



TULA REGIONAL DEVELOPMENT
AND SUPPORT CORPORATION
INVESTING IS SIMPLE

THE «HONEY VALLEY» ECO-VILLAGE CONCEPT

THE “HONEY VALLEY” AGRICULTURAL CLUSTER (34 hectares)

Eco-tourism and honey processing within single investment core

Historical, cultural and industrial cluster in the Tula Region

Main points:

The “Honey Valley” Eco-Village

Entertainment zones



Investment metrics of the 1st phase:

Overall project budget (the whole cluster) — 439 000 000 rubles

The 1st phase budget — 137 000 000 of rubles

Cultural basis: Restoration of the “Ignatievka” estate, development of Russian traditions, family time and holding various entertainment and festivals (Honey Feast of the Saviour).

Industrial sector: Automated, excursion honey bottling production line (1 200 kg per shift) — a procurement hub for supporting local apiarists.

Hospitality industry: 35 houses and glampings («Barnhouse», «Linden fruits»), a year-round heated swimming pool «SUMMER» and bathhouses near the river.

Events and leisure: The “Claw” restaurant with a capacity of 100 persons, festival space, a fishing pound, a rope park and a beach along the river “Vyazovnya” with a paddle boarding rental station.

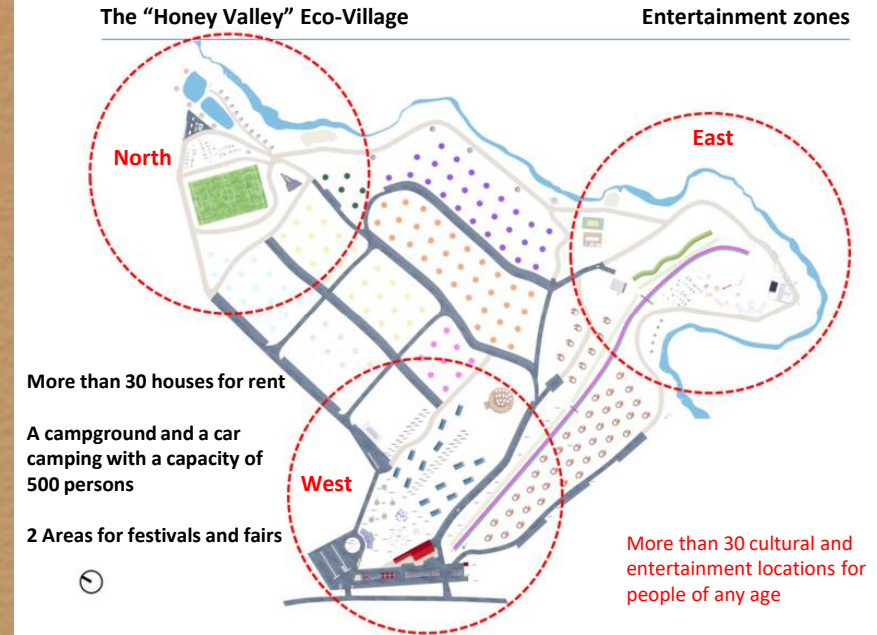
EBITDA per year: 21 374 400 rubles | **Payback period of the 1st phase:** 6,4 years (the whole cluster — 4 years).

A Cultural code and The project's mission

Heritage preservation: Restoration of the “Ignatievka” estate. Chronical and history of the Barin Ignatiev’s estate as a basis of brand identity.

Revival of traditions: Family values focus, Russia traditional recreation and holding of the annual festivals of folk crafts.

Farming Support: Creation of a centralized platform for buying, certificating and bringing the product of local apiarists to the federal market.



The current state (Successful zero phase)

A land plot: A long-term rental of a 34 hectares land plot has been granted by the Kurkino district Administration. A land plot contains a unique landscape: the river “Vyazovnya” coastline and a century-old linden alley.

Gas supply: A gas distribution pipeline and GCP have been built and commissioned within the land plot.

Agri-base: A 50-colony apiary is in operation.



1st Phase infrastructure project



Electricity supply 200 kW: Applying for “Rosseti” PJSC, payment for technical specification at the expense of CAPEX and direct burial of armored cables.

Gas supply: Gas pipe laying «last mile» from government GCP + launching of water heating system (*reduction in OPEX by 5 times!*).

Water supply/disposal: Drilling of artesian well + septic tank “Topas” sized to handle peak surges.

Asphalting: Asphalting the entrance and parking area with a capacity of 100 vehicles.

Security: 3D fence panels round the guest area (2 hectares) + digging moats and placing 4G trailcams along the entire land plot.

Industrial sector (Section I) (High-margin production):



Honey bottling production line «Beyond the glass»: Automated HACCP production line («Aurora», Russia) with a production capacity of 1 200 kg per shift. Panoramic laminated glass wall for tour groups.



A brand store and a tasting room: Panoramic modular building (~100 sq. m) furnished with solid oak furniture and 3 observation hives.



A carpentry and a candle shops: A prefabricated noiseproof complex LSF (300 sq. m). Hives production for sale and souvenir beeswax candle casting.

Eco-Hotel, Wellness & Leisure 1st Phase

Hospitality Industry:



Family cottages (3 houses): A year-round houses (~60 sq. m) with premium decoration, household appliances and individual gas boilers (controlled via GSM).

A bathhouse complex: 3 wood bathhouses made of timber with a capacity of 10 persons each and cast iron tubs outside.

A beach and a paddle rental station: 150 meters of the riverbed "Vyazovnya" would be cleaned, alluvial sand, 50 sun loungers, pregola, 3 barbecue areas and paddle boarding rental station.



Wellness apihouses (2 pcs.): Eco-friendly pine apitherapy modules.

A rope park for children: The two-tier 12-elements live-tree rope course (certification TR EAEU 038/2016).

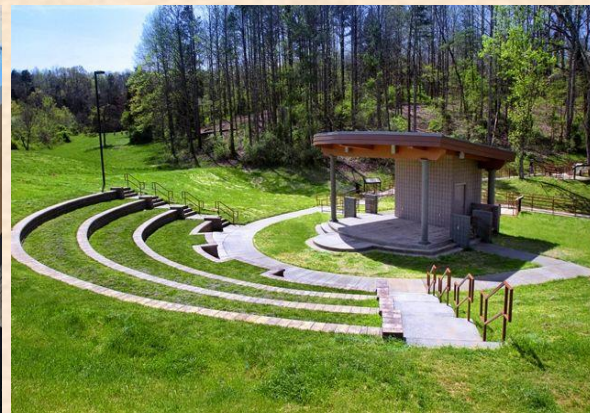
Service, catering and events of the 1st Phase



A reception area: An individual modular building (~40 sq. m) for guests registration.



The “Honey Valley” Caffè: A panoramic building (~60 sq. m) with a capacity of 28 persons inside and 20 persons within a summer terrace. A professional kitchen, gas heating, grease traps in accordance with Sanitary Rules and Regulations.



Covered multimedia stage: WPC decking with a roof canopy. A back wall – a screen (6 × 3,5 m) with a retro-reflective covering intended for a high power laser projector (8000 lumens) designed for an open-air cinema. A small amphitheater with a capacity of 60–80 persons.

Economy and payback of the 1st Phase

Gross proceeds per year: 41 174 400 rubles *(including wholesale bottled honey via marketplaces — 1,1 mln. of rubles per month).*

Operating expenses (OPEX) per year: 19 800 000 of rubles.

(including 15 employees payroll with SMEs 15% preferential tax rate and a tractor leasing).

EBITDA per year: 21 374 400 of rubles.

Payback period of the 1st Phase: 6,4 years.

Conservative base: All calculations are based on a minimum average annual room occupancy rate – 45%.

A scaling strategy of (2nd, 3rd and 4th Phases) (Core infrastructure capitalization):



2nd Phase: +10 glampings “Barnhouse”, a year-round heated swimming pool «SUMMER», a huge bathhouse near the river and an eco-trail (1,5 km).

General CAPEX of all Phases: 439 000 000 of rubles.

Efficiency: Growth of EBITDA up to 183 900 000 of rubles per year.
Decrease of general payback period of a whole cluster up to **4,2 years**.



3rd Phase: +10 houses «Linden fruits», The two-storey “Claw” restaurant with a capacity of 100 persons, pond digging and fish stocking (0,7 hectares) for paid fishing.

4th Phase: +10 houses «Linden fruits» (35 houses overall), festival space with a capacity of 1000 persons with an amphitheater near the river, outdoor banquet hall for weddings, a Tavern of Russian cuisine, automobile camping and multifunctional sports court.

Investment and Partnership Terms



Investments / Credit: 109 600 000 of rubles.
(80% of budget of 1st Phase)

Peasant farm deposit (20%): 27 400 000 of rubles. (Capitalization of lease rights 34 hectares, Design and Estimate Documentation and Apiary assets)

Partnership form: Targeted investment loan
(Lease rights and apiary remain with the Peasant Farm)

Regional effect: Taxes: 1,5+ mln. of rubles
PIT per year in local budget, social insurance
contribution to CFD funds [2026]

Jobs: 15 permanent jobs, up to 55 jobs
during the cluster building.

Infrastructure: Development of tourism
potential, “Ignatievka” estate’s history
preservation.

Synergy: A procurement and collection center
for 50+ apiarists and increased crop field yields.



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