



"There is one thing stronger than all the armies in the world, and that is an idea whose time has come." Victor Hugo

THE CASA BLANCA PROJECT

EXECUTIVE SUMMARY

November 2019

GAYLE CROSBY, President/CEO & Founder, Author & Developer

DR. JOHN CHAVES SOUSA, Vice President/COO & Chairman of the Board



ELEMENTS:

THE GREEN VALLEY FOUNDATION OF SOUTHERN CALIFORNIA (TGVF)

President/CEO & Founder – Gayle Crosby

Cell: 909-278-1760 Email: GayleCrosby@TGVF.ORG

Vice President/COO & Chairman of the Board – John Chaves Sousa, Ed.D.

Cell: 909-648-6303 Email: JohnSousa@TGVF.ORG

“The mission of TGVF is to promote San Bernardino County/Inland Empire historic home and land preservation, conservation, and to wisely provide for agribusiness and agritourism as a regenerative industry. Our goal is to create, in accordance with the various city governances, solid economic development, social well-being, and a self-sustainable quality of life for its people, place and nature to harmoniously co-exist and flourish.”

“To put everything in balance is good, to put everything in harmony is better.”-Victor Hugo

THE GREEN VALLEY, A PROJECT OF SOUTHERN CALIFORNIA

Under the umbrella of The Green Valley Foundation of Southern California we seek to promote significant economic development in Southern California- specifically in Redlands, Yucaipa, and Oak Glen through the Agribusiness and Agritourism Industries via Education, Training and Practical Hands-on Development.

THE GREEN VALLEY FOUNDATION UNIVERSITY CONSORTIUM

A consortium of Southern California Universities and Colleges who participate in the Education of The Green Valley for job, career, vocational, and volunteer placement in the multi-faceted projects of **The Green Valley, A Project of Southern California.**

Example: Agriculture, Science, Technology, Hospitality, Film, Literature, & Art.



USC School
of Cinematic Arts



FRIENDS OF THE GREEN VALLEY CHARITABLE GIVING (Our Non-Profit Division)

Friends of the Green Valley Inc., will establish a Consortium of Green Valley Non-Profits and Charitable Giving Organizations organized under The Green Valley Foundation of Southern California for the purpose of synergistically applying funds, grant money, and develop programs for the most effective, highest and best interests of those in need. Categories: Education, Science, Literature, Film, Charitable Giving in The Green Valley, Inland Empire, Southern California and beyond.

THE GREEN VALLEY DEVELOPMENT CORPORATION (Our For Profit Division)

The Green Valley Development Corporation is the business, investment and financial arm which supports The Green Valley Foundation. In addition, it is the tool whereby Entrepreneurs, Business Partners and Business Services may participate in creating sustainable and synergistic businesses in The Green Valley Projects.

ELEMENTS:



The Casa Blanca Project

THE GREEN VALLEY FOUNDATION'S FIRST PROJECT: CASA BLANCA

Securing under TGVF, the 600 acres of wildlands, vineyard and agricultural land, riverbeds, streams, olive groves, ponds, hiking, biking, equestrian trails and the historic Casa Blanca Victorian house and grounds in Yucaipa California, which makes up the Project called Casa Blanca.

CASA BLANCA HISTORIC HOUSE & GROUNDS

The Home of The Green Valley Foundation will be the historic Casa Blanca house. In time it will be open to the public for tours events, educational research, classes and internships.



CASA BLANCA WINERY

The Casa Blanca Winery will provide The Green Valley with a central processing plant run by our Foundations' expert Viticulturist & Enologists for the purpose of planting, cultivating, harvesting, and producing wines and table grapes for individual, boutique and large-scale vineyards throughout Redlands, and Oak Glen.



'YOUR' VINEYARDS... AT CASA BLANCA

1+ plus acres of Vineyard, Agricultural, Farming & Grazing 'Sections' will be available for Lease or Sale for 'Your' own Agribusiness Product.

Example:

Modern Woodsmen Brothers Vineyards at Casa Blanca

Schmidt Family Vineyards...at Casa Blanca

USC Trojans Vineyards at Casa Blanca

UCLA Bruins Vineyards at Casa Blanca

Your Very Own Family/Company Vineyards at Casa Blanca

Note: Which all begs a yearly 'War of the Wines' at Casa Blanca Fundraiser.



'War of the Wines'
...At Casa Blanca



THE GREEN VALLEY VILLAGE AT CASA BLANCA

The Green Valley Village At Casa Blanca, provides growers and artisans a place to sell their produce and wares. Restaurants, Art Gallery, Gift Shops, Produce & Meat Markets, Breweries, Wine tasting, Bars & Grills, Classrooms etc. Community Residents Live above and work below.





THE GREEN VALLEY INN AT CASA BLANCA

Building a solid infrastructure of support for our Casa Blanca Agribusiness and Agritourism Community is essential. Therefore, The Green Valley Inn...At Casa Blanca will provide: A basement level community movie theater and parking. A first-floor hotel registration, restaurant, conference, event, meeting rooms & art gallery. The first and second floors will house our hotel guests. The Penthouse floor will offer permanent housing for 55+ Residents with a private dining room.

CASA BLANCA HERITAGE VINEYARD FAMILY HOMES & ESTATES



France

The Launching of a
"Vineyard Sister City"
Luxury Development



Casa
Blanca



A nominal amount of the 600 acres will be dedicated to a small vineyard-housing community for those who work, support, invest in and appreciate the ideas and ideals of Casa Blanca and The Green Valley Lifestyle. From birth to retirement, Casa Blanca creates a multi-generational community of market-rate housing from upscale family to high-end vineyard estates. The Green Valley Foundation of Southern California will provide, affordable upscale 'Campus', 'Farm', 'Resident Artist,' & 'Guest' housing. The Casa Blanca Stables & Barn, which will promote an emphasis on 4H Student Activities, will continue and encourage the rural, farm and equine lifestyles that are crucial to the well-being of the North Bench Community of Yucaipa.

SUCCESSFULLY MARKETING THE GREEN VALLEY & THE CASA BLANCA PROJECT

A Special Note From Gayle

"I worked for the Walt Disney Company for ten years in marketing and public relations as it pertained to the hotel and theme park industries. I learned a powerful secret...

The most effective form of marketing requires **3 simultaneous things:**



1. PLACE: A good, useful, authentic and beautiful place such as The Green Valley and specifically Casa Blanca and open it to the public for all to enjoy and gain inspiration.

2. BOOKS: Bring The Green Valley to life in a series of historical fiction, suspense novels which attracts visitors who want to experience the story

3. MOVIES: Bring The Green Valley to life in TV and Film creating a desire to experience The Green Valley & Casa Blanca.

THE GREEN VALLEY BOOK SERIES, BY AUTHOR, GAYLE CROSBY

The Seduction of the Green Valley was published in 2018.

The Innocence of the Green Valley was in May 2019.

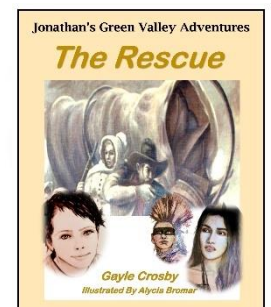
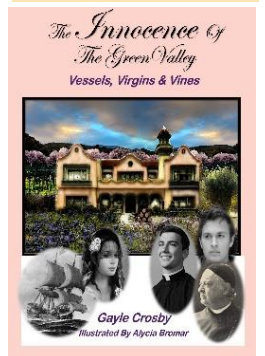
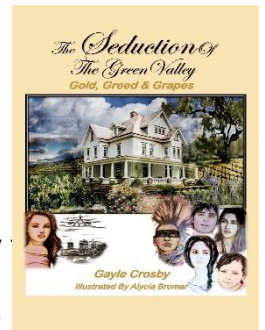
Jonathan's Green Valley Adventures Companion Children's Series was published in November 2019.

The Marriage of The Green Valley will be in published in 2020.

With Five other books in the series to follow.

THE GREEN VALLEY 13-EPIISODE SCREENPLAY, BY GAYLE CROSBY

Episode One, The Seduction of The Green Valley Screenplay has been written and awaiting financial underwriting. Subsequent Episodes to follow based on The Green Valley Book Series.





THE GREEN VALLEY FILM COMPANY...AT CASA BLANCA

Documentation, film production and movie sets such as Hartland, and The Yucaipat Indian Village in the 1800's, create another vital and lucrative industry providing jobs, money spent at local businesses, while inspiring others with the idea of sustainable regeneration of people, nature, and land in other **Green Valleys** across the United States and around the world.

HOW TO MAKE TGVF of So Cal's CASA BLANCA PROJECT A REALITY?



THE CURRENT REALITY OF THE 600 ACRES WE CALL 'THE CASA BLANCA PROJECT'

These properties are currently owned by developers who have secured City entitlement for the immediate building of 500+ tract homes. These plans will effectively eliminate in its entirety the Agribusiness and Agritourism Industry for The Green Valley.

Why?

1. These are prime, alluvial soils identified by the experts as pristine vineyard, olive and agricultural land; the last of its kind in Yucaipa. Several multiple elevations allow for varietals from around the planet to be harvested and marketed – making Casa Blanca unique throughout the Inland Empire and in California.
2. Only the Casa Blanca historic house, grounds, and surrounding agriculture and wildlands can perform the required 'link' between historic Redlands and its oranges and historic Oak Glen and its apples:

***The Green Valley: Redlands, Yucaipa & Oak Glen
One Destination, One Family, One Heart... Many Unique Experiences***

3. This land, its history and peoples, past and present is the very framework upon which the stories of The Green Valley Book and Film Series are built. To cover over this framework with 500+ tract homes would be to eliminate the very reality we are trying to create, protect and sustain not only for ourselves but for future generations.

HOW TO CREATE A NEW REALITY FOR 'CASA BLANCA' AND THE GREEN VALLEY?

1. Secure the 600 acres through a combination of investments and endowments to The Green Valley Foundation of Southern California.
2. Investor participation for Phase One in the amount of \$3 to \$4 Million Dollars.

Note: Those investors participating in this project can anticipate above average returns.

3. TGVF to partner with an established Vineyard and Winery to create the Casa Blanca Vineyards & Winery.
4. TGVF to partner with an established contractor for the building of the Vineyard Homes, The Green Valley Village & Inn, Casa Blanca Winery and other facilities.
5. TGVF to partner with an established Film Studio for the creation of The Green Valley Film Company At Casa Blanca.

OUR MOST SINCERE THANKS...!

We appreciate the time you have taken to review our executive summary for the Casa Blanca project. If you have interest or would like to discuss any of these elements in greater detail, we will be happy to talk, email, or meet in person.



Gayle Crosby has a background in marketing, public relationships, tourism, hospitality and the theme park industry, specifically the Walt Disney Company for over 10 years. She facilitated multi-million-dollar media events, including a three-day invitational for 6,000 deserving children, and 2,000 media from around the world. Gayle is the visionary behind The Green Valley: A Project of Southern California, The Green Valley Foundation, LLC and The Casa Blanca Project. Gayle is the Author of The Seduction of The Green Valley: Gold, Greed & Grapes,

published in 2018 and will release The Innocence of The Green Valley: Vessels Virgins & Vines, May 2019 along with Jonathan's Green Valley Adventures: The Rescue in Nov. 2019.

Gayle has been working in tandem with the community and City Government of Yucaipa for four years to bring Agribusiness and Agritourism as a source of preserving the land while creating a much-needed rural industry.

She has been an award winning residential and commercial Realtor for the past 14+ years. Gayle holds a B.A. in Education and has served as an Adjunct Faculty Member for Towson University and Baltimore Community College.



Dr. John Chaves Sousa, Ed.D., has a greater than three-decade background in Counseling, Consulting, Higher Education Leadership and Program Development; specifically, in the public post-secondary education, non-profit, County, State and Federal Grant Development and systems. He has an extensive research background in helping to forge and develop "grassroot" organizations and programs in both the college and non-profit communities. His published dissertation from the University of Southern California (USC), titled Understanding the Barriers to College Access for

Former Foster Youth in the Los Angeles Community College District served as one of key research models still in use today within California Community Colleges. Exceptionally hardworking and ethical in his approach to working in both commercial and residential Real Estate and in several of the non-profit environments that service the greater good of the communities within the Inland Empire; striving always toward helping others in the community to aspire and prosper. All his accomplishments demonstrate John's lifelong passion of helping all people historically disenfranchised by social or economic obstacles; empowering and enabling them to see the potential within themselves. He attributes his success to a simple "motto" in that for every challenge faced "strive to entreat all people with love, kindness & empathy always!"

For More Info Visit Us at- www.TheGreenValleyFoundation.Org