge Architect: Peter Wormser Consulting: Eve Pensak

#### Capital Campaign Co-Chairs

• Jane Chapman, WTF Committee Member, has a background in finance and education, including outdoor education. She was an executive at Citibank and GE Capital and has two Masters' degrees in education. She has worked on a number of WTF initiatives and is currently co-chairing the Capital Campaign with Liz Milwe and Christy Colasurdo. Jane is an active community volunteer who has been a Board member of several educational organizations.

Liz Milwe, WTF Committee Co-Chair, is a dance teacher and choreographer. She has taught dance in the theater department at Sarah Lawrence College and the American Academy of Dramatic. She has served on the Westport RTM for seven years representing District 1 and She won an EPA award in 2009 for spearheading legislation that made Westport the first town on the East Coast to ban the use of retail plastic bags. She was President of the board of directors of the Children's Museum of the Arts in lower Manhattan.

#### **Advisor**

Robin Tauck, WTF Committee member and Advisor to the Capital Campaign, has been a major supporter and benefactor of Town initiatives, most recently, the new Westport Family YMCA. Robin is a philanthropist and travel business leader committed to creating positive social, cultural and economic change. She is an advocate for the global travel industry's positive economic impact and the potential of sustainable tourism and public-private partnerships to support environmental conservation and cultural heritage protection. Robin is a U.S. Commissioner to UNESCO, the advisory body to the U.S. State Department; a member of the U.S. National Committee of the International Council on Monuments and Sites; and Chair of Global Impact at Tourism Cares. TRIP is her private family foundation.

#### **Public Relations**

 Christy Colasurdo, WTF Co-Chair with Liz Milwe, has organized the Leadership Team to spearhead a three-year capital campaign. Christy also heads WTF Public Relations efforts. She is a former editor at New York Magazine, co-founder of Graze Delivered, a farm-tofront- door food delivery service, and co-author of The Connecticut Farm Table Cookbook (2015).

#### **Treasurer**

 Daniel Papagua, WTF Capital Campaign & Advisory Committee, is a partner at a local financial planning and investment advisory firm affiliated with Northwestern Mutual.
 Daniel is an attorney and certified financial planner who will be responsible for overseeing the legal and financial considerations pertaining to the WTF Capital Campaign.

#### Secretary

• Judy Sloan, WTF co-Vice President and business owner, is a graduate of the College of Agriculture at Cornell University and former director of a foundation sponsored by Citigroup that funded educational research grants.

#### **Finance & Town Liaison**

 Cathy Talmadge, WTF Treasurer, is a Town government RTM representative and former executive at the Time Warner Cable Corporation with extensive experience in finance and operations.

#### Consultant

• Eve Pensak, WTF Capital Campaign & Advisory Committee brings a wealth of experience and expertise that include economics, marketing, public relations writing, public speaking, and teaching. Eve has a background in the study of economics, city government and the dynamics of an agricultural-based economy. Her MBA in Marketing from Columbia University, combined with seven years spent marketing consumer packaged goods in New York City, informs her understanding of business practices, marketing insight, and public speaking skills. She worked for four years at Westport Public Library as public relations assistant where she wrote press releases and learned to foster connections with local media.

#### Architect

Peter Wormser, Architect. Wormser + Associates is a multifaceted architecture and
development practice with Residential, Commercial and Institutional projects
throughout the United States. Since the completion of the New York Vietnam Veterans
Memorial in 1985, we have developed a diverse architectural practice with projects
ranging from custom homes in Connecticut to multi-family housing projects in the
Bronx, and most recently the design of a new sustainable 'green' town in Colorado.

# Twenty Year Bond

\$561,000	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	\$28,050	•	Annual Maturity	Rate: 2.750% I	lssue: \$561,000
\$5,890,500	<del>\$</del> 0	\$28,050	\$56,100	\$84,150	\$112,200	\$140,250	\$168,300	\$196,350	\$224,400	\$252,450	\$280,500	\$308,550	\$336,600	\$364,650	\$392,700	\$420,750	\$448,800	\$476,850	\$504,900	\$532,950	\$561,000		2.750% Bond years	
\$161,989	\$0	\$771	\$1,543	\$2,314	\$3,086	\$3,857	\$4,628	\$5,400	\$6,171	\$6,942	\$7,714	\$8,485	\$9,257	\$10,028	\$10,799	\$11,571	\$12,342	\$13,113	\$13,885	\$14,656	\$15,428		Interest Total	
\$722,989	\$28,050	\$28,821	\$29,593	\$30,364	\$31,136	\$31,907	\$32,678	\$33,450	\$34,221	\$34,992	\$35,764	\$36,535	\$37,307	\$38,078	\$38,849	\$39,621	\$40,392	\$41,163	\$41,935	\$42,706	\$15,428			<u></u>
\$300,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000		Annual Maturity		lssue: \$300,000
\$3,150,000	\$0	\$15,000	\$30,000	\$45,000	\$60,000	\$75,000	\$90,000	\$105,000	\$120,000	\$135,000	\$150,000	\$165,000	\$180,000	\$195,000	\$210,000	\$225,000	\$240,000	\$255,000	\$270,000	\$285,000	\$300,000		Bond years I	
\$86,625	\$0	\$413	\$825	\$1,238	\$1,650	\$2,063	\$2,475	\$2,888	\$3,300	\$3,713	\$4,125	\$4,538	\$4,950	\$5,363	\$5,775	\$6,188	\$6,600	\$7.013	\$7,425	\$7,838	\$8,250		Interest Total	
\$386,625	\$15,000	\$15,413	\$15,825	\$16,238	\$16,650	\$17.063	\$17,475	\$17.888	\$18.300	\$18.713	\$19,125	\$19,538	\$19,950	\$20,363	\$20,775	\$21,188	\$21,600	\$22.013	\$22,425	\$22,838	\$8.250			

months in FY 201	I Summary since Inception: 7 2, 12 months in FY 2013 & 2014 5 months in FY 2015	Actual (7 Mo) 12/15/12- 6/31/12	Actuals 6/1/12- 6/30/13	Actuals 7/1/13 - 6/30/14	Actuals 7/1/14 - 2/24/15	Budget 2015- 2016	
Revenues:							
21546850	460801 Programming Fees	19745	46,225	61,708	18,881	70,000	Note 1
21546850	479803 Less Fee to Parks and Rec	-130	(1,802)	(3,573)	(1,093)	(2,500)	Note 3
21546850	460802 CSA Fees	1950	519	1,653	1,206	1,600	
21546850	479801 Membership	955	3,310	100	300	0	
21546850	450802 Logo Sales	1639	1,715	3,077	1,290	3,000	
21546850	479801 Donations	4643.29	60,263	42,070	67,513	46,000	Note 2
21546850	479802 Promotions - Holding	62	(19)	-	-		
Total Revenues		28,864	110,211	105,034	88,097	118,100	
Expenses:							
21508850	511000 Steward Salaries	3000	6,150	6,210	3,750	6,396	
21508850	511020 Program Administration	2400	4,800	6,000	3,750	6,180	
21508850	513000 Program Staff /Extra Help and Overtime	e 1005	11,530	10,740	10,413	17,871	
21508850	513002 CSA Manager	200	788	839	602	800	
21508850	521000 Social Security	505.31	1,780	1,799	1,364	1,853	
21508850	588000 Educational Programming Supplies Ex	pen: 675.55	10,444	3,568	2,340	4,000	
21508850	513001 Communications and Advertising				2,530	5,000	
21508850	545000 Building Maintenance	1660.98	1,487	460	378	1,000	
21508850	545010 Farms/Grounds Maintenance	4821.26	3,839	9,795	3,854	13,500	
21508850	566101 Propane Gas	1762.66	2,979	4,043	2,790	4,500	
21508850	566200 Electricity	629.39	2,843	2,999	2,214	3,500	
21508850	566400 Water	330.82	647	254	1,505	2,500	
21508850	531802 Promotions - Wakeman/Direct Fundrais	sing	11,420	22,151	21,233	22,000	
21508850	588094 Promotions - Wakeman/Logo Supplies	2472.53	3,514	1,484	2,000	2,000	
Total Expenses		19,464	62,221	70,340	58,721	91,100	
Net Operating Inco	me	9,401	47,990	34,694	29,376	27,000	
				91,584			
Capital Investment							
Building & Outbuilding	ng Improvements	0	12,707	21,244	9,443	24500	
Surplus/Deficit	21,1	66 9,401	35,282	13,450	19,932	2,500	
Cumulative Surplu	s/Deficit	30,567	65,849	79,299	99,231	101,731	
Tie to Operating plus	s Capital Expenditures (Tie to Town)	19,464	63,508	91,584	68,164	115,600	
Friends of Parks &	Recreation Donations	1,000	2,400	2,750	1,000	0	
Cumulative Parkes	& Recreation Donations	1,000	3,400	6,150	7,150	7,150	
Total Surplus		31,567	69,249	85,449	106,381	N/A - FY 2014	4 is 8 months

#### NOTES:

- 2013-2014 Actuals are 7 months. Programming Revenues are behind due to timing. Most of our Programming revenues come in March & April for the Summer Programs and Camps. Whereas Programming Expenses reflect last Fiscal Years Summer Expenses
- As was explained in the February BOF meeting regarding the Proposal for the Farm House and Classroon, donations for FY 2013 -2014 were \$20,200 behind FY 2012-2013. This was due to the chef who provided the entrée simply not having enough, some tab;es did not get entrees.

  Many people ended up leaving prior to the Auction to go eat because they were hungry. As you will see from schedule that I am including on year to year Grassroors Harvest Dinner we back up the Fy 2012-2013 levels. However where we did fall short were or other smaller events were . were weather was a factor. Additionally, in FY 2012-2013 we reaceived a \$5,000 grant from the Westport Womens Club& a \$2,000 grant from Robin Tauck for our greenhouse.
- Fee to Parks & Rec is in financials as 10,412.5 which has to do with reversals from on-line ticket processing vendor this will be reversed befor the end of year thus programming revenues and Parks & Rec fees are restated based on prior year average % charged.