

**PROJECT NARRATIVE: “Harvest Moon Ranch” Conference/Education Center**

**REVISED 9/25/20**

Kasey Plourde, Property Owner and Business Owner  
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10027 E 325 S Huntsville, UT 84317  
Parcel #21-046-0005

Adjacent property also discussed in this application:  
394 S 10000 E (Parcel # 21-046-0006) currently owned by Kimbal and Debra Wheatley. Under contract to be owned by Kasey Plourde by mid-January 2021.

10027 E 325 S = 5.36 acres  
394 S 10000 E = 7.4 acres  
Grand total = 12.76 acres

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Imagine you’re attending a corporate conference. Rather than sitting in a hotel ballroom the entire day, you begin your meeting in a meadow under shade umbrellas, then enjoy a quiet catered lunch by a river, followed by a fly-fishing demo experience and group yoga. Your day concludes with dinner in a barn accompanied by a live bluegrass band. These are the types of meetings and events we look forward to offering patrons at our Conference/Education Center: *The Harvest Moon Ranch*.

**Our Background**

We have recently purchased this property with an existing home and barn as a place for our family to live and work. My husband and I have owned/operated an event planning business, Harvest Moon Events, based in our home in Park City since 2012. Harvest Moon Events has moved with us to this new location. This CUP is for our request to run a Conference/Education Center in our FV-3 zone.

We will live in the existing 2,581 square foot home on property along with our 2-year-old son. With your approval of this CUP, we will host corporate and leisure events on the grounds and in the existing ancillary barn.

Our proposed building changes:

- A designated parking lot with 14 spaces plus an ADA stall
- One new restroom and storage space
- Temporary restroom trailer screening façade

**The definition of “conference/education center” per the Code:**

*The term “conference/education center” means a facility designed for the purpose of conducting meetings for consultation, exchange of information and/or discussion which results in enhanced personal, business and/or professional development. A conference/education center may provide office facilities and schedule a range of business related and/or leisure activities (e.g., training workshops, seminars, retreats and similar type meetings). Such a facility may serve meals and offer day use and/or overnight lodging facilities.*

We think the term “conference center” sounds much more intrusive than what we’ll actually be doing. This is primarily our home and private residence, and we will be renting out our barn and land for occasional event use.

### **Variety of Conference Uses**

A “conference” has a wide-range of events associated with it: meetings, recreational activities, retreat style activities, late afternoon cocktail hours, and/or dinner receptions with entertainment.

We envision private events such as corporate meetings, retreats (i.e. yoga, photography, cooking, fly-fishing, astronomy, team building), birthday celebrations, anniversary parties, small weddings, and educational workshops. We will focus our meeting space offerings in the many beautiful outdoor settings our property offers—a session by the river, in the garden, in the meadow, poolside...all with an awesome inclement weather backup space in the beautiful existing barn. We think the flexibility in our offerings will attract a diverse clientele.

As a licensed and insured event planner with 15+ years of experience, I will not only be managing the venue rental, but also will be managing the event planning process. We will be more “hands on” than most venue rental facilities, who often book their space and then turn it over to an event planner. We are the event planners. We’ll be handling the arrangements from start to finish.

I know of many facilities in Utah who market themselves as “conference centers” while offering a variety of corporate and social/leisure events. Some of these are: The Ogden Eccles Conference Center, The Grand Summit Conference Center, St. Regis Deer Valley, River Bottoms Ranch, Deer Valley Resort, Snowbird Resort, Church and State, and Blue Sky Ranch, to name a few.

### **Harvest Moon Events & Tax Benefits**

In addition to hosting events on our property, we will run Harvest Moon Events on property and will travel to various other event sites to host the events that we plan. We will naturally do more business in the Ogden Valley, offering our services at existing venues such as but not limited to Snowbasin and Powder Mountain, and bringing more tax revenue to the county. By moving our business location to this new address—and now having our own venue to offer clients—we look forward to bringing tax revenue to Weber County.

### **Socially Distanced Meetings**

In the midst of a pandemic, we’re finding that more and more people want to meet in a setting where they have room to spread out, and in fresh air. With our acreage and unique meeting spots on property, we can offer plenty of room for our guests. Our business specializes in providing fun, memorable experiences for attendees—and we believe that an untraditional conference/event venue will be attractive to many clients. Our venue would be a great partner for an Ogden hotel/conference center who has a group looking to do something offsite for a day or evening reception. Or for a Snowbasin wedding couple who is staying in the area and wants to host a rehearsal dinner or Sunday brunch at a unique venue in the Ogden Valley.

### **Existing Barn Venue**

For those groups that want to use the existing barn space, you’ll see from the attached diagrams that the barn can have many uses—from theater style seating to classroom style tables to reception style dining tables. We intend to keep the barn empty and ready to setup flexibly for each event and its unique needs.

### **Open Space**

We do not currently plan to build anything on the 7.4 acre plot at this time (Parcel # 21-046-0006). We intend to maintain that area and use it primarily as open event space. The well-preserved open space by the river is important to us both personally and professionally.

## **Being Good Neighbors**

Our neighbors' well-being is a top priority to us, and our hours of operation and venue policies have been developed accordingly. We've reached out to the neighbors on our property line and beyond, and have listened to their feedback, finding a solution to accommodate each and every concern that has been brought our way.

Our hope is that on event days, our neighbors won't even notice that there is a group visiting—and if they do notice, they won't be bothered by their presence.

We welcome the challenge to minimize our impact on the neighbors and the property, while being good stewards of the land. We plan to continue the work started by the former property owners in planting more flowers, fruits, and vegetables (all of which can be used and consumed at our events for a true "farm to table" experience). We hope to have beehives, tending to the honey and beeswax (using the beeswax to make candles for our events as well). We hope that the love that we'll be putting into our land will increase property value in our neighborhood.

Furthermore, we want to add to the community that we will be joining, and to give back we will occasionally host social gatherings on our property that will be open to the public (applying for Special Event permits as applicable for events such as those defined by section 38-1-3.). We envision educational workshops, movie nights, and the like.

Since there is very minimal room for lodging on our property, most of our guests will be seeking local lodging options. We look forward to sending that business throughout the community.

Having conferences on our property will require help from several vendors, such as entertainers, caterers, photographers, and local event staff that we'll be looking to hire. This will be a fine way to increase jobs and income for the great people working in the Weber county area.

## **BASIS FOR ISSUANCE OF CONDITIONAL USE PERMIT**

*Reasonably anticipated detrimental effects of a proposed conditional use can be substantially mitigated by the proposal or by the imposition of reasonable conditions to achieve compliance with applicable standards. Examples of potential negative impacts are odor, vibration, light, dust, smoke, or noise.*

### Hours of Operation – office days

- We will operate our standard event planning business 10am-5pm
- Staff: besides my husband (Myke) and I, we currently have one other full time year round employee. When she is not working from her own home, she may be on site during these hours prepping our rental products for events and maintaining the facility.

### Hours of Operation – event days

- On event days Sunday-Thursday, we will operate our facility based on the needs of the client, but limiting to the hours of operation between 9am and 10pm.
- On event days Friday and Saturday, we will operate our facility based on the needs of the client, but limiting to the hours of operation between 9am and 10pm (outdoors) and 11:00pm (indoors).
- On event days, our part time facility/events staff and vendors may need to be on site up to an hour prior and later than the event to prep and clean.
- A Harvest Moon Employee (Kasey or Myke Plourde) will be on site for every event, from start to finish. We will have zero tolerance for guests who do not abide by our venue policies; they will be asked to leave the premises.

### Barn Specs:

- 3250 square feet inside
  - 2400 downstairs
  - 900 upstairs
- 450 square feet under awning outside

### Anticipated Business Volume

- We anticipate around 50 events per year.
- Peak summer season may see more volume, while fall/winter/spring will be much less (maybe not even one per month)
- This is primarily our home. We anticipate to be hosting events on this property no more than 15% of the time.
- Most groups will be on site for 3-6 hours at a time.
- Unlike some conference centers that house multiple groups at a time, we will only ever have one group with us at one time. Once one group has reserved, our space is no longer available for other groups.
- We anticipate an average group size of 50 guests on property

### Anticipated Clientele

- We believe we'll attract folks who enjoy the beauty of this property. They will respect nature and the venue.
- They are visiting for solace, peace & quiet. We anticipate they will (for those few who may spend the night) turn in early.
- Types of events we may see: meetings, team-building, social gatherings, workshops, receptions, small weddings, retreats.

#### Fire Department // Capacities

- Per the Fire Marshal, barn capacity is 99 guests
  - This mitigates the need for a suppression system since building square footage is less than 5,000
  - Capacity of loft space will be determined based on Fire Marshal / Building Inspector findings
- Should we have an occasional event over 100 guests, we will not exceed barn capacity as overflow will take place outdoors.
- We will make any improvements deemed necessary by Building Inspector and Fire Marshal for building to be up to code for this use.
- There will be one designated smoking area with ashtrays and fire extinguishers on the concrete patio by the pool.
- Any open fires will be contained in metal fire pits, appropriate distance from fire hazards, and will be manned at all times. We may also use propane contained fire pits. All fires will be put out by 10pm.
- All candles/flames will be contained within glass containers.
- We will not store anything combustible in the barn. All kerosene, sternos, propane, etc will be stored in our existing garage.

#### Light:

- A dark sky is very important to us.
- Outdoor event lighting will be turned off at 10:30pm (event will conclude or move indoors at 10pm and we'll give guests time to safely exit, while giving staff 30 extra minutes to cleanup).
- Per Section 108-16-4, our "occasional event lighting" (temporary string lighting or decorative lights for occasional events) will be turned off by 10:30pm.
- Per Section 108-16-4, we won't have outdoor event lights more than 2 times per month.
- We do not have any plans to install any new permanent outdoor lighting on the property.
- To illuminate the pathway to parking lot and the parking lot itself, we'll provide lanterns or similar low-level lights and illuminated lanterns on the ground, only used when needed.

#### Noise & Vibration:

- See above under Hours of Operations.
- We anticipate daytime events will consist of quiet meetings and activities. Evening receptions with music will likely occur in the barn.
- Volume is never to exceed 60-70 decibel levels when measured at the edges of our property line (standard conversation volume). We anticipate that noise will barely be detectible by neighbors when in their homes.
- It will be our policy that all vendors and employees cleanup post-event in a quiet manner.
- Events outdoors will be allowed small amplification for musical accompaniments and announcements, however all amplification outdoors to end at 10pm.

#### Visibility:

- The property is already private. With dense trees to the north of the property (blocking from 325 S and plans to plant approximately 40 new trees (12-18' tall) to the east and west, there are minimal spots on property where neighbors or roads can see into the event spaces.

#### Engineering // Parking & Traffic:

- The new parking lot will be paved asphalt.
- The new driveway will be gravel. Per Engineering review, this is approved so long as we maintain it property and it doesn't cause a lot of dust. We will place mag-chloride or something similar to combat dust.
- The lot will have storm water retention plan (see site plan).
- To mitigate traffic concerns: if a group has more than 10-15 anticipated vehicles, we will require them to hire shuttles (vans, small buses) which will transport the guests from/to their lodging facility.
- There will never be parking allowed on the roads adjacent to the facility (10000 E or 325 S).
- The new driveway/parking lot is large enough for shuttles and emergency vehicles to pass through without needing to back up (avoiding beeping sounds).
- There will occasionally be a need for deliveries and rentals from event vendors. They will use our private driveway located off of 10,000 E and can unload/load there, off the street.
- We anticipate UPS/FedEx deliveries to the house, but not more than the average resident.

#### Signage:

- Venue sign will comply with code 110-2-12.
- We have not yet designed a permanent sign for our business, but it will match the aesthetic of our barn—a mix of barn wood and steel. We plan to have:
  - One entrance ground sign by the new driveway. It will not be greater than 12' tall and 8' wide, and will follow all lighting codes.
  - One fence sign on 325 S.
- We may occasionally display temporary signage around the grounds to direct groups around property.

#### Health Department // Septic & Restrooms:

- There are two existing septic tanks—one for our home and one for the barn.
- The home system will not be impacted by this operation.
- Our plans show an addition of one restroom to the barn septic system. This will be utilized by our one full time employee and groups of fewer than 25 attendees.
- For groups larger than 25 attendees, we will bring in temporary VIP style portable restroom (such as Royal Restrooms or Simply Privy) with air-conditioned luxurious trailers and optional restroom attendants on site ensuring cleanliness between each use). We will require the right size trailer be brought in for the group size. Below are photos of these trailers.
- The trailer will be parked out of street and neighbor view. We have designed an attractive enclosure or façade for this trailer parking with a sign on it that says “restrooms.” It will look like a permanent facility, but the trailer will be removed after each event.
- The restroom trailer would be hauled in and out as needed for events, which is standard practice for events of this type at venues like ours around the state. We have gone the extra step to provide an attractive screening façade, which will remain up permanently.
- These numbers are subject to change once we receive the septic plans from the Health Department and conduct some further research with a septic specialist.



#### Health Department // Water Services

- Per the Health Department, the maximum number of people that a well can accommodate before being required to be a public system is 25. We have mitigated this by not providing any drinking water services to any guests.
- We **will not** be providing any water from our well to any of our attendees.
- We **will not** be running a catering operation on site.
- Any catering and culinary services will be provided by licensed and professional caterers that our clients hire, based on our approved vendor list. As is standard with this type of operation, they will bring in their outside food, beverages, ice, etc. which will be prepared offsite.
- With our current flow rate of 10 gallons per minute, we have ample water available for our private residence needs, the new drip irrigation plans, and the limit of attendees using toilet services on our system (see “septic” section).
- We’ve researched some other businesses similar to ours, and they have not been required to go onto a public water system. Example: 4U Ranch located in Summit County. 4U Ranch also handles their septic system in a similar fashion—for any events beyond 50 guests, they bring in restroom trailers.

#### Dust:

- We don't anticipate creating dust. There will be minimal driving on the property, only as required for guests who need additional assistance traveling on the grounds. Guests will primarily be congregating in a barn with existing concrete flooring.
- See above under “Traffic” for driveway dust mitigation.

#### Trash:

- Caterers will be required to take any F&B garbage & recycling away with them at the end of the event.
- Any remaining trash/recycling will be disposed of in our bins for standard weekly pickup of garbage and every-other-week pickup of recycling.

#### Safety:

- Covid-19 safety. We are up to speed with the State and County ordinances, and will facilitate our events accordingly. We pride ourselves in understanding protocols to facilitate the necessary precautions to keep people distanced at events, wearing masks when necessary, using vendors who are safe, symptom checking guests and vendors, providing educational signage, limiting the guest list and keeping a current guest list for contact tracing if needed. As long as it's legal to host events, we believe they can be handled in a responsible and safe manner.
- General safety for our patrons. We will work with professional caterers and bartending companies to serve all F&B, who will monitor guest alcohol consumption levels. We trust in our professional partners to not overserve. Guests may only consume alcohol if served by the Tips/Sips licensed professional.
- General safety for our neighbors. We don't anticipate any safety issues in the neighborhood. We will have a Harvest Moon Events representative at every event. Event flow will be controlled and monitored. Security will be hired if we deem necessary for certain groups.

#### Licensing:

- We will not be selling drinks or tickets to our events, so we won't need to apply for any liquor permitting—but should any of our events go this route, we'll be sure to apply for the required Single Event Use permit.
- We will apply for our business license once the CUP is finalized.

#### Minimal Overnight Lodging:

- Since overnight lodging is permitted under the Conference/Education Center definition, we would like to offer accommodations for one couple (or a family of up to 4) in our existing private guest suite, located on the back side of the barn. It has its own restroom, kitchenette, and outdoor pool.
- We will also seasonally construct up to three glamping tents, as an option for some additional lodging. These tents are intended for one couple (or family of up to 4 guests).
  - Tents will be made of flame resistant canvas.
  - The platforms will be wood/gravel construction without any poured concrete—they are temporary structures and everything we intend to do with these will be returnable to nature.
- **All of these lodging options are only available with full facility buy-out. We will not be renting this to patrons without facility buy-out until nightly rentals are approved in our zone. We believe this outdoor upscale overnight experience is simply a way to make our venue more appealing to attendees.**
- These guests will be well aware of our policies since they will be signing a contract to use our facility for their event. The venue rental policies outlined in this document will apply to overnight rentals as well.



- The strict noise and light ordinance of 10pm will apply for overnight guests as well. Since we live on property, we will be present after hours as well; guests who are unruly after curfew will be asked to move indoors or leave the premises.
- We will have a cleaning crew come through the lodging suite and tents after guests depart.
- All of the overnight lodging offerings are not visible from neighbor houses and are screened from our private residence as well. They have been intentionally placed at the heart of the property.