

Legacy Rose Farm - Plan of Operation

Equestrian Facility Conditional Use Permit Application

Business Overview

Our equestrian facility is dedicated to providing high-quality horseback riding instruction, equine education, and agricultural activities in a safe, professional, and community-focused environment. We are proud to serve individuals of all ages and experience levels while maintaining a property that reflects responsible stewardship of both our animals and the surrounding community.

Our primary business activity will be horseback riding instruction. We will offer lessons to children, teens, and adults, ranging from beginner riders through advanced competitors. In addition to our lesson program, we periodically host educational and recreational activities including:

- Birthday parties
- Girl Scout and Boy Scout troop visits
- School field trips and educational programs
- Summer camps and horse camps
- Community events
- Horsemanship clinics and demonstrations
- Adaptive riding opportunities through Wisconsin's Children's Long-Term Support (CLTS) Program for children with disabilities

These programs provide educational, recreational, and personal development opportunities for participants while promoting agricultural awareness and responsible horsemanship.

Equine Population and Breeding Program

Our facility currently houses approximately 30 horses and 2 donkeys, all of which are personally owned by us. In addition to our lesson operation, we maintain an active horse breeding program that is separate from our instructional business.

We anticipate moderate growth of our breeding program in the future. At all times, we will comply with the animal capacity limits established through county permits. Animal numbers may fluctuate throughout the year due to breeding, foaling, training, sales, and other normal agricultural activities.

All horses receive routine veterinary care, vaccinations, farrier services, and daily monitoring to ensure their health and welfare.

Horse Welfare and Safety Standards

The health, welfare, and safety of our horses are fundamental to our operation.

We carefully select horses for our lesson program based on temperament, training, and suitability for teaching riders of varying skill levels. Our horses are known for being safe, reliable, and well-trained partners.

Our facility will generally operate five days per week, allowing our horses regular rest periods. Approximately 95% of the year, our horses receive two full days off each week, with many of our older horses receiving three or more days off weekly. We believe this schedule promotes long-term soundness, happiness, and success within our program.

Our reputation has been built on providing quality horses, knowledgeable instructors, and a safe learning environment. We are recognized both within Wisconsin and beyond for the quality of our horses, riders, and training programs.

Rider Safety and Instructional Standards

Safety will be the highest priority in every aspect of our operation. We maintain a large first-aid kit on our wall for easy access, and will maintain a strict lesson schedule to make sure numbers are always maintained on the property. We will not allow walk-in lessons, all lessons or events must be prior scheduled.

For camps, youth programs, birthday parties, and scout events, we will maintain close supervision ratios, typically providing one instructor or staff member for every three to four participants.

Our goal is to create an environment where riders can safely build confidence, develop life skills, and achieve personal growth both in and out of the saddle.

Employees and Staffing

We will employ approximately 10 staff members.

We are planning for all staff members to be part-time except for our barn manager, Carley, who oversees the daily operation of the facility, horse care program, lesson scheduling, and staff coordination. All of our instructors will be highly skilled with in-depth horse and rider training and knowledge.

As our operation grows, we anticipate hiring additional staff to support our lesson program, breeding operation, camps, and educational activities.

Hours of Operation

Normal operating hours are generally between 8:00 a.m. and 9:00 p.m.

Our lesson program will typically operate five days per week. However, weather conditions, holidays, horse welfare considerations, special events, and other circumstances may occasionally result in schedule adjustments.

Horse care and agricultural activities occur daily throughout the year.

Agricultural Operations

In addition to our equestrian activities, we actively farm hay on our property.

As part of normal agricultural crop rotation practices, approximately every five to six years portions of the hay field may be planted into alternative crops before being returned to hay production.

These agricultural activities support the sustainability of our operation and contribute to responsible land management practices.

Manure Management

We are committed to responsible manure management and environmental stewardship.

Current manure management practices include:

- Regular removal of manure from paddocks and turnout areas
- Routine cleaning and maintenance of horse housing areas
- Transportation of manure to agricultural fields that we own or rent

- Land application of manure as a nutrient source in accordance with accepted agricultural practices

During crop rotation years, manure may be spread on our own agricultural fields to improve soil fertility and support crop production.

We believe our manure management practices have been effective in maintaining both the appearance of our property and the health of our land resources.

Dust Control

We will actively work to minimize dust generation throughout the facility.

Current dust control measures include:

- Watering the outdoor riding arena as needed during dry conditions
- Utilizing MAG Flakes (magnesium chloride) in the indoor arena footing to reduce airborne dust
- Monitoring footing conditions and adjusting maintenance practices as necessary
- Watering our driveway during dry conditions

These measures help provide a safer and more comfortable environment for riders, horses, staff, and neighboring properties.

Stormwater Management

We are currently working with Winnebago County regarding stormwater permitting requirements for our facility and will fully comply with any requirements resulting from that process.

As part of our due diligence, an Open Records Request was conducted to better understand how the County's stormwater ordinance has historically been applied. Based upon records received, no equestrian boarding or lesson facility in Winnebago County has been required to obtain stormwater permitting under the ordinance since its adoption in 2003.

Given this historical application, we believe the County has an established interpretation of what types of operations require stormwater permitting. Nevertheless, we are cooperating fully with County staff, working through the review process, and will comply with any final determination or requirements that result from that review.

Proposed Barn and Facility Improvements

The proposed barn expansion will significantly improve both operational efficiency and the experience of participants and visitors.

Features of the new facility include:

- A larger indoor riding arena
- Six cross-tie stations
- A dedicated observation room overlooking the arena
- Two public restrooms
- Improved traffic flow and horse handling areas
- A fully engineered steel building constructed in compliance with all applicable state and local building requirements

The additional cross-tie capacity will improve efficiency when preparing horses for shows and events while reducing congestion within the barn.

The larger indoor arena will also provide additional space for lessons and occasional educational or equestrian events.

Events and Horse Shows

Our primary focus will be horseback riding instruction and equine education.

However, the expanded facility will allow us to occasionally host small horse shows and educational events. These events are expected to occur only a handful of times per year and may vary significantly from year to year.

Some years may include only one event, while other years may include several. We do not intend to operate as a regular show facility and should be considered out of the ordinary for our business plans.

We remain committed to supporting existing horse shows and equestrian organizations throughout the region and anticipate hosting events only when opportunities are not otherwise available locally.

Attendance at all events will remain within the occupancy limits approved for the facility by the state.

Community Impact and Public Benefit

We believe our facility provides a unique and valuable service to the community.

Through our lesson programs, camps, adaptive riding opportunities, youth activities, and educational events, we have helped countless children and adults build confidence, responsibility, leadership skills, and personal growth.

Our operation promotes:

- Agricultural education
- Youth development
- Outdoor recreation
- Animal stewardship
- Community engagement
- Opportunities for individuals with disabilities

We are proud to be a positive community partner and are committed to continuing to serve residents of Winnebago County and surrounding communities in a safe, responsible, and professional manner.

Economic Impact and Support of Local Businesses

In addition to the educational, recreational, and agricultural benefits our facility provides, we are proud to support numerous local businesses and agricultural service providers throughout Winnebago County and the surrounding area.

Our operation relies heavily on local vendors and service providers, and we intentionally make purchasing decisions that keep dollars within our local economy whenever possible.

We regularly support:

- Local farriers
- Local veterinarians and equine health providers
- Local feed suppliers
- Local farmers and hay producers
- Agricultural equipment and farm supply businesses
- Local contractors and maintenance providers
- Local retail businesses and service companies

All of our grain and feed products are purchased locally, despite the fact that much less expensive alternatives are available through online suppliers. We strongly believe in supporting local businesses and reinvesting in the community that supports us.

Our facility also purchases hay from local farmers whenever additional hay is needed beyond what we produce on our own property. These purchases help support local agriculture and contribute to the sustainability of neighboring farming operations.

Businesses such as Chief Feed & Supply, Coyote's, and other area businesses play an important role in our operation, and we are proud to contribute to their continued success through our ongoing business relationships.

Beyond direct purchases, our facility generates economic activity through horse ownership, lessons, camps, clinics, events, and breeding activities. These activities bring participants and visitors to the area who, in turn, support local restaurants, gas stations, hotels, retail establishments, and other businesses.

We believe agriculture and small businesses thrive when they support one another. Our commitment to purchasing locally whenever possible reflects our dedication to strengthening the local economy and helping ensure that agricultural businesses remain viable for future generations.

Economic Impact and Support of Local Businesses

In addition to supporting local vendors, our facility operates as a fully compliant and professionally managed business. We maintain all required business records and operate in accordance with applicable federal, state, and local laws and regulations.

Our business practices include:

- Maintaining all required liability insurance coverage
- Maintaining workers' compensation and other required insurance coverages as applicable
- Maintaining unemployment insurance and payroll tax compliance
- Timely payment of federal, state, and local taxes
- Proper payroll administration and employee documentation
- Compliance with employment and labor regulations
- Accurate financial recordkeeping and accounting practices

All business revenue is properly recorded, including any cash payments, accounted for through our bookkeeping and tax reporting systems. We are committed to operating with integrity, transparency, and professionalism in all aspects of our business.

We believe responsible business operations are an important part of being a good community partner. We take pride in maintaining high standards of compliance, accountability, and professionalism.

Commitment to Compliance

We are committed to complying with all applicable federal, state, county, and local regulations governing our operation, including:

- Animal capacity limits established through permitting at the county level
- Building and occupancy requirements
- Environmental regulations
- Stormwater requirements, if determined applicable
- Health and safety standards
- Agricultural best management practices

We appreciate the opportunity to continue investing in our facility and serving the community while maintaining a safe, attractive, and professionally operated equestrian and agricultural business.

Our goal is to operate a first-class equestrian facility that reflects positively on Winnebago County, supports local agriculture and small businesses, provides meaningful opportunities for youth and adults, and demonstrates responsible stewardship of our animals, land, employees, and community. We are committed to being a long-term asset to the area and a business that our neighbors and local officials can be proud to have within the community.

Respectfully Submitted,

Legacy Rose Farm
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