



PILOT PROJECT

Barn and Facility restoration/renovation for small to medium sized Equine Properties

The current trend in property ownership among equine enthusiasts is to own and operate smaller more manageable properties. These properties usually have older barns and facilities that were once part of larger ranching or breeding operations. Rather than tearing down these structures we propose that they be restored and renovated to be more modern, useful and safe for the owners and their animals.

The program would focus on properties in Texas and Tennessee. These states have growing population bases with interest and ownership of horses in both the Western and English Disciplines. These states are all in the Top 20 for AQHA Horse Ownership. The 5-10 acres horse operation is in overwhelming abundance in areas surrounding metropolitan centers in these states. Horse owners want to be away from the city but lose enough to commute to work to be able to afford the lifestyle to which they have become accustomed.

BARNIFICATION would work with licensed, insured and bonded contractors for each project. The contractors and their crews will all be vetted accordingly. The owners will also be vetted with standard background checks. In Texas, the Texas & Southwestern Cattle Raisers Special Rangers will be a part of the program to talk about security of a facility and theft prevention.

Figures from 2015 AQHA Annual Report		
Memberships		
	Total Memberships	260,531
	Youth Members	23,402
Ranching		
	Members Ranch Use	59,344
	Members of Local/State Cattlemen’s Association	17,579
	Members NCBA	6,453
Recreation		
	AQHA Owners Ride Recreationally	500,000
	AQHA Members Ride Recreationally	135,000
SHOWS		
	Sanctioned Shows and Special Events	2,860
	AQHA Show Entries	952,986
Financial Demographics		
	Average Household Income	\$161,000
	Average Net Worth	\$1.19 Million
Education		
	Minimum of 4 years of College	61%
Gender		
	Male	35%
	Female	65%
Vehicles		
	Own at least 1 Truck or SUV	97%





Figures from 2015 AQHA Annual Report - Continued	
Age Demographics	
35 and under	15%
36-55	36%
56 and over	56%
Residence	
Own Home	87%
Live in Rural Environment	77%
Horses Owned	
1-5	61%
6-10	19%
11+	20%
Horse Facts	
Rides for Fun	80%
Rides for Competition	53%
Rides for Work	22%
Direct impact of ENTIRE Equestrian Spending on US Economy	
Recreation	\$11.8 Billion
Showing	\$10.8 Billion
Racing	\$10.6 Billion
Other	\$5.5 Billion
US Horse Population	
Total	9.2 Million
Recreational Use	3.91 Million
Showing	2.72 Million

Bottom Line:

This form of program would provide a lucrative platform for advertising and sponsorship.





CONCEPT PREMIS

Each episode will contain content matter that will focused on reclaiming and restoring existing architecture and facility infrastructure while improving its operational ability, animal and human safety features and overall functionality.

LOCATIONS

Houston, Texas / Nashville, Tennessee
&
Surrounding Areas

These areas fast-growing metropolitan area that leads the nation in job creation. Many residents of these area live in Rural and Suburban areas and commute to work. There is a large Equine base with Cutting, Reining, Cow Horse, Stock Horse, Eventing, Polo, Racing, Rodeo and Trail Riding all being areas of involvement for the equine enthusiast to participate, either actively or as a spectator.

The Houston Live Stock Show and Rodeo is one of the Worlds largest events with one of the worlds longest equine show schedules. Texas 4H is also very strong in this area with support from Texas A&M University and the Texas Agrilife Extension Service. Many Large Ranches in this area are being divided into smaller properties for quicker sale. The existing facilities are often demolished while new ones are built. Many times, the construction and design do not take account small things that make big differences. Like location, you should build a barn in the Texas Gulf Coast region with large openings facing North and South. This allows for the southern breeze from the gulf to cool your barn better during the summer and you can then close the barn to prevent the cold north wind during the winter. Small thing, big difference. There are also several contractors and designers in these areas that are trusted to work with this project.

STRUCTURE

A "ranch" owner will consult with BARNIFICATION to assist them with the plans, work force and design elements of bringing their operation online with all necessary updates and improvements.

A permanent host will direct the show as it progresses through each episode.

A guest host will also participate in the process. The guest host will be a celebrity, US Veteran or a combination of the two. We have access to Professional Athletes, Professional Horse Trainers, well known and published prior service members, SEAL and ranger specific, veteran's philanthropic foundations, musicians and politicians. You may have Lone Survivor one episode and the former Texas Secretary of State the next. It will be interesting to say the least.

This program can be an advantageous means to convey the value of rural life to a broad spectrum of viewers. It is our responsibilities as stewards of the land it and the animals which graze upon it.

