

Monticello Inn & Cottage Executive Summary

Company & Products

Monticello Inn & Cottage is a bed and breakfast dedicated to making quality foods from as many local or property grown products as possible and avoiding ultra-processed foods. We want to promote a quiet and peaceful pastoral setting for guests to relax and eat well.

Customers

Target audience for on-site stays, events are households which make \$75,000 or more annually. Target audience for online or local store sales is anyone looking for healthy farm to table products without ultra processed additives.

Future of the Company

A limited number of small events for bed and breakfast guests only, product sales online and in small local specialty stores throughout Virginia. We do **NOT** wish to take on larger events such as weddings, family reunions etc. for multiple reasons at this time.

Mission Statement

To provide quality food without ultra processed additives and knowledge of historic cooking and wine making. To have a quiet and tranquil space for guests to relax and enjoy a historical setting.

Legal Structure

Monticello Inn & Cottage LLC is a limited liability company in Virginia.

Company Advantages

Location & proximity to Monticello, UVA, James Monroe's Highland and multiple wineries. Accommodation in a beautiful historic location near a lot of historic tourist attractions. Overflow guest rooms for weddings at nearby venues. Many gluten-free, vegan, vegetarian and allergy friendly foods available. Cottage and eco-cabins are kid & dog friendly, unlike many other bed & breakfasts.

Product and Service Line

Rooms Stays, small cooking classes for guest staying on property, and small events for guests staying on property only.

Product Lifecycle

2-7 night stay by guests. Repeat stay annually is encouraged with new special events and experiences throughout the year for guests staying on property only.

Marketing & Sales

Direct email/mail campaigns. Promotion with local farms and wineries. Online booking platforms.

Growth Strategy

Boost mid-week stays with small special events just for B&B guests such as cooking classes. Revenue from guest stays is limited due to the size of the property.

Sale of food items at local grocery stores in Charlottesville and Richmond along with online sales of shelf stable food items. If online and store sales of food items were popular, select items would be produced off-site in a larger facility and shipped nationwide and sold at many stores.

Note: We do not wish to pursue larger events or weddings due to the following reasons:

1. The site is small and the chapel has limited capacity.
2. Weddings produce a lot of noise and we are near some residential houses on small plots.
3. Clearing the land to plant and grow fruit is cost prohibitive at this time.
4. We do not have and do not plan to build the facilities to produce wine on site.
5. We do not anticipate having enough staff to accommodate larger events and weddings.