



Town of Oriental Application for
Special Use

NONREFUNDABLE Permit- Fee \$350.00

Date Received: 8/31/21

Fee Paid: \$350.00 #1004
8/31/2021 CA

APPLICANT: Samuel Mark Brewington
 ADDRESS: P.O. Box 865 Oriental NC 28571
 PHONE: (910) 366-4488 CELL: (910) 366-4488 FAX: N/A EMAIL: Southern Sky Ventures II@gmail.com
 PROPERTY OWNER: Southern Sky Ventures II LLC
 ADDRESS: P.O. Box 865 Oriental NC 28571
 PHONE: (910) 366-4488 CELL: (910) 366-4488 FAX: _____ EMAIL: Southern Sky Ventures II@gmail.com
 PROJECT CONTACT PERSON: Samuel Mark Brewington
 ADDRESS: P.O. Box 865 Oriental NC 28571
 PHONE: (910) 366-4488 CELL: (910) 366-4488 FAX: N/A EMAIL: Southern Sky Ventures II@gmail.com
 PHYSICAL LOCATION: 901 Broad Street, Oriental NC 28571
 GMO ZONE OF THE PROPERTY: MU
 INTENDED USE OF PROPERTY: Hotel / Lodging
 PREVIOUS USE OF PROPERTY: Medical Office
 DOES THIS PROJECT INVOLVE A CHANGE IN USE? YES NO
 IF YES, DESCRIBE HERE: From Medical office to Lodging Hotel C 7 bedrooms, 4 1/2 bathrooms, 2 lounge areas, office, kitchen, dining and laundry/Storage
 DOES THIS PROPERTY INVOLVE A COMBINATION OF USES? YES NO
 IF YES, DESCRIBE HERE: _____

HAS THIS LOT BEEN REPLATTED IN LAST 12 MONTHS? YES NO IF YES, WHEN? _____

NO. PARKING SPACES AVAILABLE: 15
 SQUARE FOOTAGE OF STRUCTURE: 2300 SQUARE FOOTAGE USED FOR BUSINESS: 2300 NUMBER OF PARKING SPACES REQUIRED: 10 WILL OFFSITE PARKING BE UTILIZED? YES NO IF YES, WHERE AND NUMBER OF SPACES? _____

WILL SIGNS BE ERECTED OR MODIFIED? If yes, please complete a sign permit application. TO BE FORWARDED

DOES THIS USE COMPLY WITH COVENANTS/HOA RESTRICTIONS? N/A (attach copy)

ATTACHMENT(S): Change of Use Form Sign Permit Site Plan or Survey Parking Landscape Plan Other: _____

I certify that all of the above information and that contained in the attachments hereto is true and accurate to the best of my knowledge and that all work will comply with state and local codes, laws and ordinances. The Town of Oriental will be notified of any modifications to the approved plans prior to the change being done. I understand that any place modifications may require a new application in compliance with the Town of Oriental. Grown Management Ordinance, and failure to report such changes may result in permit revocation. I certify that I am the property owner or that I am authorized to act on the property owner's behalf.

Samuel Mark Brewington
Applicant Signature

8-30-2021
Date Signed

Southern Sky Lodge

Executive Summary

Introduction

The long-term goal of Southern Sky Lodge for temporary lodging, by creating a differentiated experience capitalizing on personal service, the historical nature of the Southern Sky Lodge buildings, and its unique location in one of the most attractive parts of Pamlico County and the greater Oriental North Carolina area. We plan to be more than a great lodging. We plan to create an environment of customer service that surpasses the standard fare for Oriental. Expanding our exposure via the Internet as well as other advertising means and introducing Oriental to people that have not yet discovered this year-round paradise will allow us to maintain a higher-than-average occupancy rate and above average profits.

Location

The Southern Sky Lodge is located at 901 Broad Street in the business district of Oriental North Carolina on the northern side of the Neuse River and close proximity to the great Pamlico Sound. Southern Sky Lodge is on a main thoroughfare, with easy access to the waterfront, hunting, fishing, and local activities.

The Company

Southern Sky Lodge will be established as a hotel hospitality venue. Since taking possession and a brief period to become established, we are adding 7 bedrooms, four & ½ baths, 2 lounge areas, full kitchen, office, and laundry storage area on to ensure a steady flow of patrons

(fishermen, hunters, and tourists) through its doors. Next spring, we plan to do a complete renovation of the historical tobacco barn located on the property to continue the tradition of the historical landscape of the property and Oriental community.

Southern Sky Lodge is a dba of Southern Sky Ventures II LLC, owned and managed by Mark and Lynelle Brewington.

Mark and Lynelle will operate the Lodge as a hunting, fishing and vacation lodge throughout the year. The lodge will be opened year round 24 hours a day, 7 days a week.

Our Services

Southern Sky Lodge will be newly established from the existing Pamlico Medical Properties originally built in 1987. Each of our rooms is equipped with two twin beds or a full-size bed. A full-service kitchen and lounge area with WIFI and media capabilities available for guests. The Lodge will have online services for check in and payment. The building will have undergone a number of restorations.

As the Lodge becomes established, we plan to expand our services to the residents of Oriental and Pamlico community. The large grass area is ideal for formal or informal gatherings (e.g. wedding receptions, club meetings, Christmas parties, family reunions, etc.).

The Market

Southern Sky Lodge target market strategy is based on becoming a destination choice for the people who are looking for a place to relax or recharge. The target markets that we are going to pursue are people or families looking for a vacation destination, honeymooners, family

reunions, hunters, fishermen, boaters, and drop-in customers. Our setting and facility is a natural for people or families to visit, what with the Oriental community, Nuese River and Pamlico Sound having so many outdoor things to do. A modest projection for increased unit rental is 30% per year.

Our three major customer segments are tourists, hunters, and anglers from all over the United States since this area is known for great hunting of duck, deer, bear with all aspects of fishing and boating, and local patrons who need the facilities for various events. Subscriptions to various Web services will provide international exposure to potential customers for nominal annual fees, plus we have a website <http://www.SouthernSkyLodgenc.com>. The Lodge would like to see a 20% increase in customers on a yearly basis.

Financial Considerations

Southern Sky Ventures II LLC dba Southern Sky Lodge will be acquired via a Small Business loan with the buyers supplying 20% down. We are assuming an initial capital start-up, for operating expenses which we have already contributed.

We estimate average monthly fixed costs, including operating expenses and mortgage payment, as presented in the Financial Plan chapter below. Peak and off-season will have a significant impact on the monthly earnings. For the first year, on-season revenues will offset off-season losses. As Southern Sky Lodge builds its market position among the local patrons, we anticipate that off-season revenues will be enough to break even during that season.

1.1 Objectives

The objective of the Southern Sky Lodge for the first three years of operation include:

- Open the Southern Sky Lodge “turnkey operation” with new bookings under a newly established rental rate after opening.
- Exceeding the customer’s expectations for hunting, fishing, and vacationing accommodations.
- Maintaining an 50% occupancy rate each month.
- Assembling an experienced and effective staff.
- To increase the number of clients by 10% each year.
- Increase exposure and market using Internet technology and direct advertising.
- Through incentives and increased exposure on the Internet, we hope to increase occupancy by 30% the first year.
- Increase use by expanding into other uses for property (cater parties, receptions, weddings, etc.).

1.2 Keys to Success

The primary keys to success for the Southern Sky lodge will be based on the following factors:

- Provide a facility that is first class with attention to detail.
- Give each guest a sense that he or she is our top priority.
- Provide quality amenities.
- Retain our guests to ensure repeat bookings and referrals.

1.3 Mission

The mission of Southern Sky Lodge is to become the best choice in Pamlico County for temporary lodging by expanding our exposure via the Internet (with multiple networks and links) and introducing the area to market segments that have not yet discovered this year-round fishing and hunter's dream. We plan to be more than a great Lodge. We plan to create an environment of conveniences that surpasses the standard fare for Oriental.

The Lodge guests will have every need met to ensure his/her comfort. For the needs of our guests, special occasion event vendors and guide service links will be provided for other vendors in the Oriental and Pamlico.

As the Southern Sky Lodge becomes established, we plan to expand our services to the residents of Oriental and neighboring communities. The Lodge can be used for formal and informal gatherings (i.e. wedding receptions, family reunions, Christmas parties, etc.). The outdoors, with its access to an Historical Tobacco Barn, opens several additional opportunities. With the capability of a catered reception inside and out the Lodge will make events smooth and easy for the guests. As owners we intend to see that attention to detail, and service will be followed dedicated to each guest.

