

Arc 38 Farm & Sanctuary:

Permaculture Education & Wellness Center

A. Executive Summary:

This time in our history represents an unprecedented opportunity for global collaboration for the benefit of local communities. Cooperation is the key, as we learn to navigate together while new paradigms emerge organizing human activity upon the earth to improve the health, wealth, and social cohesion of all involved, as well as sustainably stewards the flora and fauna of the natural world for generations to come. Doing less harm is no longer good enough, we must adapt in real time to have a regenerative impact on one another and on the living world within which we dwell.

'Autonomous Resilient Community' is both an aspiration as well as the cumulative result of the powerful commitment of a remarkable group of dedicated citizens who together bring solution sets of sacred activism, permaculture design, health and wellness, and new social technologies such as sociocracy, non-violent communication, and multi-stakeholder cooperative models.

By having only select roles filled by most qualified candidates in our vast and fluctuating regional and the greater activist community in New York City and beyond, we result in a multi-faceted professional team capable of providing sustainable fresh organic food and water, providing affordable wellness services to local communities, establishing as a worker owned cooperative and producing a scalable system to teach other communities, towns and cities how to replicate and adapt for their own particular locality. The "ARC" model has already been an inspiration for other land projects throughout the country, and hereby we set out to establish templates from which each site may choose to draw, and to commit to those best practices being in place here.

Please review the [Investment Breakdown](#) , [Financial Overview](#) and the [Financial Projections](#) as well as our [filing documents](#) with the IRS.

B. Vision Overview:

The programs and services we provide empower participants, communities, and organizations to collaborate in the enduring stewardship of land, making affordable accessible wellness available to all, and the creation of bio-regional conferences capable of maintaining life on earth for generations to come.

C. Mission Statement:

To maintain this container for both nature and the multiple participating projects who conduct on-going relevant educational, environmental & wellness programs, services and products based here in Amenia, NY.

D. Goal

To embody the principles of sustainability as an organization of integrity, inspiring those who attend such programs and services to integrate these values and practices into their lives.

E. Objectives:

1. To provide indoor and outdoor program and retreat facilities to support self and environmental consciousness and education programs;
2. To provide ownership opportunity for core team and participating members;
3. To provide educational opportunities for interns, apprentices, and volunteers to operate and manage a sustainable, sociocratic run enterprise;
4. To model the best practices in regenerative agriculture, permaculture design and other sustainable living systems;
5. To conduct programs and services for accessible, affordable health and wellness;
6. Provide a physical location for living and learning in collaboration with the Earth, future generations and all Life;
7. To provide a meeting place for local regional community to mingle with New Yorkers, expand their networks, and forge new personal & business relationships;
8. To increase visibility of local artisanal trades in the marketplace and increase production opportunities of naturally hand-produced goods and foodstuffs to the local region and beyond;
9. To provide jobs to the residential on-site community for stewarding, operating, and maintaining above mentioned aspects to roles such as: Tourism and Hospitality, Sales, Marketing, Land Stewardship and Forestry Management, Permaculture, Animal care, Maintenance, Carpentry and Building, Educational roles, and beyond.

F. Description of Services and Activities:

Wellness services: One of the most successful offerings of this land and our natural retreat opportunities over the last 5 years is immersive wellness services. In large part, a number of our participants, prior to arrival to the farm, have been living in comparative isolation in urban

centers. Community living in a lush, natural environment seems to have an immediate curative quality. Further, many participants did not have access to fresh spring water, and home grown produce in their home circumstances. Daily hydration, fresh water bathing, and consumption of fresh, raw vegetables also seem to contribute to stark improvements to energy levels, and emotional well being. Finally, one of the most remarkable aspects of personal healing seems to emerge from the discovery of personal gifts and a direct means to contribute to the community. Prior to arrival, many of the participants felt disinvested in existing social structures, and the economy as a whole. Once members find their unique gifts and personal missions, and are supported in delivering value to others, their personal vitality and passion for life increases dramatically. In that respect, this place has served as a life transition facility to a great number of people of all ages and backgrounds. We have a number of natural healers with various capacities in herbal remedies, wildcrafting, touch and energy work of some variety, with a massage chair, table and a hot tub on site, a sweatlodge created again soon.

Cultural events: This space has consistently attracted a remarkable collection of artists, musicians, performers, poets, writers, videographers and journalists. Local historian, author and musician *Evan Pritchard* has been a core member from its inception and has been a guiding light. These cultural creatives have produced weekend events drawing the New York City nightlife crowd to experience nature, sometimes for the very first time. There are often whole collections of work produced, that serve to enrich the daily lives of community members and local town residents. The healing power of art has been a tangible aspect of our lives for years, and is an integral part of our identity. It is astounding to witness otherwise introverted individuals burst forth with vital aliveness through spontaneous group performance, drumming circles, and filmmaking events. One of the key value offerings of this property, is acres and acres of untouched natural splendor. This gives space for artists to be alone, to reconnect to their inspiration, and to collaborate in small groups, in preparation for larger scale performances. Further, social media mastery is a powerful vehicle for sharing our mission with other like minded organizations, leading to an international community transcending all previous cultural and national boundaries. Finally, cultural events currently represent our strongest financial offering, bringing in approximately \$1,000 - \$6,000 per major weekend event, and 10 - 30 hours of volunteer labor for regular weekend events.

Constructive activism: *Bill Henry* is the current owner of the property and is a lifelong peace activist. Arc 38 arose as the outcropping of the most dedicated younger activists ready to form a pioneer town in 2012, in the wake of the eviction of #OWS and initially built by the core of the Occupy Farms Working Group, dedicated to affordable housing, economic reform, alternative healing and education modalities, as well as new social technologies. Non-violence is one of the founding principles that all members of the community agree to uphold. Maintaining nonviolence in action, word, and intent, requires a communal dedication to personal development and group accountability. The result is a rather total form of personal and organizational development, as one modality after another is tested and refined, until all needs of each individual member are

met in full. This is the most basic form of constructive and engaged activism: To work on one's own self, with the support of a dedicated community, working together to overcome personal and shared trials, until radical personal breakthrough is achieved for all involved. The group currently represents a wide variety of psychographics, backgrounds, capacities, and education. There is sometimes enormous friction between members. Yet, in addressing this friction directly, with courage and compassion, a new understanding of the solution path for the global challenges of our age begin to emerge with profound clarity. Our members have participated and volunteered with Occupy Sandy relief efforts, Earth Guardians, Idle No More, Black Lives Matter, Democracy Spring, Flood Wall Street, the TwoRow Hudson River events, the World Peace Prayer Society, Peace Stars of the Ukraine, Hawthorne Valley, Peace Village in Hunter, NY, SEVA in Cortland, NY, Vital Farm and elsewhere. Eco Lake (Devin Kyle Irby) founded, hosted and created such initiatives as We Will Outlive Money (landing the word "post-capitalism" in the Wall Street Journal (Dec, 2014), LibTech (Liberation Technology, conference at NYU) and an earth wedding ritual as part of the People's Climate March. Arc 38 also hosts relevant livestream events, screenings, discussions and recordings.

Collaborative partnerships: This project represents an unparalleled experimental environment for the implementation of various multi-stakeholder models at little to no cost, and invaluable accurate real time market feedback. Simply put, if a system does not work, the team on the ground is first to know, and swift to report. Course corrections are made with increasing speed and optimization. The next phase of this activity onsite is to bring in mentors in all relevant fields, to develop scalable socio-economic, educational and environmental solutions. Our primary new focus is on socially engaged entrepreneurship, seeking to bridge the gap between urban needs for fresh food, water and time in nature, and the needs of the natural environment to be stewarded responsibly while developing a sustainable countryside economic development. By demonstrating the means by which our workers can own the fruits of their labors while also providing steady return on investment we seek to become the exemplar of responsive social capitalism.

Venue / Day Events: Through the skillful promotion of Michelle Joni, we have established several diverse "DayCamp," camping and Festival arrangements and finessed the model with a range of expected outcomes on average of 15 people at \$60 each (\$900 / day). Renting the space or hosting a band or other touring presenters, workshops and pop-ups allows for a market comparable hourly or evening rate depending on the messaging cycles and our extended outreach, calendars and cross-promotion regionally as well as in corresponding circuits in New York City. Someone with just that Brooklyn savvy, who has operated a functioning Cultural Creatives Community Center joining our team as an Artistic Director is Micha Lazare of the RAKit Club. A number of other prominent, cutting-edge players in the funster scene are also alert to this locale and may be able to help us make even more of a splash as the pieces of the puzzle start to come together.

Café / Store: By completing the beam and structural work on both the North & South Barns, we can open the way to completing a proposal for a private kitchen (members-only) and eventually an approved commercial kitchen open to the public for both event and daily residential use, as well as primary use dedicated to a farm-to-table café operated by the experienced and talented Lauren Digioia, catering to small crowds who would make it here and be able to choose from the day's menu, with some allowance for service to train passengers, bicyclists and to have some extended store area with tables, cubbies, bins, bulk and fine quality crafts, produce and enhanced items.

Gardening / Permaculture: We are lucky to have pre-eminent Permaculture designer and teacher Andrew Faust working with us to implement our Permaculture Design Plan here. Additionally, we have been gifted by the skills and talents of Mountain Man Dan Sheridan who has led plant identification walks and will set up a forge here. Gardening is an essential skill that every American needs to master to some degree, in order to ensure lasting food security. Permaculture is the means by which whole bioregions will be organized according to 2,000+ year design plans, in order to ensure that all facets of both the economy and the rule of law comply with the reality of the Earth's natural functions. Gardening is the simplest introduction to the majesty and wonder of nature's inherent genius, while permaculture is the master craftsman's realization of a future Eden that is available to all human beings globally. By acting in concert with natural law, working with the resources on hand, developing talent according to proven methods, we are committed to be a majestic showcase of all that Permaculture design has to offer. Proximity to NYC by train allows both urban and suburban dwellers to visit the site, learn skills, and get certified in specific design solutions. It is likely that food production and land stewardship will be one of the most preeminent careers of the near future. Courses typically run 3-7 days, and cost \$500 - \$1,000. As an educational facility, we are committed to hands on learning in an immersive environment, including mastery of entrepreneurship and alliance building with local governing bodies.

G. Financial Overview

Approximately \$200,000 has been brought into the property via a federal program creating a turtle sanctuary on 29 acres on the farmside through the Department of Agriculture's Wetland Reserve Program. Additional funds can be brought in by creating a similar arrangement with a Land Conservancy to preserve the diverse natural integrity of the 152 acres of forestland on the mountainside. Through working with experienced Community Land Trust organizer and permaculture designer and teacher Andrew Faust and other seasoned best practice professionals, we aim to find the best collaborative, deliberative quorum, a Round Table, to determine who these top contributors are in the near future, in advance of the forthcoming sale of the central building and official residential facility, the old Luther farmhouse at the center of the property here at Arc 38 in Wassaic, NY.

Dedicated activists, wellness practitioners, and cultural creatives have supported the space with their own efforts and outside income streams, but now the time has come to share the space with our Native brothers and sisters with designated space for indigenous ways to thrive here, as well as to develop organically and ongoingly, additional events, crops, products, services and other offerings as part of our natural earth-based economic development.

That we have managed this long is a testament to the community that has come together to ensure the continued access to nature Bill Henry's vision and legacy represents. The place is beautiful and sacred. If anything on this earth is worth investing in, it is this farm and this community. Money was invented to support the activity that we are committed to bringing to the marketplace, scaling outward, and culminating in Paradise, the ultimate culmination of scores of impressions of Utopia, expressed. At this point, this entails a \$500,000 investment from a concerned consortium of interested parties who will be able to bring forth many times that value over the forthcoming years in service to many more who will come after us.

By first offering space to earth activists and now forming stewarded the land, upheld the social service of affordable housing and an all welcoming nonviolent community environment. Through partnering with a like-minded film studio, healing retreat facility capable of handling the difficulties in trauma relief we intend to now demonstrate a viable economic model that continues the traditions of affordable housing in exchange for honest labor, and an all welcoming community dedicated to nonviolence.

H. Core Aspects

Farm

Café

Unlearning Center

Forest

House

Projects

Events

I. Workflow

Customer Base: Our primary clientele are young people in transition, as well as activists seeking wellness, education, and community support for their new ventures. We have a large and extended network of like-minded individuals who hold certain ideals in common. First and foremost, we are cooperative and service-oriented. This leads to a thriving gift economy significant barter of skills and resources, as well as collaborative events that merge missions and networks for days, weeks, or even months at a time. We do not really have clients, we have partners and beneficiaries. Everything is participation based. Our client base are not passive consumers, They are largely active innovators and early adopters of a number of cutting edge alternative lifestyle trends. Young 20-35, new parents with children under 16, with a large number of mentors aged 50+.

Value Offerings: In simple terms, the traditional measures of value offering are not met in this environment. There is little to no running water. There is electricity and internet, but most other basic amenities are absent. Many people camp in tents, carry their water and firewood, and pick their own produce from the garden for meals, or as desired. The primary offering is recognition.

People are recognized for who they are. Their latent talents and passions are given both the spaciousness and the coaching required to bring these talents forward. The level of autonomy is unparalleled, and the resources on hand are 180+ acres of farm, wetland, mountain and forest lands. The team that provides hospitality for adults and children alike, are gifted, dedicated, and loving. Our clients are not clients at all. They are family. We care for our guests as if they would live with us forever, and as a result, many do stay much longer than they originally intended, growing in new directions, and turning their personal process of discovery into offerings that further enrich the space itself.

For example, it is not uncommon for guests to plant a new garden, redesign a room, or build a structure, that then in turn serves the next group to come to the farm. Each gift leaves a living testimony to the transformative experience.

Another value offering is a 100% immersive environment for the exploration of group dynamics in a nonviolent, totally volunteer basis. Everything that happens on the farm is self-directed. Small teams take on specific projects, see them to completion, and report their results to the core group. Because there are many different people from very different walks of life, capacities, and education levels, conflicts rise frequently, and are a vital part of the community growth process. Dynamic governance in action leads to an environment that is fertile in both opportunity and accountability. Nonviolent communication results in a sense of safety and acknowledgement that is not found in our modern hyper materialism oriented culture.

Time. There is time to simply be. All too often we are led to believe that one must work for a living. Here people REALLY live. We work for the joy of the work itself. Not all of the work is fun,

but it is done because it is intrinsic to sustaining our life. There is nothing artificial. No false controls or limitations. This leads to an open space to actually breathe, come back to center and to remember the truth of one's essential being. Time and space to simply be can be one of the most transforming acts a human being can do for themselves, and here at the farm it is woven directly into our everyday way of life.

Team. Sometimes, one simply cannot take on a project on their own. When residents come to the farm with a project in mind, it becomes part of the opportunity for the larger community to come together and collaborate. The wide variety of skillsets including but not limited to website design, creative problem-solving, herbal medicine, mechanical engineering, events, logistics, operations, permaculture, farming, writing, filmmaking, and others, are available to our members, and is one of the most exciting aspects of our membership.

Barter exchange is extremely cost effective. We have the capacity to harness as much volunteer labor as we can accommodate in terms of housing, camping, and room and board.

Channels: As young people, we use social media much as previous generations used mail and telephone. It is a seamless aspect of our lives, and here we intend to make productive conscious use of informed advocacy and activism becomes more and more an aspect of how we live. Because we are member supported and advertise predominantly via word of mouth via our habitual modes of modern communication, our 'marketing' is seamless and authentic. We do not sell anything to anyone. Our events are well attended, naturally profitable, and joyously constructed with participants, volunteers, and core team alike. People look forward to our communications and our clients are our dearest friends and allies. We have none of the modern challenges to sales and marketing. Our innovation is in the 100% authentic way in which we live our lives. We live our brand. It is made fresh each day from the fruits of our labors. Our media content is modest now, just beginning to find it's voice. Our budgets are in the hundreds of dollars, yet our impact is disproportionately direct. We run lean, honest, and with genuine care for all who come into our lives. There is no comparison. Not even five star hotels can offer love, gratitude and grace. We do. And it shows when guests rave about the space in their own social media, spreading the word, sharing the gifts, expanding our influence. And all of this occurs with no additional costs whatsoever because people share real moments with us that last their whole lives, unmistakable miracles occur here.

Revenue Streams:

Commercial farming requires \$10,000 of annual income, some 40 percent of which can come from the sale of raw lumber or stone, the remainder from our farmstand, the farmer's markets or any of various avenues of direct sales to restaurants, distributors or individuals.

Land stewardship \$200,000 one time payment in sale of development rights. This is the biggest opportunity for key partners, whether from extended rental agreement, exclusive rights or other means to cover the forthcoming expenses and create the means by which the extended community and resident businesses can bring in no less than \$4000 monthly ([see details](#)).

Key Resources:

150+ acres on the mountain. Includes house and much forest land. Option for a one time payment from DLC (Dutchess Land Conservatory) for approximately \$200,000. Access to 5+ acre farm and 30 acres of wetland preserve. Wassaic Metro North Train Station adjacent to property, direct access to Grand Central Station in Manhattan, NY. Approximately 2.5 hours commute to New York City by train or car. Proximity to key partners in peace movement (Peace Prayer Society), an ongoing art and music festival (Wassaic Project), natural splendor, fresh spring water, fresh grown produce, and affordable housing.

Key Activities:

Wellness.

Coaching.

Immersion.

Gardening.

Camping.

Community building.

Hospitality.

Hiking.

Land stewardship and forestry management.