



We believe that creativity is a crucial component to a healthy life. At Red Flower Studios we also believe art is meant for everyone, everybody is made to create. We built an environment to nourish the creative process with a one-of-a-kind experience for handmade glass blowing for all ages and skill levels.

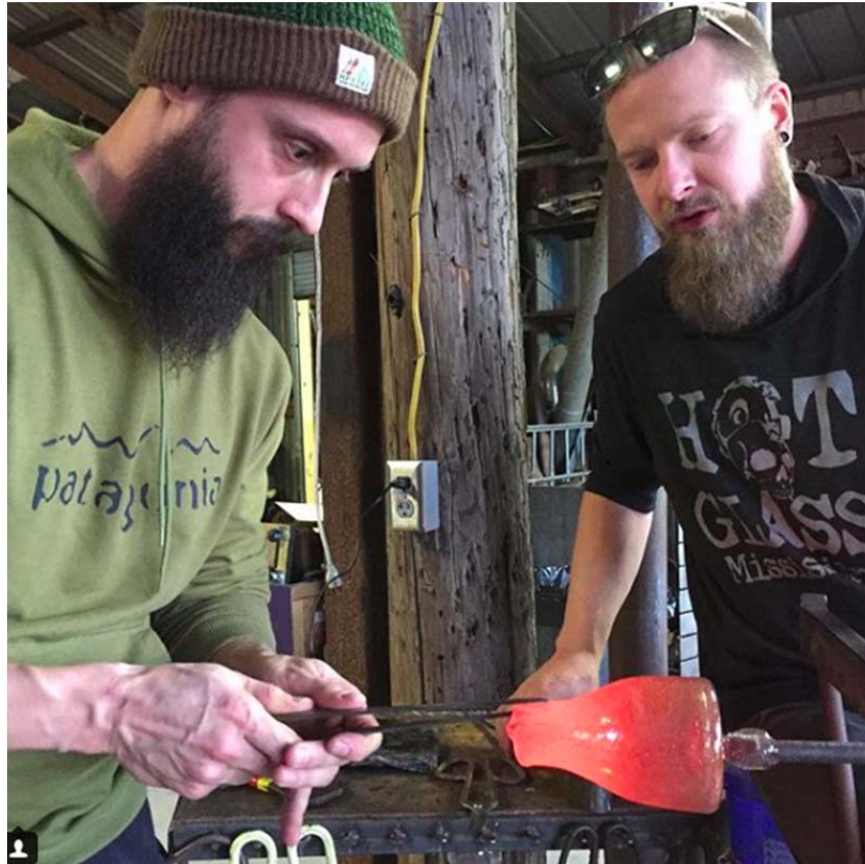


The moment you enter our studio you are transported to a place where there are no mistakes. You are in the moment, and become immersed in the fluid motions of the seductive dance of hot glass and flame. Red Flower Studios is the catalyst for bringing your personal creations to fruition. Through your interaction with our glass blowing process, your piece truly becomes a piece of you. There are many levels of involvement, whether its creating your own ornament, piece of art, or furniture, having an intimate date night with your partner, or even hosting a private event for your next gathering. At Red Flower Studios, we will help nurture your ideas into reality.

We have done this for the last two fall seasons in Hattiesburg Mississippi in 2016 and 2017. It was a wild success down there, and we are excited to further our growth and open our doors in our hometown of Park City, Utah. The unique experience that you get with Red Flower Studios will truly be unmatched and unforgettable.

| <u>Hours of Operation</u> | | |
|----------------------------------|---------------------------------------|--|
| Monday | Closed To Public | |
| Tuesday | Closed To Public | |
| Wednesday 2:00 - 10:00 | <u>Production</u> 2:00-6:00 | <u>Classes/Appointments</u> 6:00-10:00 |
| Thursday 2:00 - 10:00 | <u>Production</u> 2:00-6:00 | <u>Classes/Appointments</u> 6:00-10:00 |
| Friday 2:00 - 10:00 | Appointments All Day | |
| Saturday 12:00 - 10:00 | Appointments All Day | |
| Sunday 12:00 - 10:00 | Appointments All Day | |

Create Your Own



Red Flower Studios is a place to come let your creativity run wild with color, shape, and fire. "Create Your Owns" are your gateway to enter the hot shop and work hands-on with hot glass. Once you have chosen the item(s) you'd like to make, you will then work with our experienced staff to choose color that you will apply to the hot glass. Release your idea of perfection and embrace the uniqueness of your truly one-of-a-kind piece of handmade glass. Stare into the fire, apply and melt in your color, and shape with your breath and hands

Date Night

This takes our "Create Your Own" line to another level. Come with your partner, friends, or your kids to work together and craft hot glass with us.

30 min. \$80 (up to two items)

1 Hour \$140 (up to four items)

C.Y.O and Date Night Options

Planter
\$40



Ornament
Sm. \$25 Lrg. \$35



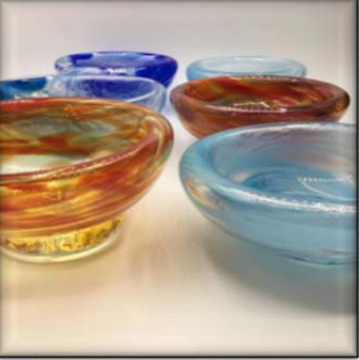
Splash
\$35



Vase
\$75



Breath out/in Bowl
\$45



Pumpkin
\$55-75





Glass Blowing Classes

Learn the beginning basics of glass blowing. Students will have a hands-on lesson with us, where they learn how to gather glass on the pipe and shape the glass at the bench using the proper tool techniques.

Intermediate/Advanced: Students looking to advance their skills can learn how to pick up color and refine their shaping techniques to end with a color filled piece of glass to take home.

1 hour per person/week for 4 weeks (limit 2 students per class)

| | |
|------------------------|-------|
| Beginning | \$600 |
| Intermediate/ Advanced | \$700 |

High-End Custom Commissions

We are available for larger scale custom work, such as steel furniture, glass chandeliers, custom lighting, and wall pieces. Essentially anything you want to come to life we can work together to create what you are imagining.

Private Parties & Special Events



Basic parties packages could include birthday, corporate event, girls' or guys' night out, and field trips.

\$75 – 125 per person

Mobile Events



Red Flower Studios is fully mobile! We load up our show and come to you. We provide education, entertainment, and a creative outlet for your event. It is our passion to educate and cultivate creativity, at school activities, work parties, arts and crafts festivals, and related gatherings.

Our mobile day rate starts at \$1,200
+ Additional cost may vary

Dinner & Glass Blowing Events



We hold intimate events that pair glass blowing and dining experiences. We collaborate with local chefs from Park City to provide a full-course meal to be served in the studio, where people will be able to eat and blow glass with their friends. By providing a unique dining and entertainment experience, people will leave the event asking, "What kind of piece do I want to make next time?"

\$150 - 200 per person prices

Products for Sale

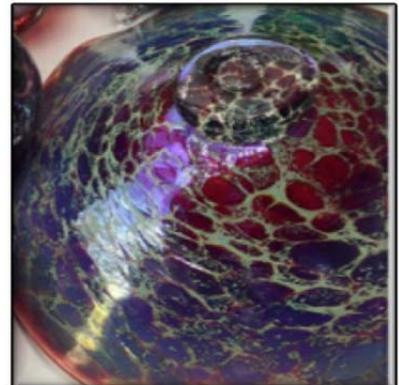
Copper Ring
\$30



Wine Rocker
\$25



Platters
\$75-250



Vases \$75-
300



Bowl \$75-
250



Lighting Fixtures \$75-
300





Operation cost

Fixed Cost

| | <u>Per month</u> | <u>Per year</u> |
|---------------------|-------------------------|---------------------------|
| Rent | \$ 3,733.00 | \$ 44,796 |
| Insurance | \$ 90.00 | \$ 1,080 |
| Internet | \$ 90.00 | \$ 1,080 |
| Loan payment | \$ 1,100.00 | \$ 13,200 (for 48 months) |
| | \$ 5,013.00 | \$ 60,156 |

Variable Cost

| | <u>Per month</u> | <u>Per year</u> |
|-----------------------|-------------------------|------------------------|
| Gas | \$ 1,000 | \$ 12,000 |
| Power | \$ 100 | \$ 1,200 |
| Clear Glass | \$ 1,250 | \$ 15,000 |
| Color Glass | \$ 250 | \$ 3,000 |
| Misc. Supplies | \$ 200 | \$ 2,400 |
| | \$ 2,800 | \$ 33,600 |
| Total | \$ 7,849 | \$ 93,756 |



Revenue Projections for 1st year

| C.Y.O./Date Night/Classes: | |
|----------------------------|-----------|
| Sold | 1,635 |
| Sales | \$163,500 |
| COGs | \$ 71,940 |
| Profit | \$ 91,560 |

| Mobile: | |
|---------------|-----------|
| Sold | 20 |
| Sales | \$ 24,000 |
| COGs | \$ 9,000 |
| Profit | \$ 15,000 |

| Products: | |
|---------------|-----------|
| Sold | 415 |
| Sales | \$ 52,498 |
| COGs | \$ 9,130 |
| Profit | \$ 43,368 |

| Commissions: | |
|--------------|-----------|
| Sold | 4 |
| Sales | \$ 40,000 |
| COGs | \$ 16,000 |
| Total | \$ 24,000 |

| Dinner events/Parties: | |
|------------------------|-----------|
| Sold | 238 |
| Sales | \$ 26,775 |
| COGs | \$ 10,472 |
| Profit | \$ 16,303 |

| Year-end Totals | |
|---------------------|-------------------|
| Total sold | 2,492 |
| Total Sales | \$ 338,273 |
| Total COGs | \$ 140,561 |
| Total Profit | \$ 197,711 |

| Weekly Sales Potential | | | |
|------------------------|------------|------------------|-----------------------|
| | Hours open | Average Cost/Hr. | Revenue potential/day |
| Wednesday | 4 | \$150 | \$600 |
| Thursday | 4 | \$150 | \$600 |
| Friday | 8 | \$150 | \$1,200 |
| Saturday | 10 | \$150 | \$1,500 |
| Sunday | 10 | \$150 | \$1,500 |

| | |
|---------------------------|----------------|
| Weekly Sales Total | \$5,400 |
|---------------------------|----------------|



Marketing Strategy

When we opened the hot shop in Mississippi in October of 2016, word of mouth – mainly through social media – was our biggest success. The propagation from the first handful brought us to be fully booked with appointments as soon as early December. We plan to have the same social media strategy in Park City. Given our personal long-term connections and support in town, we will be able create buzz rapidly throughout the community.

- We plan to use Instagram and Facebook as our primary form of advertisement to target potential customers within a 50-mile radius.
- In addition to the social media technique, we will host a night for all concierges of the hotels around town. Giving them the opportunity to come and participate in the creation of hot glass. This will increase our exposure around town as well as encourage them to pass on to their guests.
- Providing fliers for hotels and local businesses. We have Strong connections with community business leaders; they will promote the studio and pass along our fliers.
 - Supporting businesses include Davanzas, Utah Ski and Golf, Park City Lodging, The Handle and Sammy's Bistro.
- Main Street has many art galleries that have blown glass from national artist. We are establishing our presence as local artist making products in the heart of Park City. We will place our work in galleries around town, feeding the demand for hand made glass for sale and to participate in.
- There is only one other glassblowing studio in the state that allows the public in; this is located at Thanksgiving Point in Lehi. The services that they offer to the public are very minimal. We will be the only Hot shop in the state allowing the public this type of unique experience and hands on participation. We will promote this aspect heavily as to distinguish ourselves from our only potential competition.
- Finally, we will also reach out to all streams of local media and publications, e.g., *The Park Record*, PCTV, and KPCW.