

Dear Commissioners,

This letter is in response to the MVC's request for further information, based on discussion at the LUPC hearing of March 20.

Our financial model is based on fundraising rather than user fees. We understand that Commissioners have asked for a pro forma financial statement, in order to understand the level of need for so-called "off mission" revenue generating events. However, the more we can attract donors, the less we need to host "off mission" events. We have noted a minimum below for "off mission" events..

In our experience producing events, we need a critical mass to create the sense of vitality that will attract donors. Based on the table below, we estimate that around 38,000 attendees per year is needed to create the kind of vital educational space that will attract sufficient donations to be financially viable. **This is less than the 43,048 total anticipated in the usage figures we submitted for our traffic study, which concluded that there would be "minimal" impact on existing traffic.**

In making our offers of 16 March, we were cognizant that attendance at our events will be uneven, particularly to start. It is very unlikely that every event will reach the attendance capacity. If 15 people show up on average per class in the first few years, but the Commission has calculated our maximum possible throughput based on a possible 35 attendees, the calculation could be off by more than 100%.

However, in the interest of moving things forward, we are prepared to accept the attendance limitations set forth in Possible Condition 1A in the LUPC draft of March 14, with the revisions set in red below.

Revising and replacing previous offers on Condition 1, in light of conversations at the LUPC hearing of March 20, Stillpoint offers that:

Events held on the property shall be subject to the following conditions:

- a. Events with fewer than 16 people - not more than [10] in any one week
- b. Events with 16 to 35 attendees – not more than [15] in any one week, and not more than 750 in any one year.
- c. Events with 36 to 60 attendees – not more than [4] in any one week
- d. Events with 61 to 100 attendees – not more than [1] in any one week between September 1 and May 31, and not more than [2]

- in any one week between June 1 and August 31.
- e. events with more than 100 attendees – none permitted.
- f. not more than [5] events in any one day.
- g. no more than 43,000 attendees per year.

An “event” is a gathering of five or more attendees for a common purpose. An “attendee” includes staff, guests, and any other person on the premises for an event. Events include sponsored events and other activities occurring on the premises.

Conditions a-e would limit the use of the property to 49,920 event attendees per year, as set out in the table below. We estimate that Stillpoint can succeed with an average of 75% attendance across the categories set out in that possible condition. Seventy five percent attendance with a 49,920-person cap amounts to 37,440 attendees per year. We feel that we could produce a sense of vitality with 37,440 attendees per year. We further offer not to exceed 43,000 attendees per year.

The Commissioners have discussed that it may be better for the MVC not to be involved in the details of which events are on or off-mission. However, if there are to be conditions placed on that, we believe that we could be successful within limits that specified off-mission events with under 35 attendees no more than two times per week, and off mission events with 36-100 attendees no more than three times per month. These are included in, not in addition to, the numbers of total events in the table below.

| Attendance | Events Per Week | Events Per Year | Max Per Year | 75 Percent Per Year |
|----------------------|------------------------|------------------------|---------------------|----------------------------|
| 5-15 | 10 | 480 | 10,080 | 5,400 |
| 16-35 | 15 | 720 | 25,200 | 18,900 |
| 36-60 | 4 | 192 | 11,520 | 8,640 |
| 61-100 Summer | 2 | 24 | 2,400 | 1,800 |
| 61-100 Off-Season | 1 | 36 | 3,600 | 2,700 |
| Total | 32 | 1,452 | 49,920 | 37,440 |