



THE BROWNING

Your next vacation is calling.

Business Plan for Operating
The Browning: Bed & Breakfast Inn
202 SW 3rd Street, Lee's Summit MO 64063
thebrowningls@gmail.com

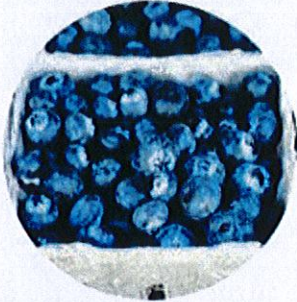
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Planning & Codes Admin

1 | What we believe



Local is better.

We support our Lee's Summit/Kansas City businesses by sourcing locally. We invite you to support them too. From the furnishings and decorations created by Very Violet Boutique-to our homemade cinnamon rolls from Neighbors Café-we believe local is better. When something is local-we'll let you know-so you can purchase our favorite things too.



Every detail matters.

We want to make your experience with us unique and tailored to you. As our guests, we want to know the details that matter most to you- so don't be afraid to speak up. We have a variety of packages to support one-of a kind experiences



Memories, adventures and stories are made through simple experiences.

We want to make your experience with us unique and tailored to you. As our guests, we want to know the details that matter most to you- so don't be afraid to speak up. We have a variety of packages to support one-of a kind experiences.

1.1 Summary

The Browning Bed & Breakfast Inn is located in Lee's Summit Missouri which is one of the Top 100 cities in America. Although surrounded by a larger city, Lee's Summit has maintained its charming small town feel. The B&B will reside in the Historic Browning House originally built and owned by the influential Browning family. The Browning home is the historic center piece for the entire B&B experience. Each of the four rooms have their own private bath. The home has a beautiful centralized living and dining room for the socialization of guests, a shared deck and patio space, an expansive front porch and is located within walking distance of Downtown Lee's Summit. The Browning provides guests with the beauty and charm of a small town with close access to the Kansas City Metro Area.

1.2 Short-Term Objectives:

- ❖ Open The Browning Bed and Breakfast Inn by November 30, 2016.
- ❖ Demonstrate a minimum of 40% occupancy averaged throughout Year 1.
- ❖ Promote other uses for property (executive retreats, consignment).

1.3 Why We're Different

At the Browning, we have set ourselves apart from the average bed & breakfast through our belief statements which are highlighted above. Additionally, The Browning Bed & Breakfast sets itself apart in the following ways:

- ❖ **Competitive Advantage:** Currently there are no Bed & Breakfasts located within the City of Lee's Summit and limited luxury hotel options. The Browning will become the Premier Bed & Breakfast location for Lee's Summit supporting the continued growth of downtown Lee's Summit.
- ❖ **Unmatched Customer Service:** At the Browning, we believe every detail matters for our guests. From the time they book a reservation to stay with us, we create a personalized customer service experience that matches the individual needs of our guests. From a personalized concierge to create their ideal vacation to breakfast in bed-the experience we will create for customers will be truly unmatched by any local lodging establishment.
- ❖ **We're more than a Bed & Breakfast:** At the Browning, we are so much more than a bed & breakfast. We believe in supporting our local businesses and economy. We love Lee's Summit and Kansas City. We will provide local items for purchase within the Bed and Breakfast (local products, furniture, decorations etc.) create specialized packages that support customers to patronize local business.

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2 | Market Analysis

2.1 Overview

The Browning's target market strategy is focused on becoming a premium bed & breakfast destination for people in the greater Kansas City metro area. The target markets we will actively pursue are people located regionally looking for a get-away, special event out-of-towners, and retreat participants. We envision the Browning will serve as the perfect get-away for people attending special events (weddings, family reunions, downtown events etc.) hosted in Lee's Summit. Regional stay-cationers will easily make the short drive to Lee's Summit Missouri from the Kansas City Metro area to relax and enjoy the small town appeal and charm that Lee's Summit provides. Our small-town setting is natural win for people looking for a retreat like setting for business leaders and special interest groups.

2.1 Geography/Demographics

❖ Geography

- **Kansas City Metro Area:** Our primary geographic market is the Kansas City Metropolitan Area with a population of over 2 million people in 14 counties. The metro geographic area would predominately leverage the services the Browning is providing.

❖ Demographics

- Male and Female
- Single/Married/with Families
- Combined annual income of \$65,000 or more annually
- Age range from 25 to 65

2.2 Target Market

The Browning has three main target groups that it is attempting to attract which include the following:

- ❖ **Regional "Stay-cationers":** This target group are people from the region that want to get away for the weekend. These travelers may have activities planned (sporting events downtown events etc.) for the weekend or just need a relaxing get-away in close proximity to their homes.
- ❖ **Special Event Out-of-Towners:** This target group are people traveling in for special events (weddings, graduations, holidays etc.) and prefer to stay in B&Bs instead of the local hotels/motels. This target group is prime to have large numbers of guests together.
- ❖ **Retreat Participants:** This target group are regional business leaders/special interest groups focused on multi-day planning sessions/retreats. This target group is prime to rent out the entire B&B.

2.3 Buying Patterns/Competitive Intelligence

The consumer is someone who is not just searching for a standard room to sleep in, but a home away from home that provides high end touches coupled with a local small-town feel. The consumer is looking for a personalized customer service experience tailored to meet their individual vacation needs. Location is also of utmost importance and The Browning will not be competing with any Bed & Breakfasts within close proximity. Guests staying at the Browning are willing to pay for more than just a room, they are paying for a personalized experience to support them in unplugging from their hectic and busy lives.

Below is a summary of the accommodations provided in the Lee's Summit area that are competitors to The Browning.

- ❖ **Bed and Breakfasts:** There are three Bed and Breakfasts located within 20 miles of The Browning with an average nightly rate of \$92-\$125. The closest Bed and Breakfast is located 15 miles from Downtown Lee's Summit.
 - *Woodstock Inn Bed & Breakfast (15 miles from The Browning)*: 1212 W Lexington Ave, Independence, MO 64050
 - *Hawthorne Bed & Breakfast (17 miles from the Browning)*: 1 Hawthorne Pl, Independence, MO 64052
 - *Mulberry Hill Bed & Breakfast (17 miles from the Browning)*: 226 N Armstrong St, Pleasant Hill, MO 64080
- ❖ **Air Bed and Breakfasts:** There are three Air B&B hosts located within the Lee's Summit City limits. The average nightly rate is \$35-\$150. Please note, these accommodations do not include amenities.
- ❖ **Hotels:** There are approximately 8 hotels located in Lee's Summit with the average nightly rate of \$70-\$125 and include the following:
 - *Americas Best Value Inn & Suites*: 1020 SE Blue Parkway, Lee's Summit, MO 64063
 - *Comfort Inn*: 963 SE Oldham Parkway, Lee's Summit, MO 64081
 - *Comfort Inn & Suites*: 3701 N.E. Ralph Powell Rd, Lees Summit, MO 64064
 - *Fairfield Inn by Marriott*: 1301 NE Windsor Drive, Lee's Summit, MO 64086
 - *Hampton Inn*: 1751 NE Douglas St, Lee's Summit, MO 64086 816.347.8600
 - *Quality Inn's and Suites*: 4825 NE Lakewood Way, Lees Summit, MO, 64064
 - *Super 8 Motel*: 607 SE Oldham Parkway, Lees Summit, MO 64081
 - *Unity Hotel and Conference Center*: 1901 NW Blue Pkwy, Unity Village, MO 64065

2.4 Competitive Edge

The Browning will begin its business with notable competitive edge: there is no competitor in the Lee's Summit area that can offer a luxury bed & breakfast experience with the convenience of close proximity to downtown Lee's Summit. The Browning will create an environment that customers are looking for through unmatched customer service, a customized lodging experience and a partnership with the local Lee's Summit businesses.

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3 | Strategy & Execution

Overview

The primary sales and marketing strategy for the Browning includes these factors:

- ❖ To create a bed and breakfast experience that will appeal to guests needing an escape from their hectic lives.
- ❖ To provide personalized customer service experience tailored to meet individual guest needs.
- ❖ To concentrate our marketing in the greater Kansas City Metro Area

3.1 Competitive Differentiators

The Browning differentiates itself from the competition in the following ways:

- ❖ **Customer Service:** A quality customer service experience is the high aim of the Browning Bed and Breakfast. We believe in creating a meaningful and individualized experience for all our guests. This highly customized experience begins with a personal concierge who contacts the guests prior to their stay to a manager onsite who continues this high end personalized touch.
- ❖ **Locally Sourced:** We believe in supporting the greater Kansas City Metro area businesses. We source (when possible) all our items locally. We also provide these items for purchase at the bed and breakfast.
- ❖ **Location:** The Browning is conveniently located a short walking distance to downtown Lee's Summit, the Amtrak station, and close proximity to the Kansas City Metro area. With limited accommodations and bed & breakfasts in the area-the Browning provides a competitive advantage.

3.2 Marketing Plan Outline

We believe in supporting the Lee's Summit community and partnering with local businesses in all aspects of marketing. The focal point of our marketing plan is designed to support the local economy, draw visitors to the community and support downtown.

Our three primary objectives to promote the Browning in the next 6 months include:

- ❖ Host promotional stays for targeted community members.
- ❖ Partner with Lee's Summit businesses to source items locally providing cross promotional opportunities.
- ❖ Leverage a variety of earned media, paid media, social media etc. to increase community footprint.

Month (y2016)	Type of Marketing Activity	Short Term Goals
June-September	<p>A. Secure business partnerships (i.e. Very Violet, 3rd Street Social, Neighbors Café, The Stanley/Aspen)</p> <p>B. Develop online presence (i.e. facebook page, twitter, website development).</p> <p>C. Explore earned media opportunities (Lee's Summit Lifestyle Magazine, Lee's Summit Journal)</p> <p>D. Develop promotional items (i.e. brochure, t-shirts, logo)</p> <p>E. Oktoberfest Booth (September 23)</p>	<p>Develop online presence through 2 avenues by September 30, 2016.</p> <p>Secure 4 mutually beneficial business partnerships by September 30, 2016.</p> <p>Increase community awareness of the Browning through participation in 3 community events by September 30, 2016.</p>
October	<p>A. Promotional Event Hosted at the Browning (targeted towards local downtown businesses, partners & community members.)</p> <p>B. Haunted and historic spaces tour-October 15</p> <p>C. October 29-Boos Barks and Badges Halloween Parade</p> <p>D. Holiday Booking Promos (host your family at The Browning)</p>	<p>Increase community awareness of the Browning through participation in 2 community events and 1 event hosted at the Browning by October 31, 2016.</p> <p>Book 2 holiday weekends at the Browning by November 30, 2016.</p>
November	<p>A. Soft Launch (targeted guests)-Holiday Open House Weekend (November 4-6).</p> <p>B. Soft Launch (targeted guests)-Mayor's Holiday Tree Event (November 18-20)</p> <p>C. Holiday Event Booking promos (host your holiday party at the Browning)</p>	<p>Expedite soft launch to select community members (promotional)</p> <p>Book 2 holiday weekends at the Browning by November 30, 2016.</p>
December	<p>A. Full Launch</p> <p>B. Host your "relatives" at the Browning (Christmas promotional)</p>	<p>Successfully expedite full launch open to all community members.</p> <p>Successfully expedite 2 holiday weekends at the Browning by January 5, 2016.</p>

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4 | Management

The Browning Bed & Breakfast Inn will be owned and operated by Harlen & Liesl Hays. It will be a Limited Liability Company (L.L.C.) Liesl has a B.A. in Political Science from Kansas State University with over eight years' experience in the public health field. Most recently, Liesl has four years' experience at Cerner working in Executive training & events management.

Harlen has a B.S. in Microbiology and a Master's degree in Environmental and Occupational Epidemiology from the University of Michigan. Harlen has over 5 years' experience in the public health field. Most recently, he has over 7 years' experience working at Cerner in Health Economic Outcomes Research and Management.

4.1 Major Responsibilities:

Liesl will be a full time associate responsible for the following:

- ❖ Day to day operations
- ❖ Marketing
- ❖ Events management
- ❖ Partnership development
- ❖ Catering/Food preparation
- ❖ Cleaning services

Harlen will be a part time associate responsible for the following:

- ❖ Accounting/financial management
- ❖ Technology solutions
- ❖ Exterior home maintenance
- ❖ Record Keeping

5 | Financials

Summary

The Browning will be acquired through a small business administration (SBA) loan (CDC 504 Loan Program) with the buyers (Liesl & Harlen Hays) supplying 20% down on the property. The bank mortgage is for 30 years at 3.5% interest rate. The Browning is estimating initial start-up capital of \$150,000 which will be supplied by a SBA loan for general operating expenses.

5.1 Projected Profit and Loss

Below is the Browning's projected income statement for the next four years. The projections are based on a conservative 40% occupancy rate year one, 50% year two, 60% year three and 70% year four. The increased occupancy rate is based on continuously strengthened market position among the local Lee's Summit community who patronize the Browning during the low season months, and support offsetting the negative impact of the low season. The Browning is anticipating a break-even time point in year two.

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