
Midwest Trail Ride – Executive Summary

Midwest Trail Ride & Outpost Store is an equestrian Campground with a retail store. Customers bring their own horses to camp and ride the trails of the Hoosier National Forest. Affectionately known as MTR to our staff, friends and customers, is located in the south central part of Indiana. One hour and a half south of Indianapolis and one hour and a half north of Louisville, Ky. MTR is unique to the other camps in size, cleanliness and amenities. We are a premier location for trail riders from all over the United States. MTR has been featured on the television show, Best of America by Horseback on the RFD channel twice.

Purpose:

The purpose of this executive summary is to transition the ownership from Kim & Jeff Humphries to a new owner. The executive summary will be crucial for the new owner in putting together a business plan for new potential owner/ investor to move forward with a decision to make an offer to purchase and/or present to a bank for lending.

Midwest Trail Ride – Business For Sale & Amenities

Campground:

Midwest Trail Ride has 98 campsites with 30 amp electric & water, 12 cabins and 352 horse stalls for camping. Most campsites are 25' X 100' in size. The modern shower house has flush toilets, 10 shower stalls for each men's and ladies' bathrooms. Our large Activities/ Dining Hall seats around 250 people, has a large screen TV and sound system. A commercial kitchen area is set up in the back for large group meals, and a very large storage and maintenance area behind the kitchen. There is a dump station, firewood pit, round pen, 140 X 280 professional arena. The campground business sets on 24 acres of land that is flat and has two creeks running through the property. There are two wells in the campground section as well as city water running to the kitchen and shower house. The campsites are currently on well water but can be switched any time to city water (usually in a drought situation).

Store:

There is a large retail store and offices on the front of the activity's hall. The store is used as office for campground registration, a gift shop & equestrian tack store. The Outpost Store specializes in trail rider gear as well as finding a unique variety of equestrian jewelry, gifts and apparel. Everything is hand picked by Kim & the staff.

Private Horse Barn area:

There is another horse barn currently being used for owners' private horses but could be the outfitter/guide horse barn for a commercial horse rental business. The barn is a "center isle barn" with 8 box stalls (14 X 14) and two annexes on either side of barn. There is a wash rack, tack room and hay loft over the stalls. There are approx. 8 acres where the large horse barn sets, all board fencing divided into 2 pastures with a smaller paddock behind the barn.

Also on that property, is a set up for two mobile homes with electric, water and a septic tank. The mobile homes were used as employee residences.

Residence:

There is 34 mostly wooded acres up behind the campground. This land is mostly undeveloped except for the owner's residence and an equipment shop. There is (maybe) 4 acres of cleared land around that shop which used to be used as pasture. The house is a 3 bedroom/ 2 bath residence with log siding and a woodburning fireplace, screened in porch, back deck and large covered porch on front and has a two car attached garage.

Trails:

There are two trails that leave the campground and go into the Hoosier National Forest. MTR has its own trail system that is on a special use permit from the Forest Service. There are approximately 7 miles of trails that MTR maintains for our trail rider's use. These trails connect riders to the Hickory Ridge Trail System where there are 55 miles of trails to ride. Across Hunters Creek Rd is another trail system called Charles C. Deam wilderness area with 35 miles of trails. All total, there is approx. 100 miles of trail riding pleasure from Midwest Trail Ride. Riders can ride all the way to Story Inn and Brown County State Park from MTR!

History of HNF:

The Hoosier National Forest is deep in the hills of southern part of Indiana. There are 203,000 acres in Indiana that is designated a National Forest Lands and one Wilderness. This land was settled in the 1800's. Farmers cleared and cut the trees and tried to farm in these hills and hallows. After 100 years or more of wear and tear on land never intended to be farmed, the steep hills began to erode, and the soil was depleted of nutrients. Therefore, nothing would grow. During the late 1920's and early thirties' times were getting tough on Hoosier farmers and The Great Depression sealed the fate of the small farmers in southern Indiana. Many abandoned their farms and left looking for work in the cities.

In 1934 Indiana's Governor asked the Forest Service to buy the land that nobody wanted; this land became the Hoosier National Forest and Brown County State Park.

When trail riding through the HNF it is fun to watch for remnants of that history. For example, many of the pine forest groves on the Hoosier were planted in rows and those rows are still visible today. Also, daffodils, tulips and many other domestic flowers, that were planted

next to houses and barns, still come up every spring. If the area is inspected closely enough, around where those flowers are growing, foundation stones, old wells, buckets, troughs and other misc can still be found to indicate the location of someone's farmstead.

Industry Trends for Trail Riding Business:

The interest in recreational trail riding has continued to grow steadily over the last 40 years; and is predicted to continue to grow. The market has untapped potential as demonstrated in the amount of horses in the country. According to the American Horse Council, the equine industry in America is a diverse, growing and economically significant industry. In 2017, there were 7.2 million horses in the United States. 4.6 million Americans are involved in the industry as owners, providers, employees and volunteers; tens of millions participate as spectators.

The following table shows the number of horses by activity. Many recreational trail riders come from a blend of showing & recreation for a total of 4,369,435 potential customers for an equine trail riding business.

Racing	1,224,482
Showing	1,227,986
Recreation (trail riding)	3,141,449
Farm/ ranch work	537,261

Key Success Factors:

MTR's success can be directly attributed to the passion of the owners, employees and volunteers that make MTR the success that it has become today. When customers come to MTR, the staff and management work on building relationships with the customers who come to ride and turn them into repeat customers.

A horse is precious cargo for which our customers do not think of as livestock or even as a pet. A horse can live for 35 years and becomes part of the family in a much bigger way than just a pet. Horses are therapeutic to the successful human owner who puts in long hours at their jobs just so they can pay for weekends at Midwest Trail Ride.

Demographics:

The target market for trail riding public; the majority are women over the age of 40, with disposable income to travel around with their horses to trail riding destinations. Most of these women are professionals in their field and/or retired and are empty nesters. They invest over \$100,000 dollars in equipment alone for their horses (truck, living quarters horse trailers, and the nicest saddles money can buy). Women are shoppers and spenders in their families. Horse women go to no expense for their equine partner and like to be made to feel special when they are on vacation. Women like events and “girl friend get-always”.

Market Potential: *things we are not currently doing that would ad additional revenue streams.*

Horse Show Clubs:

The new riding arena can be used to target the horse “show group.” There is no other place in the state of Indiana that has as many miles of trail riding and a full size horse show & roping arena as well as this size of campground....all together on one property. Investment: time and effort.

Rental Horse Business:

Hoosier National Forest & Lake Monroe is a vacation destination to many people who do not own a horse, but would like to take a guided trail ride for an hour or an afternoon. We have many other family campgrounds in the area, but no one is offering rental horse services in this area of HNF. MTR currently receives many phone calls and inquiries from folks looking for a horse back experience. Along with trail rides, one could have carriage rides, and wagon rides in the fall. An outfitter guide permit would be needed from the USFS/HNF. Investment: 3% of your revenue. Investment in the horses: rent them seasonally from a stock contractor or purchase them.

Outpost Store:

Just by getting an “on line” store up and running would generate business all year long! Many people who have built relationships with MTR would rather purchase from a merchant they know and trust then from anyone else on line. Investment: approx. \$10,000.

Dining hall/ Kitchen building:

If the dining hall, kitchen & bath houses (all one building) were insulated and heated the campground could go to a year-round business! A restaurant and/or catering business could operate from the kitchen/ dining area and the activities hall could be rented for events such as weddings and reunions. Just imagine being able to get married at MTR on horseback for non equestrian folks or booking the activities hall for a birthday party and having horse back riding

as an option! No one is doing this anywhere with the type of facility that we have at MTR.
Investment for insulating and HVAC system: \$45,000)

Cabins:

There is room for additional cabins on the property. Our current cabins are only sleeping/ camping cabins. No running water or kitchen service. There is a need for more rental cabins in this area. Cabins with kitchenettes and bathrooms. Build 4 or 5 of those and keep them rented all year long. (Investment: \$35,000 per cabin)