

Conference of Olympus (Gymnosophical)

Five-Year Plan

2021-2026

Objective

The objective of this plan is to develop and document a set of activities that will lead C.O.G. and Star Ranch toward its goal of being the premier nudist destination in the southwestern United States.

This plan will focus on eight primary areas of development.

1. **Finance** – improving and enhancing the financial practices of the corporation to ensure continued financial viability, increase revenue, reduce expenses, and manage debt.
2. **Management/Administration** – updating management and administration policies and procedures to improve the visitor/member experience, streamline business processes, and facilitate revenue generation.
3. **Facilities/Equipment** – improving Star Ranch facilities to attract more visitors to enjoy Star Ranch, more members and more residents. Evaluating the usefulness of C.O.G equipment, the need for additional equipment, the need to sell or dispose of unneeded equipment.
4. **Infrastructure** – improving and updating the infrastructure at Star Ranch, including plumbing, electrical, internet access, roads, waste disposal
5. **Maintenance/Housekeeping** – developing expanded maintenance and housekeeping procedures to improve general appearance and cleanliness of Star Ranch, reduce down time for facilities and accommodations, and improve the habitability of Star Ranch accommodations.
6. **Accommodations** – updating the accommodations available at Star Ranch for member leasing, visitor renting or resident leasing/owning. Eliminating accommodations that are uninhabitable.
7. **Events/Attractions** – developing events and attractions that will draw more visitors to Star Ranch; thereby generating more revenue.
8. **Marketing** – continuing and expanding our efforts at proactively marketing our club to potential visitors and members nationwide

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1. Finance

- a. Review and evaluate all sources of revenue to determine if the appropriate revenue is being generated by each source.
- ~~b. Review and evaluate all expenses to determine if they are necessary and reasonable.~~
- c. Review all indebtedness to determine if current lenders, terms, and rates are the best available to C.O.G.

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2. Management/Administration

- ~~a. Evaluate office policies and procedures for necessity, efficiency, and effectiveness.~~
- ~~b. Develop more automated invoicing and payment systems.~~
- c. Create graphic map of Star Ranch for visitors.
- ~~d. Utilize greeters for first time visitors.~~
- e. Create “rules” video to inform visitors of Star Ranch rules.
- f. Create an introduction to nudism to help visitors understand the nudist lifestyle.
- g. Add language to lease agreement to require a certain level of maintenance/appearance.
- h. Develop programs and rates to attract more winter visitors.
- ~~i. Develop programs and rates for lower income visitors.~~
- j. Develop special rates for visitors on Mondays, Tuesdays and Wednesdays.
- k. Develop special rates for women and students.

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Facilities/Equipment

- a) ~~Move office and store.~~
- b) ~~Construct new secure front gate.~~
- c) ~~Resurface pool deck.~~
- d) ~~Move door to indoor pool, seal old entrance.~~
- e) ~~Create guest kitchen and separate shower area.~~
- f) ~~Construct new multi-user restroom next to tennis court.~~
- g) ~~Replace Tara Hall front deck with concrete surface.~~
- h) Paint Tara Hall floor
- i) Resurface tennis/pickleball court.
- j) New fencing around tennis/pickleball court/pool.
- k) Stop nets for pickleball use.
- l) Plan and implement improvements to the indoor pool and hot tub.
- m) Plan and implement improvements to the kitchen, including new refrigerators.
- n) Develop updated event sign at entrance.
- o) Cover tennis court (Phase one of new clubhouse)
- p) Install acoustic tile on ceiling of Nekkid Café.
- q) Develop plan for ongoing use of sand volleyball court.
- r) Plan and install garden by clubhouse.
- s) Paint/Remodel bathhouse in the Pines.

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- ~~t) Add lights at the end of the pool for water volleyball.~~
- u) Construct new pickleball court (in volleyball court area).
- v) Improve all laundry facilities.
- w) Build covered bandstand.
- x) Create outdoor theater.
- y) Purchase new equipment as needed for maintenance.
- z) Redo/repurpose tennis and volleyball courts.
- aa) Rebuild backstop wall at tennis/pickleball court.
- bb) Add barefoot running trails
- cc) Add standalone water volleyball pool/lap pool.

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3. Infrastructure

- a. Replace all water/plumbing lines.
- b. Add new directional signage.
- c. Improve electrical service.
- d. Locate all septic tanks.
- e. Improve internet access.
- f. More 50amp RV sites in the Pines
- g. Add Wi-Fi in the Pines
- h. Add garbage cans in the Pines
- i. Initiate a recycling plan for the Ranch.
- j. Remove unsightly/dangerous (dead) trees.

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4. Maintenance/Housekeeping

- a. Develop structured plan for preventive maintenance of Star Ranch infrastructure, facilities, equipment, accommodations, and grounds.
- b. Develop detailed schedule for cleaning accommodations and facilities, including a checklist of what needs to be cleaned and how it is to be cleaned. Includes trash collection and disposal.
- c. Develop grounds keeping plan, including mowing, tree and brush removal, plant and tree pruning

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5. Accommodations

- a. Tear down/remove uninhabitable structures.
- a. Clean up eyesores.
- b. Replace bedding and linens in rental cabins.
- c. Replace cookware, dishes and flatware in rental cabins.
- d. Implement pest control plan.
- e. Add more pads for RV's.
- ~~f. Create more motel style rooms in Tara Hall.~~
- g. Create "glamping", bunkhouse and similar accommodations.
- h. Prep unused sites.
- i. Explore installation of Teepee-style camping structures.
- j. Move all showers indoors in rental cabins.

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6. Events/Attractions

a. Develop new events to bring more visitors to Star Ranch, including:

- Bluegrass Festival
- Nudie Blues Event
- Allow food vendors to sell food
- Bike Rally

b. Develop new attractions to bring more visitors to Star Ranch, including:

- Waterslides
- Zip lines
- Disk golf
- Raft races
- Inner tube games
- Lazy river
- Talent shows
- Skit competitions
- Shooting range
- SWSA Volleyball Tournament

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7. Marketing

- a. ~~Create new logo for use on all Ranch-branded items and promotional materials.~~
- b. ~~Develop, implement, and document a structured marketing plan, including on-site marketing materials and external media.~~
- c. Explore cooperative marketing opportunities with other nudist communities, regional organization, and national organizations.
- d. Develop updated log and branding for marketing effectiveness.