



Nobleton, Ontario, Canada

SEPTEMBER 2013

Gimcrack Equestrian Centre

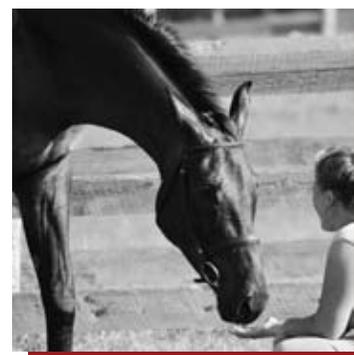
Gimcrack Equestrian Centre was purchased by the Millard Family from Robert Meilsoe in 2002, with a focus on hunters and jumpers. The facility is located on 40 acres of gently rolling hills in the equestrian community of King Township, providing a beautiful quiet country setting ideal for both horse and rider.

The People

Clients share the experience of Gimcrack with their horses, and dogs, and other clients, enjoying a common passion and dedication to equestrian sport. The atmosphere on the farm is both professional, with attention to detail and quality care and training, and social, with hacking trails, common areas, and social events like the annual summer barbecue and Christmas party.

Four full-time employees live on the farm. Also on staff are four seasonal and part-time employees. Their day begins at 7:00 a.m. providing feed to the horses, which are then turned out to the paddocks. Stalls are mucked, and bedding material is replenished. Shelves are stocked, lounge and tack rooms are cleaned, horse blankets are washed, horses are exercised according to each client's request and each horse's needs. It is important to note that these horses are athletes, and the care and attention they are given reflect this. Horses are returned to their stalls later in the afternoon. For staff, the day officially ends at 4:00 p.m., with one staff member scheduled to do daily night check around 9:30 p.m. Other professionals frequent the farm to attend to the needs of clients and horses: trainers, veterinarians, farriers, and suppliers of feed, hay, and bedding.

Beginning in May, and through to November, Gimcrack clients and owners participate in local horse shows at locations like Palgrave, Angelstone, Cedar Run, and the Royal Winter Fair. During the show season, staff members are on site at the show to care for the needs of horses and clients. Staff members are also available when clients and horses return from show grounds, regardless of the day or time.



Vivian Millard and Sean Fogg live on the property, operating Gimcrack Equestrian Centre and managing the property. The sign of a good operation is that the owners make it look easy; everything is always in place. On a day-to-day basis, their day begins at 6:00 a.m. They have a multitude of tasks before the arrival of clients at 9:00 a.m., with the focus on a variety of responsibilities, including: helping to turn out the horses; unloading deliveries of hay and bedding; harrowing the arena and outdoor rings; general maintenance of paddocks, grounds, and equipment; and being ready, at a moment's notice, to handle the unexpected. They review the daily 'To Do' list with the staff, to ensure that all have the information needed to complete the day's tasks. Their focus is on the needs of the clients and their horses throughout the day, until closing time at 9:00 p.m. This also includes working with the other professionals. Although Vivian and Sean have their own dedicated responsibilities, it is not unusual to see them working side by side mucking stalls, unloading hay, or loading horses for a show. It is important to note that management and staff are all under the age of thirty.

Although Vivian's parents, Tim and Elizabeth, live on their own rural property of Sentinel Hill just outside of Schomberg, they are very involved in a supportive role in all aspects of the operation of Gimcrack. There is someone on the property every hour of every day, 365 days of the year, to ensure that the horses are safe and have the best of care, and that Gimcrack Equestrian Centre runs smoothly.

The Product

The main barn has 30 stalls, with larger stalls to accommodate horses recuperating from surgery or from an injury, or giving extra space for a mare and her foal. The quarantine barn has 4 stalls, with private paddocks to meet the isolation requirements of imported horses, as specified by the industry. There are 6 stalls located in two other out-buildings.



Clients have personalized entry codes to the two tack rooms, and tack up their horses in one of the grooming stalls which are floored in rubber matting. The heated indoor arena measures 60ft. x 160ft., and has GGT footing, a mixture of sand and polyfiber, to provide a base that is safer for the horse during exercise and training. The viewing lounge, with kitchenette, is open to clients, visitors, and guests. The 100 ft. x 300 ft. sand ring is stocked with customized jumps, and is available to horse and rider for exercise and practice. Horses are washed down in one of the five matted wash bays that have hot and cold running water. There is an outdoor patio, and sitting areas, overlooking the paddocks. Pathways are well maintained, and well-lit, for safety. Grassy meadows and hacking trails allow for a complete riding experience. Participation in, and transportation to, local horse shows and competitions is arranged at the client's request, with stalls and staff on site, offering the same attention to detail as provided at Gimcrack Equestrian Centre.

Customized rehabilitation and wellness programmes, outlined by the veterinarian and implemented by staff, include: administering of medication and supplements, prescribed exercise, reconditioning for horses returning to sport, supervised turn-out in the round paddock or in the meadows, assistance with veterinarian treatments, 24/7 emergency shipping, and general daily care.

The products that Gimcrack Equestrian Centre offers are customized to create a positive experience for both client and horse.

The Performance

The project currently underway at Gimcrack is a Grand Prix Ring on the north end of the property. It is a major undertaking, and has been in process for the past three years: submission of an application, acquiring the appropriate permits, doing the required environmental studies and peer reviews; paying the required fees. The goal is to have it completed, and operational, by the Spring of 2014.

In December of 2011, to accommodate those clients wishing to participate in the Florida horse show season, Sean and Vivian purchased a 20-acre property in Ocala, Florida, now appropriately named "Gimcrack South". The site has a 20 stall barn with approximately 5000 square feet of loft above it. In the loft, they have built one apartment to accommodate up to 3 staff, with another apartment designed for their own needs. To accommodate the shipping needs of the horses for long distance travel, an 18-wheel air-ride transport was purchased in 2012. The trailer accommodates up to 15 horses.

Improvements are ongoing. Sean and Tim replaced all the windows in the indoor arena, doubling the size of them and using polycarbonate instead of fibreglass. This increased the amount of natural light in the arena.



They custom-designed an environmentally-friendly heating system by using the high internal temperature of the manure bin, to supplement the heating of the barn. Additional shade trees have been planted across the property. Equipment has been purchased to increase the operating efficiency. As breeding is an important function in the industry, breeding equipment was purchased in the spring. The equipment and lab can be used by Gimcrack, and by other local stables. Sean and Vivian breed one quality mare annually. Continuing their successful breeding programme, their next foal is expected early in 2014.

Vivian is passionate about her own riding, and takes pride in her accomplishments, and those of her clients at various horse shows. Videos of her performances are taken by Sean, for her to review and analyse, as he is often Vivian's "eyes on the ground".

Dedication to a common goal, passion, youth, vision, and an understanding of working together effectively with staff, clients, horses, and suppliers are attributes contributing to the success of these two young entrepreneurs.

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