

Proposal for the Management Services of Chinsegut Hill Retreat and Conference Center

To: Hernando County Board of Commissioners

From: Joint Enterprise by the Milcendeau and Dishman Families

Date: March 23rd, 2025

Subject: Proposal for Property Services Management of Chinsegut Hill Retreat and Conference Center

Introduction

We are writing to formally propose taking our services for the management of Chinsegut Hill Retreat and Conference Center, a historic and scenic venue that holds significant potential for both community benefit and financial growth. With a deep commitment to Hernando County's development and the desire to offer an unparalleled experience for both local residents and tourists, we believe our management approach will improve the financial outcomes of the Center while making it a vibrant hub of community engagement.

Chinsegut Hill is not just a location but an asset with untapped potential to serve as a center for nature-based tourism, community events, professional conferences, and educational activities. My vision is to elevate this gem into a premier destination that generates greater revenue for the county, enhances the local economy, and provides diverse opportunities for residents and visitors alike.

Goals and Objectives

1. Enhance Community Engagement:

Develop and offer year-round programming and events that appeal to both Hernando County residents and visitors, including family-friendly activities, workshops, business & educational retreats, and local events.

2. Promote Nature and Outdoor Tourism:

Leverage Chinsegut Hill's unique location to develop ecotourism initiatives that include guided nature walks, birdwatching, and outdoor educational events that can attract eco-tourists and nature enthusiasts.

3. Increase Revenue Streams:

Revitalize the Conference Center and Retreat facilities to host overnight accommodations, corporate events, professional conferences, weddings, and other

private gatherings. Additionally, we will explore new revenue opportunities such as dining and snacks.

4. Preserve and Restore the Historic Site:

Ensure the preservation of Chinsegut Hill's charm while upgrading its facilities to meet and exceed visitors' standards. A balance of facility restoration and modernization will help attract more visitors, boost tourism, and make the Center a desirable location for events while improving the revenue stream of the Historical Manor

5. Boost Local Economic Development:

By improving the financial performance of Chinsegut Hill, we aim to stimulate the local economy through increased visitor spending, job creation, and partnerships with local vendors and businesses including restaurants, shops and attractions throughout Hernando County. Chinsegut Hill will become the destination in bringing visitors while supporting local business growth.

Management Team

1. The Milcendeau Family

- The leadership team is comprised on Yann, Jackie & Jason all of which are residents of Hernando County.
- The family has extensive experience in hospitality which increase the Hernando Beach Hotel, The Silver Dolphin Country Store & Restaurant and previous owners of the Captain's House which Yann and Jackie sold a few months ago.
- Yann is a member of The Tourist Development Council of Hernando County.
- Yann is the co-founder and member of The Coastal Hernando Business Group, along with Jason.
- Their combined passion is business! More specifically, it is the taking of a property that is underperforming and bringing that property up to its fullest potential by making it a sought-after destination. This will be accomplished in different ways:
 - ⇒ sometimes it's a matter of just tweaking the existing concept and other times it must be a total revamp of the operation.
 - ⇒ This is what we did with all three properties in Hernando Beach. They all became destinations for locals and for tourism.

2. The Dishman Family:

- The leadership team is comprised on Tom and Tammy who are residents of Hernando County while Tanner is a Senior at the University of Tampa
- The family has extensive experience in real estate and property management as the owners of Coldwell Banker Weaver Group Realty based in Hernando Beach. They service all of Hernando, Citrus and Pasco counties.
- Tom is a member of Coldwell Bankers Global Luxury Professional Sales Team.
- Tom is the Vice President and member of The Coastal Hernando Business Group, along with Yann and Jason.

- Tammy has extensive experience in property management and currently maintains a 4.8 Airbnb Super Host Rating
 - Tanner graduations with her Bachelors in Finance in May of 2025. During the last two years she has been busy with her own company as a marketing expert:
 - ⇒ Started her own marketing firm in 2023 to support variance clients in growing the online presence & website optimization.
 - ⇒ Created case studies, sales collateral and online strategies
 - Tom is a graduate of the University of Florida and Ritz Carlton Executive Leadership Program. With extensive experience in technology sales, operations, marketing and hospitality.
- 3. The Partnership**
- The two families are currently working together at Coldwell Banker Weaver Group Realty and as members of the Coastal Hernando Business Group.
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Proposed Management Approach

1. Operational Management and Planning:

- Develop a comprehensive management plan that includes detailed financial projections, marketing strategies, and operational guidelines to ensure consistent quality.
- Utilize a professional, dedicated management team with experience in hospitality, technology, event planning, and community engagement to handle day-to-day operations.
- Establish partnerships with local restaurants, vendors and service providers, fostering a sense of local community involvement while benefiting from reduced operational costs.

2. Programming and Event Planning:

- Curate a calendar of events that appeals to a diverse audience: from corporate meetings and conferences to family-friendly activities and cultural celebrations.
- Offer outdoor recreational opportunities such as swimming, yoga retreats, nature workshops, and sustainability seminars to attract individuals and groups.
- Host seasonal events that align with local interests.

3. Marketing and Outreach:

- Build a strong brand identity for Chinsegut Hill that connects it to the rich history and natural beauty of Hernando County.

- Utilize digital marketing, local advertising, and partnerships with regional tourism boards to increase awareness and attract visitors from across the United States and beyond.
 - Focus on social media platforms and create compelling storytelling content to showcase the uniqueness of the venue, drawing both tourists and local attendees to events and services.
 - Using Technology for ease of all types of reservations and events.
- 4. Facility Upgrades and Maintenance:**
- Prioritize external facility improvements, to the cottages, conference and event spaces, to meet the needs of modern guests while preserving the character and charm of the resort. Starting with energy and a a welcoming appeal
 - Interior upgrade by decorating each chalet with a unique theme through furniture, paint colors and decorations.
 - Technology to improve the guests experience while improving efficiencies including check in procedures, fee collection and accounting procedures.
 - Website and online presence redesign to drive views and bookings.
 - Information kiosk throughout the complex with QR Code technology to appeal to all visitors of Chinsegut Hill and Manor which will include historical significant material
- 5. Requested Hernando County Start Up Assistance**
- Driveways must be re-graded for safety, including creating better drainage.
 - Drainage improvement around chalets and other buildings for long term sustainability of the property
 - The entrance gate at the bottom of the hill must be accessible seven days a week for anyone who wants to visit for the purpose of deciding if they want to book in this resort. The fortress atmosphere, that the closed gate creates does not appeal to most potential customers.
 - Participate as an equal partner in the installation of a swimming pool which will improve the value of the property.
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Financial Structure

1. Lease Terms:

- Initial Two-year lease agreement
- Automatic Three-year lease agreement
- Two (2) automatic renewals of Ten (10) year extension with Property Management group.
- Lessor may cancel for the contract for cause if issue is not resolved in a timely manner
- Lessee may cancel at any of the lease renewals and is required to provide a 90-day notice

2. Lease Payment

- 1st year base lease payment- \$1,200
- 2nd year lease and thereafter, \$1,200 plus 5% of net profit.

3. Expenses

- Property Management shall procure, pay for, and maintain at least the minimum insurance required by the county.
- All security measures will be the responsibility of the property management group
- The Property Management group shall be responsible for all expenses for utilities including electric, phone, gas, and WIFI network fees for leased premises.

Conclusion

In conclusion, we believe that our approach to managing Chinsegut Hill Retreat and Conference Center will create significant value for Hernando County. This proposal focuses on maximizing the center's potential as a key asset for tourism, community engagement, and economic growth. We are committed to preserving the areas historic significance while modernizing the facilities to meet the needs of today's visitors.

We would welcome the opportunity to discuss this proposal further and look forward to the possibility of working with the Hernando County Board of Commissioners to bring this vision to fruition.

Thank you for your time and consideration.

Sincerely,

Yann Milcendeau
Milcendeau Family Representative

Tom Dishman
Dishman Family Representative