



REEDFLY FARM - TABLE OF CONTENTS

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01

OUR VISION & VALUES

WHAT WE DREAM

We dream of a world that is ultimately harmonious and full of infinite possibilities. This harmony is interwoven with everything beautiful, inspiring and centering, be it (wo)man or nature made, with a purity of creation that can be achieved only through divine love, a clarity of intention, and a will to keep working until ultimate satisfaction is achieved.

We dream of dogged determination, in ourselves and in others, for excellence, wisdom and knowledge, and the happiness that is derived from this pursuit.

We dream of a time when celebration, and protection, of this earth and our fellow friends and families (animal, avian, human, plants and fish), is lauded as that which is supremely important, and deserved, of the utmost care and consideration.

And in honor of the heavens above, and the exquisite beauty below, our dream lifts all beings up and cherishes their presence, with love and admiration, kindness, respect, thoughtfulness, care and grace.


OUR PURPOSE & OUR MISSION

Derived from the Latin word *Hospes*, meaning "Host", "Guest" or "Stranger", Hospitality is rooted in the act of generosity and friendly treatment of visitors and guests. That being said, our purpose in our day to day activities is to provide pleasure, happiness, memories and joy for our guests, in the most beautiful, gracious, warm, personal, comfortable, and clean environment possible.

We pay homage to the magnificent land that we live in, the beloved people that we work with, the history that has graced our territory, and the art and culture that has continually blossomed in this part of the world.

Our homes are stylish with modern technology complementing the rustic, and lovely, charm of our architecture and interior designs. Our people are capable, knowledgeable, thoughtful, caring and warm, and we support each other first, as we believe putting our stakeholders first (that would be you!) and then our guests, partners and finally, investors, is the key to running a sustainable, meaningful and profitable business.

We also believe in doing everything possible for our guests and subscribe to the philosophy of Enlightened Hospitality - which is very akin to the Golden Rule - we aim to care for our guests with a sound and full heart, doing unto others as we would have done to, and for, us.



02

WE ADMIRE & RESONATE WITH THE FOLLOWING

PEOPLE

DANNY MEYER
COLIN DAVIS
DIANA VREELAND
JIM HARRISON
ANTHONY BOURDAIN
JASON LAJEUNESSE
CHANEL
EDNA ST VINCENT MILLAY
GERSHWIN
JEFF REED
CAROL REED
KIRK JOHNSON
MOZART
ANDRINA BIGELOW
FRAN BIGELOW
ANN PATCHETT

ENVIRONMENTS

YELLOWSTONE NATIONAL PARK
SMITHSONIAN
ASIAN ART MUSEUM - SEATTLE
GRAND CENTRAL STATION
FRENCH QUARTER
GRAND BAZAAR - ISTANBUL
VOLUNTEER PARK
CENTRAL PARK
CASA AZUL
FOUR SEASONS SULTANAHMET & BOSPHORUS
PALAIS ROYAL
DIDIER LADOT
SERGE LUTEN BOUTIQUE
5 LEAVES
WYTHE HOTEL
BOWERY HOTEL
GREENWICH HOTEL
NEUE GALERIE
THE MET
LAUDEREE PARIS

COMPANIES

BLUE HILL FARM
BLACKBERRY FARM
FIRMDALE GROUP
OBEROI HOTEL GROUP
ONE AND ONLY
UNION SQUARE HOSPITALITY GROUP
GREENWICH HOTEL GROUP
HABITA GROUP
FRAN'S CHOCOLATES
HERB FARM
GUCCI
VOGUE
BOTTEGA VENETTA
HERMES
LANVIN
WARBY PARKER
APPLE
TEMPERLEY LONDON

PLACES

PARIS
LONDON
ROME
ISTANBUL
MYKONOS
MEXICO CITY
NEW YORK CITY
NEW ORLEANS
BALI
KERALA
OAXACA
ISTANBUL
FLORENCE
AMALFI COAST
CINQUE TERRE
GREEN POINT
STATTON ISLAND FERRY
MONORAL - SEATTLE
COPENHAGEN
TIVOLI GARDENS

MUSIC

MOZART
BEETHOVEN
CHOPIN
DEBUSSEY
JAMES BOOKER
XTC
JOHNNY CASH
CARO EMERALD
CARAVAN PALACE
THIEVERY CORPORATION
NINA SIMONE
GIN WIGMORE
JEM
GUSTAVO DUDAMEL
GERSHWIN
MELODY GARDOT

EXPERIENCES

SLEEP NO MORE
MEOW WOLF
NUTCRACKER
HUNTSMANS BALL
DINOSAUR HALL BALL
SHAKESPEARE IN THE PARK
TIVOLI
PRESERVATION HALL
CAFE DU MONDE

03

OUR INFRASTRUCTURE (OPERATIONS & FINANCE)

FINANCE & LEGAL

CASHFLOW

- Accounts Receivable
- Accounts Payable

BOOKKEEPER

CPA

TAX STRUCTURE

ACCOUNTING SOFTWARE / PROCESS

EXPENSES + EXPENSE REPORTS

LEGAL

- Corporate Book
- Contracts
- Consulting
- Refund / Payment Policies

OPERATIONS

OFFICE / ORGANIZATION

- Systems
 - Google Docs + Drive
 - Office 360
 - Timetracking
 - Scheduling
 - Drop Box
- File structure (digital + paper)

COMMUNICATION / MARKETING

- Site
- CRM (aspirational)
- Emails (transactional + marketing)
 - Wordpress (?)
 - Mailchimp (?)
 - Square (?)
- Advertising / Awareness
 - Adwords
 - Contextual
 - Partners
 - Social

COMMERCIE

- Stripe
- Paypal
- Square
- PMS (FDA - Currently / 2018)

TECHNICAL

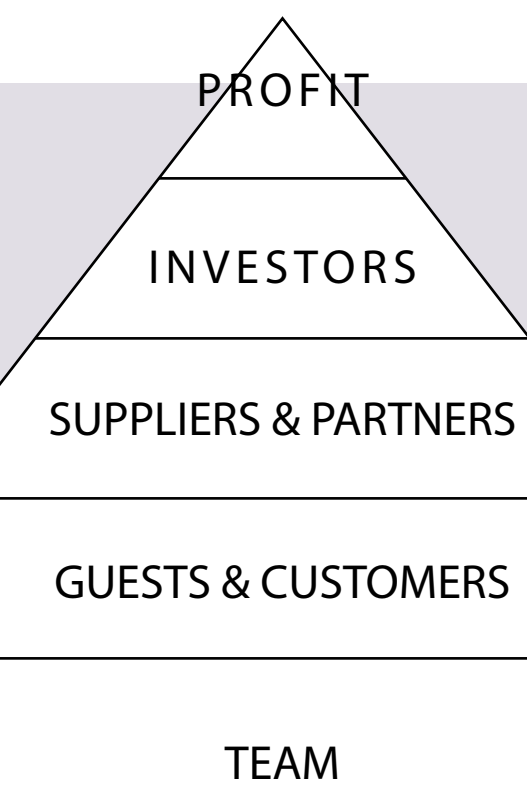
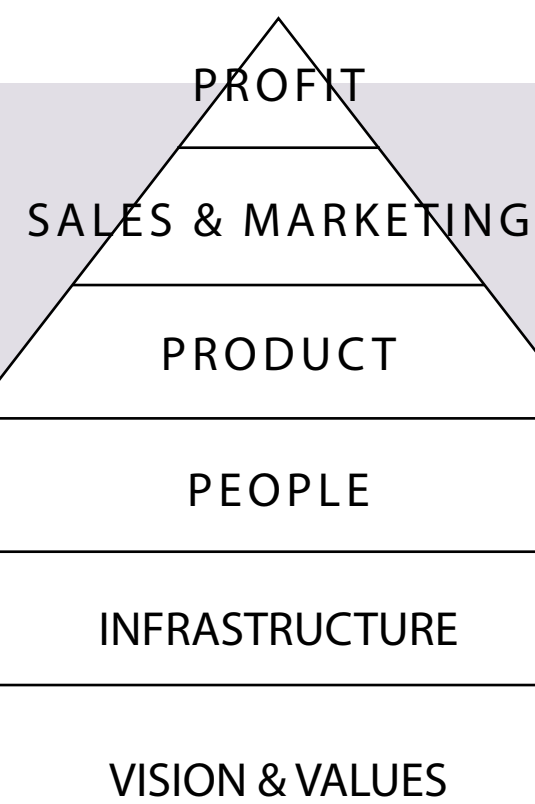
- Hosting
- Phone (Vanity Phone Number)
- Passwords
- Property Management System
- Third Party Integration (AirBNB / VRBO / OTAs)

MAINTENANCE

- Heating
- Septic / Plumbing
- Electricity
- Generator
- Hardline Phone
- Grounds / Plowing / Shoveling
- Fire Inspection
- Advanced Cleaning
 - Carpets / Rugs / Upholstery
 - Windows
 - Gutters
 - Deep Cleaning
 - Landscaping
 - Grout / Tile Upkeep
 - Building / Roof / Walls / Electrical
 - Mice / Mosquitos

Miscellaneous

- Insurance (self / corporate)



04

WE INTERFACE / TOUCH / COMMUNICATE WITH OUR AUDIENCE HERE

DIGITAL



PHYSICAL

Website

Review Homes (Space, Amenities, Price, Availability / Reservations / Contact + List / Packages / Events / Social / Forward to invite a friend / Area Information for River + Mountain Properties (what to do, where to go to get food, sundries, supplies)

Metrics

Conversion Rate
Number of Reservations
Email Opt-In

Phone

Land line
MOBILE -- 2 Way SMS
---Questions
---Reservations
---Issues and / or Support
Voicemail Message / Hold Message

Metrics

Search Engines, OTAs & Review Sites

Travel

--> TripAdvisor, AirBNB, VRBO, Booking.com
--> Google (SEM - paid & organic)
--> YELP

Metrics

Search Result Position
Visits / Registration
Ratings / Reviews

Email

Transactional

Marketing - News, Announcements & Invites

- Education, Inspiration, Holiday Announcements
- Invites for Dinners, Education, Tours, Packages, Nudges and RSVP

Metrics

Opens
Clicks & Conversions
Forwards

Social

INSPIRATION + EDUCATION

FaceBook / Twitter
Instagram
Podcasts + YouTube

Metrics

Visits / Conversions
Shares
Likes



Press

Blogs (travel, hunting, fishing, food, environment, history, yellowstone, cowboys, americana)

Magazines

Papers (WSJ, NYT ?)

TV

Metrics

Visitors
Conversions
Shares

Products / Print (Aspirational)

Farm - Flowers, Herbs, Fruit, Vegetables, Cook Book, Blog (Robin / REEDFLY)

Food - Pickles, Jams, Beverages (Robin / REEDFLY)

Jars - Pickling / Drinking / Vases (Robin / REEDFLY)

Gifts - Flowers, Candles / Tshirts & Apparel / Posters / Postcards / Jewelry / Artwork / Giftcards / Linens / Affiliate Programs /

Metrics

Sales (call, store, web)
New Contacts / Accounts

Tours & Guiding / Classes / Workshops / Retreats / Dinners / Packages

Educational Series

Yellowstone Expeditions

Fly Fishing / Entomology

Flora & Fauna Dinner

September Roast

Metrics

Events / Sales
Visitors
Opt-Ins

Houses & Property

Reedfly Farm (all up)

Eagles Nest House

Trout House (Cutbow / Brown Trout)

Grizzly Cabin

Big Horn Cabin

Main Lodge

Metrics

Cleanliness
Beauty
Comfort

Other Entities / Partners

Chico / Sage / Mountain Sky

Yellowstone (Institute / Park / Foundation / Club)

Livingston / Gardiner / Big Sky / Tippet

Montana Tourism

Fly Fishing Guides / Groups

Naturalists / Professional Guides

Metrics

Events / Sales
Visitors / Sales
Opt-Ins

05

RELATIONSHIPS AND LOYALTY CONTINUUM

AWARENESS		PERCEPTION	ENGAGEMENT & INTENT		LOYALTY & LOVE
Existing Audience					
EMAIL			SHARE	WEEK, A MONTH (online and phone)	EASY RESERVATIONS
WEBSITE			• On Site		CUSTOMIZE STAY / PACKAGES
PRESS			• Social	RESERVE DINNER / TOUR / GUIDE	BEAUTIFUL HOUSE / ROOMS / EXTERIOR
SEARCH			• Word of Mouth.	CONTACT (online and phone)	CLEANLINESS
FRIEND / SOCIAL			• Email		FRIENDLY EXPERIENCES /
EVENTS			BUY PRODUCTS		INTEREST IN THE PERSON & PARTY AREA INFO
			BOOK A NIGHT, A		CONCIERGE SERVICES
					SIMPLE CONTACT (online and phone)
					THANK YOU'S
New Audience					
Word of Mouth			RESERVE	• Email (?)	
Event			• Online	Learn / Education	
Press			Phone	Inquire	
Search			SHARE	Inspiration	
Social			• On Site	• Events / Celebrations / History	
			• Social		
			• Word of Mouth.		
Corporate Audience (TBD)					
Word of Mouth	Email		BOOK A 5 DAY RETREATS (Eagle's Nest & Trout House)	WEEK LONG RETREAT (Eagle's Nest & Trout House)	
Website					
Search					
Partners + Champions					
Press					

06_a

WE DEFINE OUR SUCCESS AS SUCH (METRICS)

QUANTITATIVE

PROFITABILITY

House Occupancy rate (revenue)	stock & inventory (COSTS)
cleaning (costs)	products, events, add-ons (REVENUE)
repairs & maintenance (cost)	Marketing (Cost)
overhead [electricity, heat, septic, services - accounting, legal, advertising / marketing, technology / booking engine, communications] (Costs)	

REEDFLY METRICS

Beautiful Location, Grounds, Architecture	Artwork (original, contextual, unusual)
Lighting - Indoor, Outdoor & Directional	Education (in-person, in-house, digital)
Communication - Pre-Stay, During, After & Continued	Luxurious and Clean Towels
Digital (site, emails, social, ota's)	Comfortable, Thoughtful, Beautiful Room Design
Phone (calls, voicemails, texts)	"First Time" Feeling..new, sparkling clean, no evidence of other people
In-House (welcome message, notes, alerts)	Low Sounds / Privacy
Printed / Direct Mail	Warmth / Coolness...Perfect Temperature
Exquisite Interior Design	Natural vs Signature Smell
Entrances	Sleep Quality
Beautifully / Well-Made Beds	Thoughtful, delicious, beautiful amenities
Apothecary / Fragrance / Scents	Outside House Comfort and Experience
Linens and Blankets (gorgeous, comfortable, clean)	
New / Well Maintained Pillows, Mattresses, Furniture	

OTA / CHANNEL METRICS

Response Rate (How quickly and consistently we respond to guest questions / comments)	---->AIRBNB
Commitment Rate (how many times we overbook or have to cancel a reservation)	--1-5 Star Reviews (guests)
Guest Reviews (1 to 5 stars)	--Cleanliness
----> Tripadvisor	--Value
(Excellent, Very Good, Average, Poor, Terrible)	--Accuracy
--Cleanliness*	--Check-In
--Rooms / Designs	--Communication
--Service	--Accuracy
--Sleep Quality	--Review Rate
--Location	---->GOOGLE
	---->YELP
	---->FACEBOOK

REEDFLY CLEANLINESS QUANT

UV Light	Stains (Pillows, Towels, Linens, Napkins, Toilets, Shower)
Bacteria Check (Remotes, Light Switches, Counters, Toilet Handle, Door Handles, Faucets)	Zero Fingerprints, Soap Remnants
Beds	Smell
Visual	Stock / Inventory Control & Implementation
Material	Reporting Missing Items, Damaged Items, Needed Upgrades
Time	Plant Care
Zero Food Remnants (Sink, Counters, Kettle, Coffee Maker, Knives, Utensils, Plates, Coffee Cups, Glasses, Cooking Materials, Grill, Trash Can, Microwave, Toaster, Dishwasher, Refrigerator)	
Design Systems / Organization	



06_b

WE DEFINE OUR SUCCESS AS SUCH (METRICS)

QUALITATIVE

EPHMERAL / FEELING

---> Welcomed

How do we make our guests feel welcome and warmly greeted?

---> Cared for

What does it take to care, or be thoughtful, for each other, and our guests?

---> First Time, Every Time

How do sense if someone else has been in our space?

--Sight

--Smell

--Sound

--Touch

--Energy

--Alignment / Systems

--?

-- What could we do to take it up a couple of notches?

---> Safe and Secure

What does it mean to feel safe?

What kind of safety measures are important?

--Fire

--Personal

--Viruses / Bacteria

--Animals

--Heat / Cold

--Water (drinking & recreating)

--Digital (Personal data, cc's, privacy)

---> Heard and Understood

--What does this look like for you? What does it feel like when you are heard, and someone listens, and responds to you?

---> Comfort

What is comfort? How do we make our guests as comfortable as possible?

---> Care / Worry Free

Is there something we could do further to alleviate any worries or cares? (take thier luggage, check in with them via text or email, anticipate any other needs?)

---> Delighted

What makes us delighted? Breakfast starter kit? Cookies? Warm Greeting? Personal Touches?

---> Inspired

What inspires US? what inspires our guests?

---> Renewed

How to we impart a sense of renewal? Relaxation?

---> Calm

---> Adventure

---> Memories

---> Value

--What do they value?

---> MEMORIES

--What will they remember?



07

EDITORIAL CALENDAR

2021 / 2022

APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
EMAIL SOCIAL	EMAIL SOCIAL	EMAIL SOCIAL	EMAIL	EMAIL	EMAIL
WEBSITE	WEBSITE	WEBSITE	WEBSITE	WEBSITE	WEBSITE
AWARENESS	AWARENESS	AWARENESS	AWARENESS	AWARENESS	AWARENESS

OCTOBER	NOVEMBER	DECEMBER / JANUARY / FEBRUARY
EMAIL	EMAIL	EMAIL
WEBSITE	WEBSITE	WEBSITE
AWARENESS	AWARENESS	AWARENESS

WEB	CONTENT	EMAIL	SEARCH
FUNCTION	WEB	PRINT	PRESS
	SOCIAL		SOCIAL



08

INSIGHTS & REPORTING



09

TAKE NOTE