



## Strategy and Phase One Funding

September 2019

### Overview

Critical to the success of implementing the overall strategy for the Statue of Freedom project is the funding of Phase One. The following document reviews both the overall project strategy and the business plan for Phase One.

### Strategy

The strategy to fund the Statue of Freedom and the tactics to work that strategy are time sensitive and will only be discussed verbally in a private confidential setting. The end result of this strategy is to secure a commission for the entire cost of the project. Total cost for the full-size statue and pedestal/visitors center will be determined as part of the work of Phase One. Combined height will be same as Statue of Liberty, 305 feet.

### Phase One Funding

#### Phase One – Combined Expense Totals (Fixed + Variable + Monthly)

- |                          |                  |
|--------------------------|------------------|
| • <b>Six Months</b>      | <b>\$181,000</b> |
| • <b>Twelve Months</b>   | <b>\$247,000</b> |
| • <b>Eighteen Months</b> | <b>\$313,000</b> |

#### I. Offer to Phase One Benefactor

- Prominent naming recognition in Visitors Center, in commissioned book and in documentary film.

#### II. Value of Offer

- Priceless in monetary terms.
- Historic in legacy terms.

#### III. Risk of Offer

- High

**IV. Artist Funding Needs (Phase One only)**

- Pedestal \$5,000
- 3-foot maquette (resin) \$15,000 (note: bronze \$30,000)
- Other \$15,000

**Total \$50,000**

**V. Project Management and Research (Phase One only)**

- Management \$6,000/month
- Administrative Assistant \$3,000/month
- Legal (LLC, Design patent, name copyright, etc.) \$15,000
- Research \$10,000  
(Business Plan, Funding Plan & Strategy, White Paper, etc.)
- Travel \$30,000  
(Air fare, lodging, ground transp., food). See air fare and lodging details.

**VI. Fixed Expenses**

- Artists (three-foot bronze maquette w/base) \$50,000
- Legal \$15,000
- Research \$10,000
- Other \$10,000

**Total \$85,000**

**VII. Variable Expenses**

- Travel (air fare) \$14,000
- Lodging, Ground Transportation, Food \$16,000

**Total \$30,000**

**VIII. Monthly Expenses**

- Management \$6,000
- Administrative Assistant \$3,000
- Insurance \$1,000
- Other/Misc. \$1,000

**Total \$11,000**

**IX. Air Fare – Details**

• Utah to Chicago	\$400
• Utah to Detroit	\$400
• Utah to Sacramento	\$300
• Utah to Washington D.C.	\$400
• Chicago to Washington D.C.	\$500
• Utah to Israel	\$1,800
• Chicago to Israel	\$1,400

**Total** **\$14,000**

**Note: Air Fare Total** is based on 5 domestic flights @ 3 people/flight (\$6,000) and two international flights @ 3 people/flight (\$8,000).

**X. Lodging/Ground Transportation/Food – Details**

• Lodging	\$150/night
• Ground Transportation	\$100/trip
• Food	\$100/trip

**Total** **\$16,000**

**Note: Lodging/Ground Transportation/Food Total** is based on \$350/one overnight trip/person and a total of 15 trips @ 3 persons per trip.

**XI. Phase One – Expenses Breakdown Totals**

• Fixed Expenses	\$85,000
• Variable Expenses	\$30,000
• Monthly Expenses	
➤ Six Months	\$66,000
➤ Twelve Months	\$132,000
➤ Eighteen Months	\$198,000

## Conclusion

When Phase One is successfully completed, a detailed business plan for the entire project will be presented. This information will prepare the project to be introduced to the funding partners as discussed confidentially in our Strategy Section. Elements of this business plan will include:

- Cost Projections for construction of monument, pedestal and visitors center
- Funding partners (ie. Commission grantor)
- Design of pedestal and visitors center
- Location
- Mission
- Project construction partners
- Operations budget
- Partners and expenses for educational projects including on-site, classroom outreach and internet
- Monument property management and security
- Selecting partners for commissioned book and documentary film
- White Paper
- Other

*“Civilizations leave their legacy to future generations by the monuments they build. Great monuments lift the human spirit, crystallize inner beliefs, encourage discussion, and lead to strengthened resolve and renewed action.”*

**Daniel L. Bolz**

## I. Footnotes

1. Actual expenses for Air Fare will depend on number of domestic and international flights booked and current rates.
2. Additional unforeseen expenses may impact budget projections. Partners will present such expenses to benefactor who will approve/disapprove on a case by case basis.
3. Benefactor will agree to fund all three '6 month' periods. If monument commission is not secured by end of 18 months partners and benefactor will decide whether to continue or conclude the project.
4. Phase One corporate structure:

Company:	Freedom Alliance, LLC (A Veteran Owned Company)
----------	--

Managing Partners:	
• Daniel L. Bolz	President
• Anna Koh Varilla	Sculptor/Artist
• Jeffrey H. Varilla	Sculptor/Artist