



CASTLE PINES

---

FLOWERS · BOOKS · BOUTIQUE · YOGA · PILATES

UPDATED: 9TH MARCH, 2025

# CONTENT

---

- Our Mission
- Meet Annelise
- Meet the Team
- Products and Services
- The Vision
- What Makes Us Different
- Competitive Analysis
- Douglas County
- Our Numbers
- Path to Success





## OUR MISSION

---

At Élysée, our mission is to create unforgettable experiences by combining the beauty of handcrafted floral arrangements with curated gifts, thoughtfully selected books, and the empowerment of health. We strive to be more than just a boutique flower shop and yoga studio—we aim to be a destination that delights the senses and inspires connection in our community. Guided by the creative vision of our founder, Annelise Rothe, and a team of the best local talent in each of our revenue streams.

# Bloom, Breathe, Be

# MEET ANNELISE

---



*Founder & CEO*

**Annelise Rothe**

Annelise Rothe is the founder and owner of Simply Petals Flowers, the parent company of Élysée. Since 2017, she has successfully managed her floral design business, achieving annual revenues over \$250,000+ for five years. Her work has been recognized in several print publications, including “Style Me Pretty” and “Rocky Mountain Bride.” With experience in over 200 weddings, Annelise is regarded as one of the top wedding and event florists in Douglas County. She is a preferred vendor at The Sanctuary Golf Course, The Manor House, and The Oaks at Plum Creek. Committed to sharing this experience with her community, Annelise hopes to foster a sense of connection and growth.

# MEET THE TEAM

---

## ***Fitness Director***

With a decade of experience managing Core Power Yoga Park Meadows and over 21 years of teaching, our director of fitness brings a wealth of expertise and a unique teaching style that has garnered a loyal following. As the lead manager of the yoga fitness segment at Élysée, she will infuse our team with invaluable real-world experience and a passion for fostering a transformative practice.

## ***Community Director***

Our Community Engagement Director brings a passion for her community and bringing people together through meaningful events and movement. She has 20 years of experience in teaching private fitness and yoga classes, captivating clients from across Douglas County with her vibrant personality and passion for her craft. At Élysée, she will oversee the creationg of events as well as being a intergral part of our teaching staff.

## ***Pilates Manager***

A graduate of the 200-hour Pilates program and CSU Business School, will serve as our lead Pilates instructor at Élysée. Her lively energy and warm personality ensure that all her students feel at ease, while her passion for teaching infuses the studio with vibrant energy. With five years of experience working in floral design with Annelise, Brooklyn will be an invaluable memeber of both our teams.

## ***Marketing Director***

Our Marketing Director brings over 10 years of experience in marketing and advertising, having led campaigns for companies like PF Changs and Pepsi. For the past two years, she has also worked with Annelise in floral design for numerous events. Katelin will be an invaluable asset for both our floral and marketing strategies.

**Additional team member details available upon request.**

# FLORAL PRODUCTS AND SERVICES

---

Élysée will have a variety of offerings including:

- **Floral Design Classes:** Engage in hands-on workshops and learn the art of floral arrangement.
- **Seasonal Classes:** Explore festive creativity with holiday wreath-making and other seasonal workshops.
- **Wine Tastings:** Discover and savor a variety of fine wines in a relaxed and enjoyable setting.
- **Book & Signing Events:** Enjoy readings and signings from a diverse array of authors.
- **Pop-Up Shops:** Experience unique creations from local artists and support the community.
- **Curated Selection of Merchandise:** Shop a carefully chosen collection of unique and trendy gifts and products.



# FITNESS PRODUCTS AND SERVICES

---

Élysée Fitness will have a variety of offerings including:

- **Tiered Memberships:** Select from membership options designed to accommodate all preferences.
- **Drop-In Classes:** Enjoy the flexibility of classes at your convenience.
- **Group Yoga, Pilates, and Strength Classes:** Curated classes tailored for every fitness level, fostering community and personal growth.
- **Private Classes:** Receive personalized attention and customized workout plans with individual training sessions from our expert instructors.
- **Fitness Merchandise:** Explore our curated selection of stylish and functional fitness apparel and accessories to complement your workout journey.



# VISION

---





# WHAT MAKES US DIFFERENT

---



## Floral

Élysée provides the convenience of in-store pickup or delivery for expertly designed floral arrangements across a wide range of price options, along with a unique floral bar where customers can create personalized designs that reflect their style and budget. In addition, Élysée hosts numerous design classes led by Annelise and other skilled designers, offering participants the chance to creatively arrange flowers while enjoying company and a glass of wine. Special holiday classes, including wreath-making and holiday centerpiece creation, add extra festive flair.

## Fitness

Élysée fitness offers a blend of physical and mental wellness. The tranquil environment invites you to leave behind the pressures of daily life and focus on inner peace. In addition to traditional yoga and pilates classes, we offer specialized weights classes designed to enhance strength and endurance while maintaining mindful movements. Each session is carefully crafted by our experienced instructors to cater to all levels, ensuring a personalized and enriching experience. Whether you're looking to tone your body or simply unwind, our studio provides the perfect setting for achieving balance and well-being.

## Lack of Competition

Castle Pines currently lacks boutique and unique shopping experiences, as well as adequate fitness locations. The area offers no floral studio, no bookstore, and only large liquor stores, and it also lacks smaller, personalized fitness options like yoga or Pilates studios. Élysée would provide a one-of-a-kind experience in the area, both on the retail front and potentially as part of addressing the fitness needs of the community, serving as a sanctuary where residents can enrich their lifestyle in multiple ways while addressing these significant gaps.

# LOCATION: CASTLE PINES & DOUGLAS COUNTY

---

- Castle Pines currently lacks boutique shopping options, diverse retail venues, and fitness establishments.
- Residents of Castle Pines typically spend 178% of the national average across various product and service categories, indicating significantly higher annual expenditures compared to the average American.
- Douglas County, Colorado, is the wealthiest county in the state, with a median household income of \$139,000, and ranks as the 9th wealthiest county in the United States.
- The community currently has 20,000 residents and is expected to grow to 35,000 over the next 10 years. The per capita income in Douglas County is twice the national average, comparable to Northern California and the D.C. metropolitan area.
- The county is ranked as the third-healthiest in the U.S.



# WHAT'S NEARBY

---

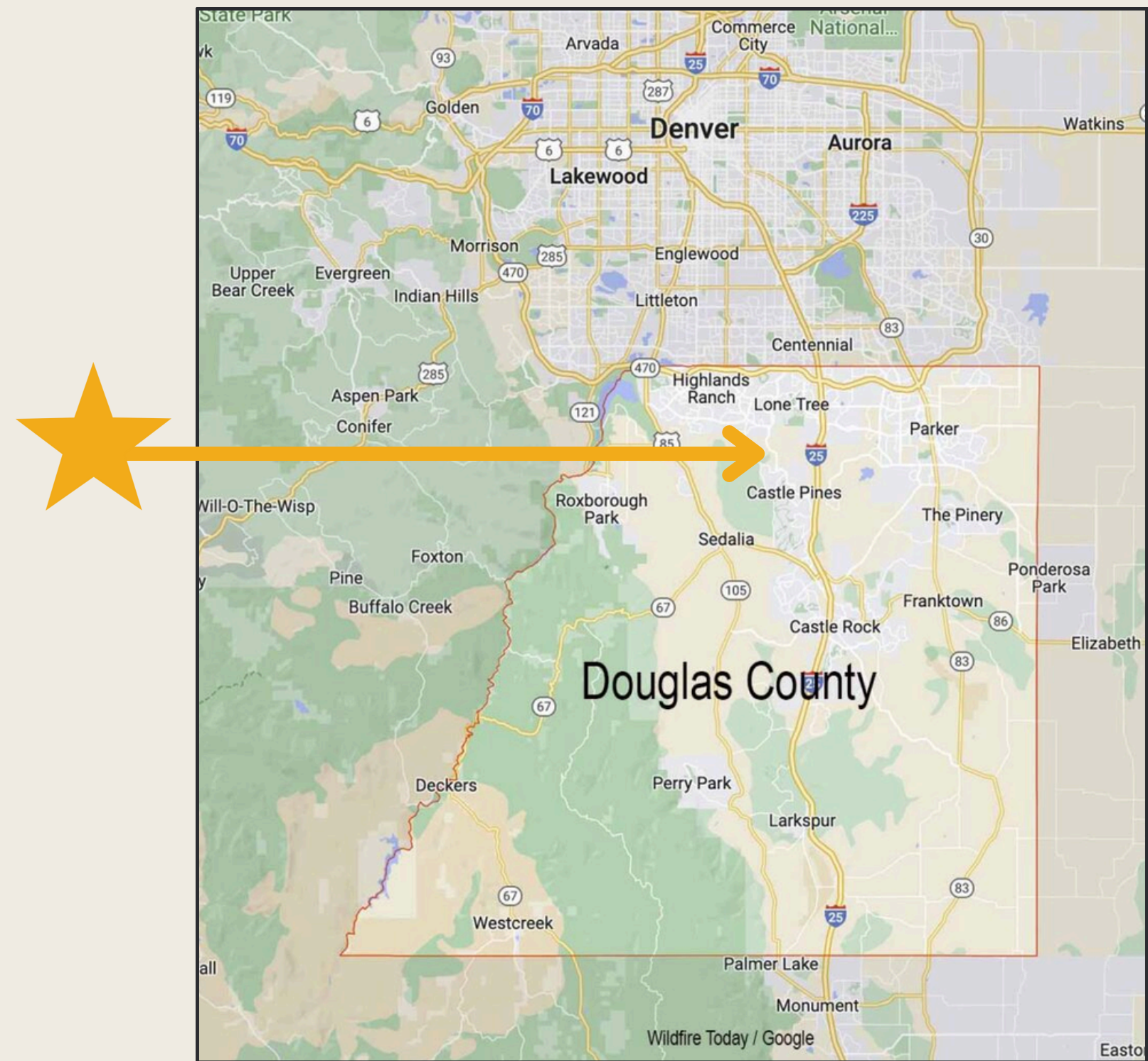
## Nearest Competitors

Élysée is strategically positioned to fill an obvious gap in the Castle Pines area by providing convenient access to services and products that are currently distant from local residents. Residents, eager for more varied shopping and fitness experiences, often travel to neighboring cities like Castle Rock, Lone Tree, or Parker.

- The closest yoga studios are 8 miles away to both the north and east.
- Book lovers face a trek of 10 miles south to find the nearest bookstores.
- Floral enthusiasts also face a similar challenge, with the nearest brick-and-mortar floral store located 6.3 miles to the south and over 10 miles to both the north and east.

# SIZE OF MARKET

---



## Castle Pines

Castle Pines has a 2024 population of 15,924. and is currently growing at a rate of 7.98% annually. The median income is 182,000 and is one of the most affluent cities in Colorado.

## Castle Rock

Castle Rock, Colorado is estimated to be around 87,000 by the end of 2024. Median household income is \$135,985

## Lone Tree

The current population of Lone Tree, Colorado is 13,990. The median household income is \$132,411. This is 40% higher than the state median and 67% higher than the national median.



# SIMPLY PETALS NUMBERS

Since 2017, Annelise has successfully operated and expanded Simply Petals Flowers, the parent company of Élysée. Below are the impressive numbers reflecting the success of the floral business.

**8 years**

*in operation*

**\$7k**

*average wedding size*

**200+**

*Weddings*

**6**

*p/t employees*

**3k**

*Local social media following*

**3**

*Preferred Vendor Venues*





# EXPANSION: THREE NEW LOCATIONS IN 5 YEARS

---

In the first two years, Elysee will concentrate on consolidating its foothold in Castle Pines while simultaneously developing future locations. These cities offer vibrant communities with a strong appetite for wellness, books, and floral design, with target income demographics for sustainability.

Throughout this expansion, Élysée will ensure each new location not only replicates its proven success model but also tailors experiences to the unique appetites of each community. Partnering with local businesses and leveraging digital marketing strategies will be critical components of Élysée's growth, as it establishes itself as a beloved and trusted brand across new regions.

## Colorado Springs, CO

Colorado Springs is on track to overtake Denver as the largest city in Colorado. With several military installations, major tourist destinations, and growing luxury retail developments, its Northgate neighborhood is the perfect location for the next Élysée.

## Paradise Valley, AZ

LKnown for high-end retail and consistently ranked among the top quality-of-life locales in the US. Paradise Valley is a short drive from Scottsdale and part of the Phoenix metropolitan area, one of the fastest growing regions in the country.

## Austin, TX

A destination for innovative culture, design, and entrepreneurship, several neighborhoods in Austin are ideal target locations for a fourth Élysée and would be a centerpiece of drawing brand awareness and talent to the enterprise.



# FINANCE

---

Élysée is seeking \$2 million in start-up capital to fund the development, construction, and initial operations of the first location in Castle Pines.

**Secured Assets            \$1,775,000**

- **\$850,000**        .72 acres of prime real estate in Douglas County, CO
- **\$125,000**       Estimated land improvements (utilities, grading, parking lot)
- **\$450,000**       Building design, engineering, materials, and framing construction labor, permitting
- **\$350,000**       Building interior improvements (drywall, flooring, labor); FFE, inventory

**Unsecured Assets        \$225,000**

- **\$95,000**        10% contingency reserve for land development, building construction and improvements
- **\$130,000**       Initial operating capital, marketing, and additional contingency (6-month runway)

# RETURNS & EXPANSION

---

Élysée is offering up to 40% equity in the company to secure start-up capital and projects 5%-7% returns from dividends on the first location, secured by \$1.8 million in assets.

**2025:** Castle Pines, CO

**2028:** Paradise Valley, AZ

**2029:** Austin, TX

**2030:** Colorado Springs, CO

## **2030-2035 Expansion Targets**

- San Diego, CA
- Plano/Highland Park, TX
- West Hartford, CT
- Seattle, WA

### **Projected Annual Dividends**

\$125,000 - \$275,000

Based on Investor & Loan Mix

Investors in Élysée have the chance to be part of a next generation of mixed-use commercial development curated for high-end retail and fitness as we aim to grow across the country.



# PROJECT TIMELINE

---

Financing + Land Purchase

City Planning/Permits

Land Dev

Building Design & Production

Construction

Opening

18-24 Months

Élysée intends to leverage a pre-fabricated building design firm to produce the required structure, the firm generally can design, engineer, and produce a custom building within 6 months.

We anticipate that regulatory approvals and building production can proceed simultaneously after engineering plans are completed; we intend to complete land development & excavation as the pre-fabricated building components have a firm target completion date.

# CONCLUSION

---

- The Castle Pines location will serve as a flagship for innovation and community building, offering more than just products.
- Élysée aims to transform this location into a central hub for local culture
- Workshops, events, and collaborations will provide opportunities for personal and communal transformation.
- With your support, Élysée's vision for Castle Pines can manifest as a testament to community-driven success.
- Investing in Élysée contributes to creating a space for unique experiences and fostering a sense of belonging and inspiration.
- Your involvement is crucial in empowering the steps toward bringing beauty and joy to the communities Élysée aims to serve.



# Thank you!

---