



mapleridgeranch

A new concept in natural and equine tourism for British Columbia

benefits

This proposed development of an equine and natural tourism center complies with the various principles set out in the Maple Ridge 'Official Community Plan', which outlines the community's long-term vision for growth and development in the area:

Creating Local Employment

- Ten full-time members of staff will be recruited from the local community during Phase 1 and Phase 2 of development.
- Further full-time and part-time / casual positions will become available during Phase 3 of the development.
- Training will be provided where possible.

Boosting The Local Economy

- 'Maple Ridge Ranch' will attract visitors from all over the world to the community of Maple Ridge during the high season as well as weekend tourists during the off-season. Such high volumes of visitors will have immense economic benefits for local businesses.

Supporting Sustainable Tourism

- The development at 'Maple Ridge Ranch' will preserve the natural environment and the ecological, cultural, economic and local sustainability of the locality.

Educating Tourists and the Community in Eco-Friendly Practices

- Visitors and the local community will be educated in eco-friendly practices as well as the natural habitats of the Maple Ridge area.

Preserving & Developing Local Equestrian Trails

- The proposed equine trail riding experience at 'Maple Ridge Ranch' is compliant with the Long-term Multi-purpose Trail Plan, as set out in the Official Community Plan.



conclusion

'Maple Ridge Ranch' will bring a new concept in natural and equine tourism to British Columbia. The development will not only address the need for an equine and natural tourism recreational facility that caters for both the local community and the tourist market. It will also bring with it immense benefits for the local community of Maple Ridge including increased employment, long - term economic viability and an environmental education program.

Peter and Lise F. Jinnah would welcome the opportunity to discuss the 'Maple Ridge Ranch' business proposal further and are available from July 7th until August 2nd at The Hilton Hotel, Metrotown, Vancouver.



business proposal

Project Promoters

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business proposal & current market niche

The following is a proposal for the development of a unique equestrian and natural tourism center in the town of Maple Ridge, Greater Vancouver, British Columbia (BC). The project promoters, Peter and Lise F. Jinnah, through their company Jinnah & Co. Ltd. will provide 100% of the funding required should this proposal be successful.

Current Market Niche

At present, although there are numerous equestrian centers located throughout British Columbia offering horse riding lessons to members of the local community, there is an obvious niche in the market for the development of a facility that caters for both the local community and the tourist market.

The proposed development at 'Maple Ridge Ranch' will fill this gap in the BC tourist market and provide global visitors to Maple Ridge, as well as local residents, with an authentic and unique equine and natural tourism experience that entertains, relaxes and educates.

'Maple Ridge Ranch' - a new concept in equine & natural tourism for British Columbia

The proposed development of 'Maple Ridge Ranch' has two main objectives:

(1) To create an authentic, enjoyable & educational visitor experience

In recent years there has been a significant increase in the demand for outdoor recreational holidays and tourists interested in this type of holiday want to be completely immersed in a rich, natural cultural experience. 'Maple Ridge Ranch' is envisaged as a high quality, authentic equine riding trail experience and eco-friendly natural tourism center catering for tourists from all over the world. The center will offer equine enthusiasts and nature lovers a rare type of holiday – one that relaxes, entertains and educates.

From the moment visitors arrive to 'Maple Ridge Ranch' they will be completely immersed in the rich, natural local culture of this unique area. The facility will attract tourists with an appreciation for horses, nature, local history and culture. Typical visitors will include equine

enthusiasts, hikers, wildlife watchers and anglers.

- Authentic, high quality ranch style accommodation
- Complete immersion in life on a working ranch
- The many attractions of a nature holiday and
- The opportunity to learn about eco-efficiency and local natural habitats

will ensure 'Maple Ridge Ranch' offers a truly unique visitor experience.

(2) To provide a valuable educational and economic resource for the local community

A primary focus will be the development and delivery of various educational activities and programs to help members of the local community develop a greater understanding of the natural resources and eco-systems of the Maple Ridge area and learn about best practices in using renewable energy and natural resources.

'Maple Ridge Ranch' will attract high volumes of visitors to the area annually resulting in significant economic benefits for local businesses, while respecting the unique character of the region.

facilities

Phase 1 Development

Equestrian Facilities:

- Indoor riding arena with toilet facilities (91.44 X 91.44 m)*
- Outdoor riding arena (91.44 X 91.44 m)*
- 20 stables (Total size 73.152 X 73.152 m)* (Individual stable size 3.65 X 3.65 m)
- Tack, storage room & barn (27.43 X 27.43 m)*
- Petting farm

Phase 2 Development

Guest Accommodation:

- 10 family sized lodges (Per unit 13.56 X 13.56 m)*

Dining Facilities:

- Restaurant / bistro including kitchen, cold storage room and toilet (45.72 X 45.72 m)*

Other Facilities:

- Reception & concessions area, through area & toilet (13.56 X 13.56 m)*
- Childrens' playground (16 X 16 m)*

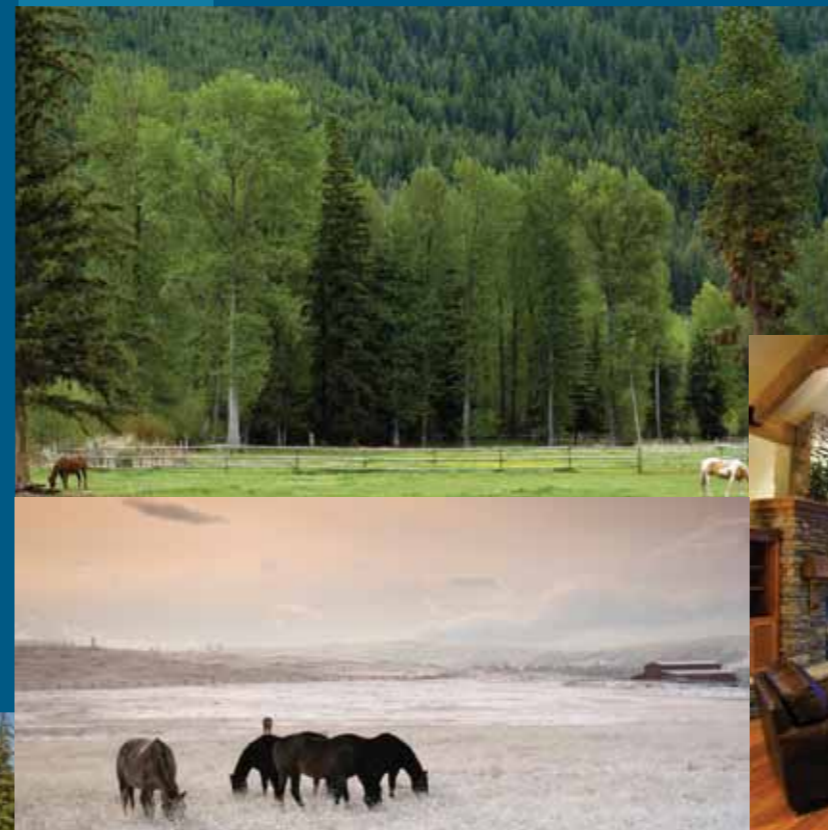
Phase 3 Development

Possible Future Developments:

- Indoor heated swimming pool
- Outdoor heated swimming pool
- Convention center
- Spa

It is anticipated that the following activities will also be offered during Phase 3 of the development:

- Bird watching
- Hill walking trails
- Special hikes to unique scenic areas
- Interpretive walks to historic sites
- Mountain bike trails



staffing

10 full-time staff will be recruited from the local community during Phase 1 and Phase 2 of development.

These include:

- 1 Working Ranch Manager
- 2 Ranch Hands
- 1 Guide
- 1 Administrator / Receptionist
- 1 General Cleaning Operative
- 1 Head Chef
- 1 Assistant Chef
- 1 Restaurant Supervisor
- 1 Waitress

Casual and part-time staff will vary seasonally. Once Phase 2 of the development is complete we anticipate to be in a position to take on additional staff for the Summer period.

Off - Season Activities

To ensure the sustainability of 'Maple Ridge Ranch' during the off-peak Winter months, the restaurant / bistro will remain open on a daily basis to the local community. The center will also be marketed as:

- A relaxing location for 'Winter Retreats' for busy city workers
- A high quality location for corporate and private events
- A 'virtual Winter wonderland' offering sleigh rides and miscellaneous activities for school children



sustainable tourism

From concept to completion, the development of 'Maple Ridge Ranch' will comply with best practices in Sustainable Tourism Development. Our aim is to satisfy the needs of global visitors as well as the local community, while protecting and enhancing the area. At all stages of the proposed project our primary concern will be the ecological, cultural, economic and local sustainability of the Maple Ridge region. Significant emphasis will be placed on eco-efficiency and our sustainable resource management will include using only environmentally friendly materials in the construction, promoting recycling, undertaking green marketing and providing comprehensive environmental information for visitors.

Jinnah & Company Ltd. have already contacted the British Columbia Sustainable Energy Association (BCSEA) regarding implementing best practices in eco-efficiency should this proposal be successful.