



re live

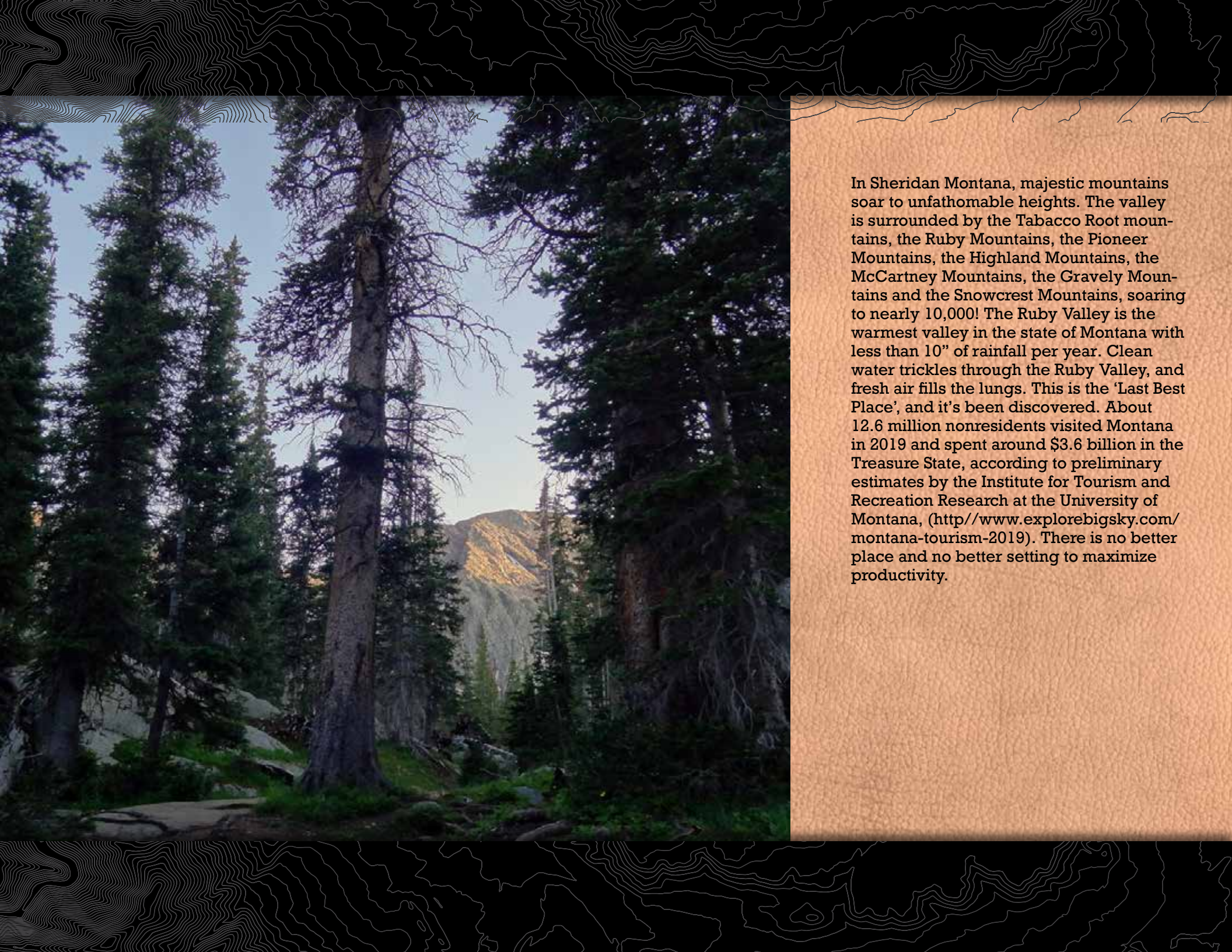
The reasons you love Montana every day.



reKindle

**Your love affair with nature
and all things wild.**

It's not going to hurt our feelings if you find yourself paging through this book a few times looking at the photos before you read a single word. Montana is like that. Especially the part around the Ruby Valley. Lewis and Clark spent a few speechless nights here themselves, just taking it all in. Then they gave it a name that's as true today as it was back then. The Gateway to the Rockies. Here's where you'll find your gateway to this magnificent land. Old Town Sheridan will be home to almost 750 residences that include 300 Luxury Ranchettes. The Ruby Valley will have its very first beautiful golf course. An equestrian center. A 60 room Bed & Breakfast Dude Ranch with an event center for weddings, retreats, conventions and just about anything that you want for up to 400 guests. And perhaps most importantly of all, it will be a home that honors its unspoiled surroundings. Our goal is to make Old Town Sheridan entirely carbon neutral and a smart city. We plan to be one of the first communities in the country to include these technologies that allows us to qualify for the very stringent LEED® rating from the US Green Building Council ®. The team put together to Make this happen is second to none in the world. When you have a place as beautiful as the one you see in these photos, you tend to be very protective about keeping it that way.



In Sheridan Montana, majestic mountains soar to unfathomable heights. The valley is surrounded by the Tobacco Root mountains, the Ruby Mountains, the Pioneer Mountains, the Highland Mountains, the McCartney Mountains, the Gravelly Mountains and the Snowcrest Mountains, soaring to nearly 10,000! The Ruby Valley is the warmest valley in the state of Montana with less than 10" of rainfall per year. Clean water trickles through the Ruby Valley, and fresh air fills the lungs. This is the 'Last Best Place', and it's been discovered. About 12.6 million nonresidents visited Montana in 2019 and spent around \$3.6 billion in the Treasure State, according to preliminary estimates by the Institute for Tourism and Recreation Research at the University of Montana, (<http://www.explorebigsky.com/montana-tourism-2019>). There is no better place and no better setting to maximize productivity.

Old Town Sheridan, Montana

With the morality of the United States eroding; we need to bring our nation back to God. That is why we are building an entire city whereas God is the foundation and the center in everything Old Town Sheridan does and stands for. We are building a city that will honor and take care of our brave men and women who have paid a serious price for our freedom, while becoming one of the greenest and most technological city in North America and it will create more than 1,000 good paying permanent jobs. Old Town Sheridan will become the focal point of the nation and will have a huge worldwide ripple effect. What a fantastic opportunity to gain a platform to show the world what can be done "if it is in the name of God."

1. National Christian Outreach Centers of America will be the permanent backbone of Old Town Sheridan and the Center for Warriors. The foundation mission statement is: "With God's Grace Making a Difference One Family at a Time". National Christian Outreach Centers of America (NCOCOA) is a Christian based organization set up to secure and distribute funding to existing and new programs throughout the development and the Center for Warriors specifically designed to support families or children in need with unexpected circumstances and adversity. NCOCOA will carry out fundraiser events and provide financial assistance through a variety of partner programs at the local, national and international levels in order to fund the multiple subsidiary foundations of NCOCOA.

2. Old Town Sheridan Bed and Breakfast Dude Ranch will be located with beautiful panoramic views of some of the most beautiful land in the world. This is designed as a 60 room Bed and Breakfast. We would like you to be part of this center and use it for the purpose of helping families in all areas. We plan to use this center as a wedding chapel and offer marriage counseling clinics, family services and individual spiritual counseling. There are MANY areas that WE can make such a huge impact. We need your help and active involvement in Old Town Sheridan. The foundation of Old Town Sheridan is God whom we will serve. We are building Old Town Sheridan so that it will be on the front cover of every old west magazine, science magazine, green magazine, golf journals and technology magazine. We are building a platform to gain global recognition.





Project Overview

Old Town Sheridan is a community designed around the largest and most complex Veteran Center in the world. Its main focus is to become the tool that will someday eliminate veteran suicide.

We have brought together, through association, some of the most successful and powerful veteran service foundations in the world in order to defeat veteran suicide. These combined organizations make a full service equal to nothing else in the country.

The center includes the following:

- *An Affordable Veteran Neighborhood*
- *64 In-Patient Apartments for Veterans*
- *Transitional Housing 20 beds*
- *Future Phases for Additional Apartments will be built as needed*
- *Physical Therapy and Rehab*
- *Swimming Pool*
- *Fitness Center*
- *Medical Services*
- *Drug and Alcohol Rehab*
- *Job Training / Education*
- *Theater*
- *Center for Music and Recording Studio*
- *Family Services*
- *Seminars (50 occupants - Convenient to Offices)*
- *Conference Center for 800 People/*
- *Gymnasium*
- *Equine Therapy / Separate Facility*
- *Equestrian Center / Separate Facility*
- *Recreational Therapy including Hunting and Fly Fishing for PTSD*
- *PTSD Counseling and other Depressions*
- *Store*
- *Gift Shop*
- *Dining Room*
- *Coffee Shop*
- *Ice Cream Parlor*
- *Barber – Beauty Parlor*
- *Entertainment/Game Room*
- *Offsite Childcare / Separate Facility*
- *Outreach Center for Veterans to help the Community and other Veterans*

Our challenge is to increase the health and well-being of those who have served our country's freedom and has been willing to lay down their lives. For years people have noticed nature's healing effects, and its direct impact on mental, physical and psychological well-being, it calms and yet excites. It stimulates the imagination and the senses. It is obvious that human-kind has a direct connection with nature. Countless offices around the world decorate with numerous plants and outdoor photos. But why settle for decorations when real nature could be right outside, dramatically changing every minute?

Therefore, Gideon Land Developers, LLC presents its Vision for the creation of the Center for Warriors. A new peaceful community perfectly located to serve our suffering veterans. This center has been created to serve the most extreme situations. We have successfully brought together numerous major local and national organizations that serve and heal body, mind and spirit. We believe that if we start with Spiritual healing, the emotional and mental healing can become permanent without any need of continuous lifelong care.

Quality of Life and Lifestyle

Old Town Sheridan will consist of nearly 800 residences and townhomes — focused around a newly designed golf course, clubhouse and equestrian center surrounded by hundreds of thousands of acres of equestrian bliss.

The community will also feature:

- A 5-star restaurant and Culinary Training Center
- An exclusive 60-room Bed and Breakfast Dude Ranch with a retreat center lodge/spa, wellness center and a wedding center
- A multipurpose sports center and event center for thousands of people
- A commercial/multiuse area for businesses and shops

Manufacturing district

Over 1,000 new direct jobs for the manufacturing of multiple products. These jobs will directly benefit the veterans and families as well as the existing community of Sheridan

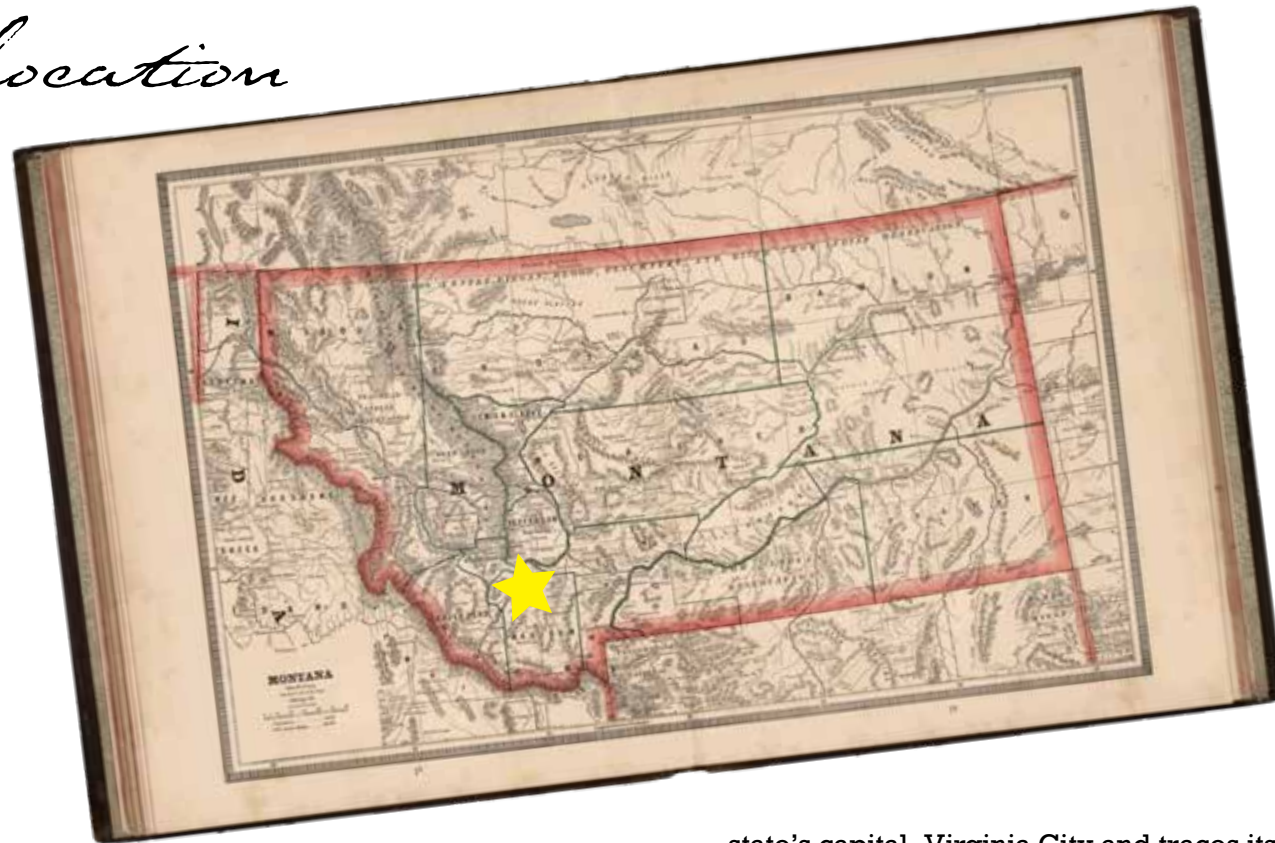
A Model “Green” Community

High standards have been set for Old Town Sheridan—for both lifestyle and environmental responsibility. Old Town Sheridan will be built to meet the U.S. Green Building Council’s stringent LEED® (Leadership in Energy Efficient Design) standards. Old Town Sheridan’s buildings are designed with the objective of being carbon neutral and our golf course will have Audubon International’s elite Signature Sanctuary Certification . It doesn’t get much greener than that!

With standards that high, a world-class project team needed to be assembled, and so it was. A high-powered group of today’s leading professionals in green design and technology have been brought onboard to create a world-class community that will set new benchmarks for the way mixed-use communities are designed, constructed and operated.



Location



The Modern West

Sheridan is located adjacent to I-15 and I-90 Between Dillon, Bozeman and Butte Montana which has a stable and above average educated employment base. All 3 communities are college towns.

On closer analysis of Montana, you will notice intersection of two interstate highways within 30 miles, bringing people from all four of the cardinal directions. This brings a focal point to Butte, Dillon and Bozeman, MT, being the closest large cities to Sheridan. It is not only the most accessible area, but it is also one of the most beautiful. It is flanked to the north with Glacier National Park and to the southeast by the Yellowstone National Park. According to the National Park Service, these two national parks pull in 2 to 3.6 million people per year. (<http://www.nps.gov/>)
The City of Sheridan, Montana, is next to the original

state's capital, Virginia City and traces its roots to 19th Century gold mining. It is a vibrant community, with a well-educated population that likes to work—and play—hard. However, the Ruby Valley was founded on ranching in order to raise meat for the adjacent mining towns.

The Ruby Valley provides many of the amenities of a much bigger city. It is located 8 miles from an airport for small planes and Lear Jets and is accessible to the Bozeman Airport, Bozeman Yellowstone International Airport is Montana's busiest airport, providing the only year-round service for two Yellowstone National Park entrances. BZN also serves Big Sky Ski Resort, Bridger Bowl Ski Area, Montana State University, as well as countless other recreation and business destinations in the Bozeman, Belgrade and Livingston area. Located in the heart of beautiful Gallatin Valley, they have direct flights to major hubs like San Francisco, Austin, Boston and Fort Lauderdale.



Sheridan sits on the banks of the Ruby River, in the heart of the Ruby River Valley. Seven mountain ranges surround the Ruby River Valley: the Tobacco Root, the Highlands, the McCartney, the Pioneer, the Ruby, the Gravelly, and the Snowcrest Mountains. As the heart of the Valley, Sheridan offers easy access to them all. Enjoy all of the hiking, hunting, camping, fishing, and backpacking that these majestic mountains have to offer while you stay in Sheridan. Although access to the Ruby River (especially around Sheridan) is limited, persevering anglers will be rewarded with prime fishing. From Sheridan, follow MT Highway 287 south to Alder, then take Upper Ruby Road to follow the entire length of the Ruby River, stopping to search for garnets at Ruby Reservoir and camping in the Beaverhead-Deerlodge National Forest. In addition to the cornucopia of outdoor activities, Sheridan is only a few miles from the historic locations of Nevada City and Virginia City. These two semi-

ghost towns, some of the first in the territory, started as gold camps along Alder Creek. Today, many of the historic buildings have been restored, making them one of the most impressive historic ghost towns in the state. No visit to Southwest Montana is complete without a tour of Virginia and Nevada City, and Sheridan is the perfect place to stay while visiting them.

Sheridan has kept its small-town charm and stayed true to its gold mining and ranching roots. Residents actively enjoy the many outstanding outdoor recreation opportunities—hiking, hunting, fishing, boating—that the area has to offer. Yellowstone Park and Big Sky Ski Resort is just minutes from Sheridan by helicopter, or a pleasant 2 hour trip by car.



Architecture

Old Town Sheridan will capture the spirit of 19th century, with architecture from that era and representative of Montana's mountain west lifestyle. Old Town Sheridan will have unique and strict architectural guidelines. Owners will be able to choose from townhouses, single-family homes or beautiful ranchettes with home package prices ranging from \$225,000 to \$17,000,000. Each of the homes in the Old Town Sheridan community will be special, with many views, smart technology built-in, amenities, and lot sizes to choose from.

- Phase 1: Retirement center and multifamily homes
- Phase 2: Veteran housing community, Veteran Center, Equine facilities, Event Center, town center with shopping and offices, bed & breakfast/dude ranch with 60 units, RV campground & convention center
- Phase 3: Golf Course and single-family ranch homes valued \$1M - \$4M
- Phase 4: Golf Course continued with single-family ranch homes valued \$4M - \$10M
- Phase 5: Estate ranch homes valued \$10M - \$17M

History of the Project

The seed of Old Town Sheridan was planted by Rob Rule—combining his love for his native Montana and a desire to bring a peace and harmony into the lives of those who have paid a deep price for our freedom. To fill the need for this kind of facility, Rob brought his 46+ years in the construction and real estate development industries to the task. A veteran center is planned that exceeds any other facility in the U.S. Rob's long-standing desire to build a sustainable luxury housing development that will protect the beauty and resources of the Montana countryside is rapidly taking shape. Rob's vision will bring together the best of all worlds, a sustainable luxury housing development, world class veteran center, a retirement community and golf community. Old Town Sheridan—a shining example of how development can work to bring communities in harmony with their surroundings.

Early History of the Ruby Valley

In 1850 Captain Richard Grant, his Indian wife and their two sons, Johnny and James Grant, were living at the junction of the “stinking water.” This is the Ruby River and the Beaverhead River, near present day Twin Bridges (8 miles from Sheridan). Captain Grant was a former agent for Hudson's Bay Company and maintained a trading post for exchanging trade goods, trinkets and whiskey with the Indians. In turn they gave him horses, furs and skins.

Occasionally gold-seekers or trappers wandered through the area. Quite by chance, some trail-weary, worn-out oxen were unyoked and left to perish in the Beaverhead Valley. The Grant brothers found the oxen in the spring, fully recovered and fat. The oxen had wintered well on basin wildrye, rough fescue and bluebunch wheatgrass, which grew abundantly in the mountain valleys of Montana.

By honoring this rich history and the Old Town Sheridan name, we will be a destination for those who dare to dream.



Emergency services

The team will work with Mike Detric, fire chief of the Sheridan Volunteer Fire Department, to evaluate subdivision planning, emergency service accessibility and fire protection as well as Madison County Sheriff Phil Fortner, to discuss law enforcement and protection.

Schools

The team has worked with Mike Wetherbee, superintendent of Sheridan Public Schools to develop several plans to handle the impact our subdivision will have on the Sheridan school system. The evaluation found no issues that would negatively affect the project.

Land use

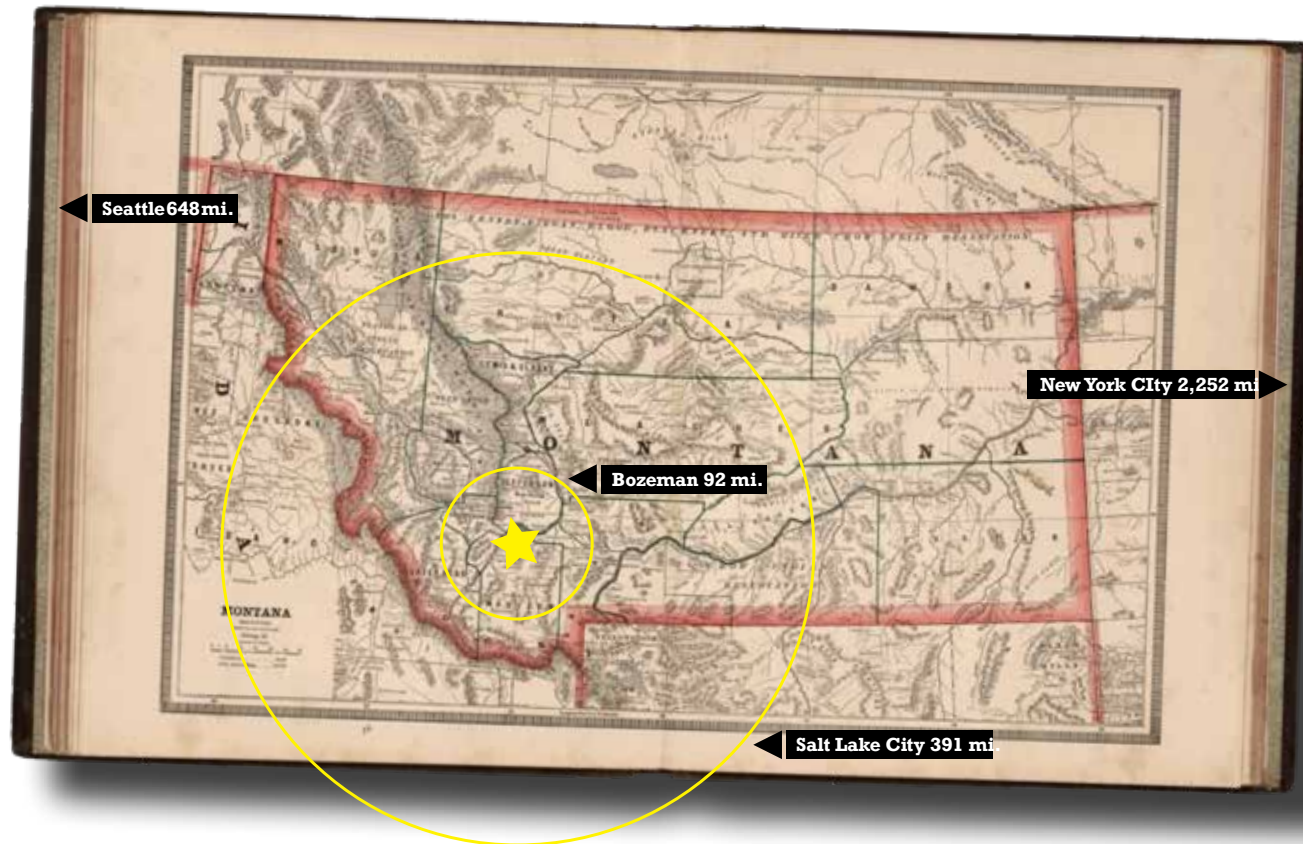
The team worked with Sheridan Mayor Robert Stump to discuss annexation. Mr. Stump has no issue with the annexation of part or all of the development.

Parks and recreation

The team worked with the Mayor and the Superintendent of Public Schools to discuss the parks and sports complex that will be donated to the school district for grade school and high school usage.

Water rights

The team secured a letter of promised water rights from Tri G in Townsend, Montana, to provide 11 CFS of water for the project under a long-term renewable lease. One of the water right is referenced with "Enforceable Priority date: December 2nd, 1889," which precludes any utility or power company from overriding the rights to this water. The team has contacted Brian Dartlin of the State of Montana Dept of Natural Resources and he has no issues with relocation of the water rights.



Local Economic Conditions

With one of the lowest unemployment figures in the nation, Bozeman companies are offering higher wages and incentives to attract employees. With the economic downturn in other parts of the country, this is attracting many newcomers to this area, directly impacting the housing and real estate market.

- Commercial development in the Butte and Bozeman areas, these communities, especially the Bozeman community, are experiencing a boom with the country's top retailers. According to a recent study by Policom, it reflects Bozeman Montana as the #1 economically strongest Micro-Politian city in the US for the past 4 years. www.bozeman.net

- Montana is one of the fastest growing states in America over the last decade in every way. Montana being "The Last Best Place" has been discovered. And people are coming! Over the past 2 years, Montana has seen enough growth that a 2nd US Congressional seat has been added.

- Sheridan is located within two hours driving distance to more than 50% of the state's population and multiple cities in Idaho.

As beautiful as the Ruby Valley is, there will be a lot more to do here than stand around and admire the scenery. Our talented design team will see to that.

Our new 18-hole golf course will bring a new level of excitement to the Ruby Valley, being the first golf course in the area. With a clubhouse and full-service restaurant next to our hospitality center, it will become the place to celebrate special occasions for the entire region.

But it's our Center for Warriors and Equestrian Complex that will truly be the heart of Old Town Sheridan. With many recovery programs for our veterans, there will be nothing like it in the entire North America. Our equine complex will encompass all aspects of the western equestrian lifestyle and rodeos, Old Town equestrian center will offer something very special with hundreds of thousands of untouched acres of state & Federal lands to roam.

If it sounds like we're a little passionate about horses, we are. This is Montana after all.

re create

**That playful kid you used to be at the Ruby Valley Golf Course
and Old Town Sheridan Equestrian Center.**





Resort Amenities

Equestrian

At the heart of the development is a full service equestrian center. Its features will offer comprehensive service for horses and their owners. Not only will it have a beautiful boarding and training center, We are currently working with Texas Professional Rodeo Association President Charlie Finley of Waco Texas and the President of the Montana Rodeo Association Jack Stenwin and the owner of Refuge Equine Randy Mandrell (as a consultant) in Lubbock Texas to create Para Rodeo events for our valiant paralyzed rodeo veterans. We will be connecting our private trails directly from the facility to hundreds of thousands of acres of state and federal land. A professional staff of trainers, groomers, veterinarians and farriers will be on site daily to provide a full array of services. The center will also house conference facilities for thousands of attendees.



Reserve At The Ruby Golf Course

Destined to become Montana's signature course, Reserve At The Ruby will deliver an unequalled experience. Our course shines by all the golf course metrics. A Signature spa, steam rooms, dining options from casual to elegant, private access to the areas lakes and rivers and of course a well appointed pro shop. Did we mention the Himalayan Putting course? All of this is in your new backyard.

Old Town Sheridan is developed to fit into nature. So much so that the Reserve At The Ruby will be accredited with Audubon International's elite Signature Sanctuary Certification. This program ensures sustainable design, construction and long-term management of our course. Blending pleasure and environmental stewardship is the goal at Old Town Sheridan.

Our public/private 7,360 ft. long course is designed by Kevin Nordby. Kevin is an internationally awarded golf course designer with over 100 courses under his belt from the central United States, Canada and the Caribbean. The construction will be handled by Duininck Golf course construction. A company with over 90 years of experience in course construction.

Reserve At The Ruby is yours to enjoy with exclusive member tournaments, member only days and social events.



Skiing

World Class - Big Sky Resort is just over 2 hours by car or minutes away by helicopter. Northern Rocky Mountain snow falls consistently on 5,850 acres of skiable terrain, with a vertical descent of 4,350 feet with 39 lifts. Big Sky groomers are ready for your widest turns to bucket list descents that challenge even the best athletes. This is one of the North Americas greatest ski resorts.

Hunting

Montana is a hunter's paradise. You can hunt elk on thousands of acres of National Forest land and BLM land, antelope on the short-grass prairies, upland birds in the foothills, and find moose in rugged mountain wetlands. All of this is within minutes of Sheridan. Big Hearts Under the Big Sky Foundation is a branch of the Montana Outfitters Association and has already expressed great interest in becoming a part of our foundation in order to help our veterans and our youth.



Fishing

The Beaverhead, Ruby and the Jefferson Rivers runs through the middle of the Ruby Valley & is close to where the Missouri is formed by the Jefferson, Gallatin and the Madison Rivers. These rivers have been a world-class destination for anglers for more than a century. Guests and residents will be able to visit resorts at lakes and rivers, and guide services will be available for some of the best fly fishing in the world.

Boating

Old Town Sheridan residents and guests with their own boats will be able to go 42 miles to Ennis Lake. Ennis Lake is created from the world-class blue-ribbon Madison River. There are multiple guides for fishing as well.





re New

Your vow to protect the things worth protecting.

Our goal is to make Old Town Sheridan use greenest technologies possible. Nothing less. This commitment to sustainability represents not only an enlightened approach to environmentally responsible development, but also recognizes that in the twenty-first century, sustainability is essential for growth and success. This will be a community that treads lightly on the earth – preventing erosion, con-

serving water, preserving wildlife habitat – while at the same time creating a rich, satisfying living environment that will be a magnet for residents and visitors. State-of-the-art green design and technology will reduce energy use to a bare minimum. For many of the buildings, a unique synergy of leading-edge energy conservation methods combined with renewable energy components such

as solar, geothermal, energy cell, fuel cell and wind, will approach the goal of carbon neutral energy use. Old Town Sheridan is being planned to become one of the first communities certified under the US Green Building Council's stringent LEED® guidelines, and with the purchase of carbon offsets and renewable energy credits, the entire project will be essentially carbon neutral.



Commitment To Sustainability

Old Town Sheridan is expected to become one of the first entire towns built to meet certification requirements under the US Green Building Council's stringent LEED guidelines, and on-site production of clean, renewable energy will dramatically reduce the project's carbon footprint. Ultimately, the goal is a project with virtually no negative environmental impact. This is building for the future. This is building for success.

Environmental Study

The Montana Department of Environmental Quality requires that an Environmental Assessment be included in the materials turned in to the Madison County Planning Department during the plat-approval process. Currently the Environmental Assessment for Old Town Sheridan in Sheridan, Montana has been started.

Geology—We have begun with the study to identify geological hazards or conditions that would influence the construction and operation Old Town Sheridan. So far, we have found no hazards or conditions that would negatively impact the project.

Vegetation—The team will closely work with the Madison County Weed Department to create and develop a 5-year weed management plan.

Wildlife—We will work with Montana Fish, Wildlife & Parks and the Montana Natural Heritage Program. Under first observations, we have found no wildlife issues that would negatively affect the project. We will develop management plans to ensure that the subdivision has the least amount of impact possible.

Historical/cultural—The project team will work with the cultural records Manager for the State Historic Preservation Office and the archeologist for the State Historic Preservation Office, to research the cultural properties on the Old Town Sheridan parcel. We will look for historical or cultural issues that would negatively affect the project. It appears that there is no structural integrity anywhere on the property that would be found eligible for the United States Register of Historic Places.

Utilities—Engineers at NorthWestern Energy have confirmed that there are adequate electric and gas services in the area. 3 Rivers Communications have confirmed that there are ample nearby Fiber Optics to extend phone and internet communications into our development. We have letters from both agencies.

Our intention is to create our own power on site through geothermal, energy cell, power cell, wind and photo voltaics and we will also be tied to the Sheridan electrical grid for back up and sell back.



re Capture

That feeling you had on your first date

The views of surrounding mountain ranges at night are incredible. So much so that you will be tempted to go up and play. Feel free to give in. These mountain ranges are one of America's gems. In those mountains you'll find a peace and a tranquility that you cannot find in a city.

Despite the growth of Madison and Gallatin Counties, all their communities have kept their small-town charm and stayed true to its gold mining and ranching roots. From the days and nights that Lewis and Clark camped there in 1806 until now, the 19th century architecture that delights visitors and natives alike will stay true.

And visitors you will have, that's a given with all the recreational opportunities that surround Old Town Sheridan. So we're also planning to build a bed and breakfast/dude ranch & wellness center.



re serve

Your own piece of the Gateway To The Rockies

It's probably a good thing the camera hadn't been invented when Lewis and Clark gave this part of the country that name. Otherwise people would have snatched it up long ago, and with these photographs, you can see why. So you shouldn't wait too long to reserve your place at Old Town Sheridan. There will only be 800 homes available here. And thanks to the varied terrain, each is guaranteed to enjoy at least one of Old Town Sheridan special features.

From our veteran homes to our golf course ranchettes, to our hillside estate ranchettes, to our townhomes, to our estate homes, you'll find something for almost every budget and preference, but only if you move quickly.

Demand for the Project

Problem:

With veteran suicide rates at 22-23 veterans a day, whom are without hope, we have formed a plan that will become a facility different than anywhere else in the world. There are over 5,500 veteran service organizations in the US, of which only 300 have stayed focused in what they were called to do. The problem is with these services, unless you are able to utilize multiple services at the same time that are scattered across the country, you will not find the solutions. The large system in this country is broken and it is really hard to even get an appointment. Many veterans have given up. Neil Ray Ouellette, 50, of Butte left this world on Thursday, October 8, 2020. After driving to Helena and not being able to get an appointment, Neil gave up on life. He was tired of being in pain. There are too many stories like Neil that are heartbreaking.

Solution:

Build one facility and bring several of the existing good organizations from across the country to one location. A complete array of services that deal with the whole man. That would begin with man's spirit, then mind and then body. Services that heal the entire family and create a new future for everyone so that the veteran can earn a good living and become a solid productive member of their family. We have built this formula and it will succeed.





Master Plan

Old Town Sheridan will be a luxury, environmentally conscious community developed by Gideon Land Developers, LLC. Our vision is to create a community that encompasses the best of what the Montana lifestyle has to offer yet provides responsible stewardship for the land and wildlife while answering the call for a dire needed niche market, our veterans. Old Town Sheridan will consist of 750-plus residences, townhomes and high end ranchettes—focused around a gorgeous golf course and clubhouse and a top notched equestrian center surrounded by hundreds of thousands of acres of equestrian trails.

The community will also feature:

- A 5-star restaurant and Culinary Training Center
- An exclusive 60-room Bed and Breakfast Dude Ranch with a retreat center lodge/spa, wellness center and a wedding center
- A multipurpose sports center and event center for thousands of people
- A commercial/multiuse area for businesses and shops

Old Town Sheridan will also be carbon neutral smart homes and built to meet the stringent LEED for Neighborhood Development standards of the USGBC while creating a balanced power grid system that makes sense. This project will change building industry standards in Montana and the nation, leading by example to integrate low-impact design and moving toward reducing global warming.

Old Town Sheridan Investors, LLP has been formed for financing. Gideon Land Developers, LLC has been formed to bring a powerful and experienced team together solely for the success of Old Town Sheridan and will maintain control. The combined team has several hundred years of experience including thousands of resorts and developments of this category around the world. There truly is no team like it—a team capable of making this project a reality.

Growth information

The Ruby Valley region is between three Montana College communities consisting of Dillon, Butte and Bozeman. Bozeman is classified as a Micro-Politan city by Policom and has ranked it the number 1 in the nation for economic strength in the nation, according to the Policom Economic Strength Report released in early 2021. Bozeman was 1st in 2021, 1st in 2020, 1st in 2019, 1st in 2018 and 1st in 2017. This is an amazing accomplishment given the number of cities in the survey. The link to the information is <https://www.policom.com/rankings-micropolitan-areas/> Bozeman has an unemployment rate of 3.0% with a future job growth of 50.3% (US average is 33.5%) <https://www.bestplaces.net/economy/city/montana/bozeman>





POLICOM specializes in studying the dynamics of local economies. From its research, it determines if an area is growing or declining, what is causing this to happen, and offers ideas and solutions to communities to improve the situation. POLICOM addresses the condition of an economy from the viewpoint of its impact upon the “standard of living” of the people who live and work in an area. The category of “micropolitan” takes into account urban areas with a population of at least 10,000, but less than 50,000 people. This latest Policom ranking gives credit to the knowledge that Bozeman has the most stable economy in the US.

Marketing Plan

The Old Town Sheridan brand will set us apart from other communities by speaking to the consumer who appreciates natural beauty, outdoor recreation, and conserving natural environment on an emotional level. This appeal will allow for an honest and deep-felt connection to Old Town Sheridan.



Communities of the Future, Today Our Technological partners, specialize in design/build partner opportunities that transform the way communities and buildings are designed, built and operated. Our partners deliver essential services which improve quality of life while maintaining an environment that is sustainable and responsible. These services help us to: differentiate the Old Town Sheridan development, future-proof the project, and focus on providing the most sustainable and technologically advanced community.

Project Team

The development of Old Town Sheridan will be owned by Gideon Land Developers, LLC and has been formed to bring the powerful and experienced team together solely for the success of Old Town Sheridan. The combined team has several hundred years of experience including thousands of resorts and developments of this category around the world. There truly is no team like it.



Gideon Land Developers, LLC Team

LLC Managers

Rob Rule,
President/CEO

Brent Perschon
VP/COO

Hank Schaffeld
Secretary/Treasurer

Paul Easley
Electrical Director

Kristi Grabill,
Constr Dir.

Mike Morgan
Architect

Real Estate
Suzy Barnett

LLC Members

Bill Corette
Les Vossler
Greg Oaklief
George Wentz
Daniel Pavillier
Chris Wolff
Juan Carbajal
Matt Cehi

Engineering

Shawn Higley
WWC Engineering

IMEG Engineering

Architecture

Mike Morgan
HM-Associates

Kevin Norby
Norby Golf Design

Landscaping

Bill Allen
Bill Allen Landscape

Fire Code

Building Dept.

Les Vossler
Bill Corette

Construction

Kristi Grabill
Pioneer West Home
Construction Director

Juan Carbajal
Gemstone Construction

Paul Easley
Electrical Director

Veteran Center

Velma Hart
National Exec. Dir.

Chris Wolff
Dir. Vetran Programs

CHAPS
Kristen Marcus
Equine Therapy

Legal Dept.

George Wentz

Daniel Davillier

Marketing

Greg Oaklief
Oaklief Creative

Real Estate

Suzy Barnett
Yellowstone
Real estate Group

Entertainment

Matt J.C.
1307 Productions
Operation Rock the
Troops

Financial

NewDay USA

(1) Robert Rule, MANAGER President/CEO

Rob has over 46 years of experience in construction and real estate development. He has developed commercial properties in the Bay area and has owned a General Contracting firm in CA and MT for 30 years. He has a strong background in construction consulting, finance and accounting, as well as construction management and business operations. Rob's education is in Finance/Accounting and Business Administration from the University of Montana. Rob is the President/CEO of Gideon Land Developers, LLC and has been a major player in making Old Town Sheridan into the vision that it is today.

(2) Brent Perschon, MANAGER VP/COO

Brent Perschon has over 50 years' experience as a General Contractor. He is one of the owners of Gideon Land Developers, LLC. Brent has owned and operated Perschon Associates INC. since 2005 in Helena Montana; 1982-2005 in Bellevue Washington specializing in commercial construction; 1970-1982 in Salt Lake City, Utah specializing in residential construction. His portfolio showcases hotels, restaurants, office complexes and high-end custom homes.

(3) Hank Schaffeld, MANAGER Secretary Treasurer

Hank was hired by US Bank as a consumer loan officer eventually working his way up to management and commercial lending. In 1994 Hank ventured into business ownership by purchasing a mobile glass repair and replacement franchise which he grew from nothing to include seven regions with sales volume that exceeded half of the entire franchise. Driven by his lifelong dream of owning a log home, in 2004 Hank closed his glass business and became a self-taught log home builder. Since that time, he has operated Gold Valley Log Homes selling and constructing log homes while training and consulting clients how to make their log home dream a reality. Hank serves as a managing member of Gideon Land Developers, LLC and spends his free time with his wife Pamela of 33 years and two grown sons Tyler, Brian and their families, personal construction projects, church activities, hunting and extended family.

(4) Paul Easley, MANAGER Electrical Construction

Paul Easley is the project manager/partner of Elevate Electric Inc. Paul's strong track record of over 30 years of business success and a solid background in business management, project development, project management and oversight make him a valuable asset to each project endeavor he undertakes. Paul's determination, goal orientation, and "let's find the solution" attitude make him a valuable member on every project, committee, or endeavor he undertakes. Paul possesses the talent and ability to gather information, requirements and expectations to build the infrastructure behind the dreams and goals of various projects to make those dreams a reality. Paul's superb client satisfaction ratings are driven by his ability to understand the scope and needs of any particular project and deliver an end result that supersedes requirements or expectations.

(5) Kristi Grabill, MANAGER, Construction Director

Kristy has joined our team from the beautiful front range in Colorado. She grew up in Kansas and learned the meaning of a "strong work ethic" at a young age. She was raised around both farming and the construction industry. Kristi holds a bachelor's degree in Nursing with experience as a Labor and Delivery Nurse. She also loves medical mission work and has a heart for Haiti. Through everything, her calling continues to be construction and takes great pride in her innovation, quality and craftsmanship. Kristi currently operates Pioneer West Homes, an award-winning custom home building company in Colorado and Georgia that specializing in energy efficient homes that are built to Energy Star standards and has certified several projects that meet LEED Homes standards. After operating the company since 2004 jointly with her husband, she took over operations in 2016 and has since increased production and has won numerous Parade of Homes awards.



(6) Michael Morgan MANAGER, Architectural Director

Mike is the principal architect at Hoffmann Morgan Associates. Over the 35 years of his career in Montana, Idaho, and Oregon, he has steadily diversified his range of project typologies and finds them all to be interrelated and mutually informative. Michael's projects emerge from a design aesthetic influenced by the Pacific Northwest and the Mountain West, in which the built and natural environments have a strong dialogue, and where the sense of craft and materiality is evident in the architecture. He explores how environmental factors and context can interact with concepts of urban design to create flexible environments that promote healthy living and community. Mike graduated in 1987 from the University of Idaho with a Masters of Architecture, then apprenticed in Portland and Idaho before becoming principal of his first architecture firm in Sun Valley for 15 years. Mike joined James Hoffmann & Associates in early 2010 and became sole principal in 2011 to form Hoffman Morgan Associates. James retired in 2011. Always entrepreneurially spirited, one of Michael's long-term goals as a young professional was to merge his architectural practice with land development. Twenty years later, that goal was reached and today he owns developments of various typologies, some of which include collaborations with other development partners. One such development is Old Town Sheridan, a 1500-acre mixed use development, where Michael is Director of Architecture

(7) Suzy Barnett MANAGER, Director of Real Estate

Suzy Barnett has been a licensed real estate broker since 2001, selling properties and helping buyers with mountain & resort real estate. Having her license in both Montana and Colorado, owning businesses in both states, Suzy can help find that perfect property. Whether it's residential, commercial, golf properties, farms, ranches or investment properties, her extensive knowledge of mountain real estate gives her the experience necessary to help buyers and sellers in this market. Suzy has consistently maintained sales of multi millions of dollars annually and has the expertise to put together sales of any size. Understanding client's needs is what keeps her selling and keeps her customer ratings and reviews high. Experience does have its rewards.

(8) Bill Corette, Building - Historian

Bill earned his college degrees from the University of Montana in business and history. After graduating, he became a project manager for JCC Homes, California's largest custom home builder. His many assignments included assisting in the creation of the CC&Rs for several developments. Bill went on to help coordinate more than 20 projects and 400 homes for JCC while yet in his twenties. Corette built several more custom homes and began large scale custom remodeling before returning to Montana in 2004. Corette won the people's choice award for the Parade of Homes in Missoula, MT in 2005 for a 3,000-square foot addition and full-scale remodel on the famous Blackfoot river. Bill has continued to remodel all sizes of houses across Western Montana for the last decade. Bill brings a diversity of talents and will work under Brent Perschon in the building department.

(9) Les Vossler, Fire Codes

Les is a volunteer fireman for Boulder and has resided there for 50 years, becoming a solid pillar in his community. Everyone in Boulder loves and respects Les. He has been in the construction industry for 40 years. His further experiences include working for 10 years in retail for JC Penney's. Les owns several rentals throughout Boulder and always seems to have a building project going in order to help others. He sits on the variance board for Boulder and serves the community every way he can. His primary goals include to serve his family and community. His motivation comes from a clear direction from God and keeping His will at the forefront of all he does.

(10) Greg Oaklief, Marketing

Oaklief Creative is the owner of an award-winning advertising/marketing firm that has a long track record of working with destination resorts, developments, builders and high-end products for homes. With over 35 years of experience in the advertising and marketing field, Oaklief Creative has developed a refined sense of what works and what strategies will get a message to break through the clutter of the marketplace. Greg adds a great depth to Gideon Land Developers.

(11) Daniel E. Davillier, Legal

Daniel is the founder of the Davillier Law Group, LLC. Prior to launching the firm, Mr. Davillier was a partner at Phelps Dunbar, LLP. He advises clients in the areas of commercial finance, commercial real estate, commodities trade transactions, general business, local governmental relations, and gaming. In connection with the film industry in Louisiana, Mr. Davillier represents financial institutions and production companies concerning film finance, tax credit, and other related matters. Mr. Davillier also represents a number of professional athletes in the NBA and NFL in connection with various commercial transactions throughout the United States (including the acquisition of businesses, the establishment of 501(c)(3) non-profit corporations, and the recovery of funds from third parties).

Mr. Davillier holds a Bachelor of Science degree in General Business from the University of New Orleans. He graduated, cum laude, from Tulane University Law School in 1994. While at Tulane, Mr. Davillier served as President of the Black Law Students Association and served on the Moot Court Board. He was also inducted into the international legal fraternity, Phi Delta Phi, and won American Jurisprudence Awards for Security Rights and Obligations II. He is a recipient of the 2011 Leadership in Law Award from the New Orleans City Business publication and the 2012 Multicultural Leadership Award from the Louisiana Diversity Council.

Mr. Davillier is a member of the Louisiana State Bar Association, New Orleans Bar Association, Federal Bar Association, American Bar Association, National Bar Association and the Greater New Orleans Louis A. Martinet Legal Society. Mr. Davillier is also a graduate of the New Orleans Regional Leadership Institute and has served on the board of the Louisiana Children's Museum, the National Conference for Community and Justice, the New Orleans Regional Black Chamber of Commerce, and St. Augustine High School.

Daniel and George Wentz are partners and has a well-known business and environmental firm. Daniel was instrumental in the reconstruction of New Orleans after hurricane Katrina.

(12) George R. Wentz, Jr., Legal

George is a partner with the Davillier Law Group in New Orleans, Louisiana. Mr. Wentz received his Bachelor of Sciences degree, magna cum laude, from the University of Delaware, where he was also a member of Phi Beta Kappa. He received his Juris Doctorate degree from Georgetown University Law Center, cum laude, in 1983. Mr. Wentz also served as the Administrative Editor of the Georgetown International Law Journal. Mr. Wentz was appointed to the Office of Policy Development of the Federal Trade Commission by President Ronald Reagan, where he analyzed the economic impact of trade laws and regulations and developed and proposed legislative and regulatory approaches to enhance efficiency.

Mr. Wentz has over thirty years' experience in handling complex international litigation, maritime litigation, oil and gas exploration and production matters, alternative dispute resolution, international transactions, constitutional law analysis, providing general business advice, and representing state and local governments. He has a reputation as a result-oriented lawyer known for innovative thinking and problem solving. During the course of his career, Mr. Wentz has worked in most aspects of the oil and gas business, representing clients including Global Marine (now Transocean), Occidental Petro-

leum, BP, Marathon and Noble. Mr. Wentz has also represented CFE (power company of Mexico) in various matters. Mr. Wentz has also represented underwriters of various energy and power generation companies in large subrogation matters, including Houston Casualty Company and underwriters at Lloyd's. He has expertise in international commodities transactions, including banking and financing related to those transactions, as well as international tax issues related to offshore banking. He also represents state and local governmental entities with regard to interaction and disputes with federal agencies with regard to public lands. He quarterbacked the production of a comprehensive constitutional analysis of Utah's Transfer of Public Lands Act on behalf of Utah's Commission for the Stewardship of Public Lands.

Mr. Wentz is an active member of the Louisiana State Bar Association. He is a recipient of the 2008 Leadership in Law Award from New Orleans City Business Magazine. Mr. Wentz was active in pro bono work following Hurricane Katrina, where his efforts assisted in the formation of New Orleans' public-private partnership for economic development.

Mr. Wentz is admitted to practice in the United States District Courts for the Eastern and Middle Districts of Louisiana, the United States Court of Appeals for the Fifth Circuit, the United States Supreme Court, and all Louisiana State Courts. He has also litigated cases in the United States District Court for the Southern District of Florida, as well as in various state courts in Texas.

(13) Christopher Wolff, Director of Veteran Services

Chris was the Director of Veteran Services for the Guardian Heroes (Chris Kyle Foundation) for several years. That is where he first met Rob Rule.

A family vacation in September 2001 was the beginning of how I would become this guy. One missed ferry ride in Staten Island led to me being in the middle of the Hudson River when the first plane hit the World Trade Center on 9/11. At 18 years old I witnessed the most horrific act of terrorism I had ever seen in my lifetime. I joined the army. We were the first wave of troops to put boots on the ground in Tallil, Iraq before we waged war. My airwing was logistics and troop support for Operation Enduring Freedom. My second tour to Iraq was continued logistical support as part of Operation Iraqi Freedom in 2003 where I served as an aircraft maintainer primarily. Between my second and third deployments to Iraq, I served with a unit that aided in tsunami relief in Thailand while stationed in Korea from 2004-2005. My third Iraq deployment was in 2005 where we were responsible for casualty transport. To this day every time I attend a military funeral I am brought back to my time on the aircraft where the silence deepens your love for humanity and those who gave the ultimate sacrifice. My fourth deployment was my first to Afghanistan in 2006 where we moved troops and equipment from Qatar to forward operating bases in Afghanistan. Taking a short break from the Middle East, I was able to go on what I still consider my favorite mission and that was Operation Deep Freeze. In early 2007 I spent two weeks working with the National Science Foundation in Antarctica. I had just put SSgt on and was loving this new adventure when a misstep and lack of proper safety equipment led to me falling off the fuselage of a C-17 and broke both bones in my left calf. After nine months of recovering post-operative to repair the bones and physical therapy to strengthen the muscles, I was ready to get back to my mission. Two more deployments followed in Afghanistan in 2007-2008 where I served to repair and maintain aircrafts needed for inflight medical evacuation as their flying crew chief. The third tour to Afghanistan ended much like any other where upon returning home we received a little down time and the seasonal vaccines meant to keep us from getting sick and remain mission ready. Shortly after receiving the Influenza vaccine in November 2008, I woke up paralyzed from the neck down. The virus from the shot had attacked the myelin sheath of my spinal column and it was attacking my nerves from the bottom up. I was placed into a medically induced coma where the prognosis was grim but it was the only hope that it would save my life, but not the quality of it. That coma lasted 33 days and when I woke up I was told that I would never eat, drink, walk, or do anything on my own ever again. It has been almost 13 years now and I have a beautiful family. I have a wife and three amazing kids who get to look at me every day and know that freedom comes at a cost and it is a price I would pay over and over even if I had known how it would turn out.

(14) Juan Carbajal, Construction

Juan grew up in the small town of Galt in California. He was raised on a farm where he learned, at a young age, what hard work is. At the age of 12 years old, Juan fondly remembers going to the flea market with his mother and seeing a small construction tool kit. That was the time he realized his interest in construction and decided he would one day be a contractor. Juan has since pursued that goal; he started working construction at the young age of 16 and now has 20 years of expertise in the field. Juan opened his own company, Gemstone Construction, in 2017 and has successfully continued pursuing what he loves to do.

(16) Velma Hart, Executive Director for the 501(c) (3) “National Christian Outreach Centers of America”

Velma brings to the team over 35 years of financial experience working in the eye of the public with proven accomplishments in fundraising and development with excellent contract negotiation skills. Velma is dedicated with supervisory and team-building qualities, an effective and efficient manager with trusted leadership devotion and a heart of determination to speak the truth. Major accomplishments for multiple companies include operating turn-around from a significant budget deficit to a strong operating surplus; she will work closely with our dedicated Board of Directors, comprised of passionate advocates for the mission of National Christian Outreach Centers of America.

Direct all business and professional aspects of this consulting business focusing on struggling or problem non-profit and for-profit organizations and programs. Specific expertise in all areas of general accounting, finance and government accounting, fundraising and relationship building, business operations, marketing, and outreach to establish, re-establish or fortify public relations image and brand. Also focused expertise on cash flow management, solvency and reserve planning and development, and organization wide strategic planning. Serve as contract and paid Chief Financial Officer for several clients including National Marine Sanctuary Foundation.

(17) Velma Hart, National Director of the Center for Warriors

AMVETS experience: Responsible for financial management (i.e., budgeting, investments, internal/external reporting), technology, and administrative functions for this 501(c)(19) veterans’ fraternal organization with an annual budget of \$9MM. Manage 2 major outsourced relationships (Development and IT support), all public relations projects, and 2 staff.

- Led organizational turnaround transitioning from a significant budget deficit in 2000-01 and 2001-02 to a strong operating surplus in 2002-03 in all subsequent years.
- Bolstered profile of AMVETS within and among veteran groups, government agencies, and related organizations via committee leadership and liaison efforts.
- Reviewed, re-negotiated, and/or refined all corporate contracts to better serve the association and improve its position relative to non-dues revenue. Created non-dues revenue and corporate sponsorship model resulting in more than \$1M in new revenue annually.

Experience:

- American Society of Association Executives (ASAE)
 - Board Chairman (2009-2010)
 - Executive Committee Member (2006 to 2008) - Voting Member / Board of Directors (2003 to 2005)
- Veteran Affairs Secretarial Appointment – Advisory Committee on Women Veterans (2006 to 2010)
- Business and Professional Women’s Foundation – Treasurer (2008 to 2015)

- Alliance for Nonprofit Management – Treasurer (2009 to 2014)
- USA Cares – Vice Chairman – (2010 to Present)
- Women in Military Service for America (WIMSA) – Member (2010 to Present)
- Eta Phi Beta Sorority, Inc. – Eastern Region Treasurer (2017 to Present)
- DC Office of Health Care Ombudsman – Advisory Committee Member (2018 to Present)
- Ardmore Enterprises – Board of Directors Treasurer (2018 to Present)

(18) Tri-G, Inc.

Tri-G, Inc. holds 11 CFS of water rights that Gideon Land Developers, LLC will be leasing for Old Town Sheridan.

(19) Shawn Higley, WWC Engineering Lead

WWC Engineering is a full service, multi-disciplinary engineering firm specializing in transportation, civil/site, water resources, environmental, mining and land surveying that has been serving the Rocky Mountain region since 1980. WWC's range of consulting services is broad, and our corporate experience is extensive. With over 90 employees and offices in Helena, Montana as well as Sheridan, Laramie and Casper, Wyoming, they have an exceptional staff of professionally licensed engineers, hydrologists, geologists and land surveyors with a full complement of highly skilled CADD, GIS and field technicians. WWC is proud of its employees, their expertise, and their involvement in community and professional organizations. As a member of the American Council of Engineering Companies, WWC subscribes to the organizations' code of ethics and standards.

(20) IMEG Engineering, Mark Bellon, Structural Engineering

(21) Matthew JC

Matthew JC is a director, producer and writer, known for Operation Rock the Troops (2014), Light Up to Live (2017) and The Flipside with Michael Loftus (2014), and Devil Has My Ear(2012).

Matthew is the owner of 1307 Productions and for over 20 years has consistently been a storyteller using his roles as Director, Producer, Songwriter and Entertainer to bring inspirational content to viewers leaving them with hope and being inspired.

JC's passion to entertain was the driving force behind his mission to perform his rock show for our US Troops under the banner, Operation Rock The Troops, 501c3 Non Profit. Through the Armed Forces Entertainment, in 12 years time he has completed seven world tours with the under the program and band, the JC AllStars, to 15 Countries, performing at military bases in Japan, Korea, Guam, Marshall Islands, Italy, Spain, Portugal, Greece, Kosovo, Germany, Turkey, Deigo Garcia and Greenland. His sole mission was to hand out over 100,000 copies of his CD, to the US Troops personally. Over those 12 years of touring he filmed his whole adventure and in 2014 his journey was released World Wide through Vision Films.

(22) Judd Duinick, Duinick Golf course contractor

For over 90 years, Duinick has been building strong communities through our relationships with customers, employees, subcontractors and vendors. Through these partnerships based on deeply held core values that have stayed with us for three generations, we build the projects that build your communities.

Whether you're building a new course or renovating an existing one, Duinick can bring your vision to life. The Duinick Golf team has a high level of experienced project management, with a creative, talented team of individuals providing turf, bunker and irrigation expertise to serve your needs.

(23) Kevin Norby, ASGCA, RLA of Norby Golf Course Design

Kevin Norby began his career in 1976 at the early age of 16 years old. After completing college at the University of Idaho, Kevin worked as a landscape and irrigation designer in Lewiston, Idaho until moving to Minnesota. In 1990, Kevin met golf course architect and ASGCA member Don Herfort. Since Mr. Herfort's retirement in 2003, Kevin has been responsible for the design of over 100 golf course projects throughout the central United States, Canada and the Caribbean.

Recent projects include Fox Hills Golf Club in Watford City, North Dakota and Coal Creek Golf Course in Louisville, Colorado. Kevin is currently working on projects at Paako Ridge in Albuquerque, New Mexico and Paiute Golf Resort in Las Vegas, Nevada.

(24) Venue Management

(25) Kristen Marcus, Executive Director/ESMHL

Our Executive Director is a Wyoming native from Ten Sleep. Kristen has an A.S. in Equine Science, a B.S. in Animal Science (Equine nutrition and management), a Masters of Agriculture in Equine Breeding and a M.S. in Agricultural Communications.

Kristen grew up on the back of a horse and spent her childhood on the family ranch working cattle, horses and pigs. She is certified through the American Riding Instructors Association (ARIA) in Western & English Riding as well as Stable Management. Kristen is also a PATH International certified Equine Specialist in Mental Health & Learning.

Kristen served as PATH International WY State Chair from 2016-2018, Region 10 Representative from 2019-2022 and the Equine Services 4 Heroes Committee from 2018-present.

She has been in Sheridan since 2009 and is grateful to be living at the foot of the Big Horn Mountains again. Kristen and her husband, Jeremy, have two children, Briannon & Cian (pronounced key-in). Her hobbies include horseback riding, 4-wheeling, scrapbooking, photography and reading.

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Old Town Sheridan
by Gideon Land Developers, LLC
3768 East Dudley St.
East Helena, MT 59635
(406) 441-1555 Office
(406) 441-1556 Fax
(406) 410-1712 Cell