



Funtime Vacations LLC Dba Coulee Lodge Resort

Business Plan 2024

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by Coulee Lodge Resort in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of Coulee Lodge Resort.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by the reader, may cause serious harm or damage to Coulee Lodge Resort.

Upon request, this document is to be immediately returned to Coulee Lodge Resort.

Signature _____ Date _____

Signature _____ Date _____

This is a business plan. It does not imply an offering of securities.

Executive Summary

Funtime Vacations LLC, trading as Coulee Lodge Resort, stands as a prominent and established entity in the camping resort industry, nestled on 32 acres of pristine landscape along the shores of Blue Lake in Eastern Washington. Our resort offers an array of accommodation options, including cozy cabins, park model RVs, spacious RV sites, and tranquil tent spots, catering to diverse preferences of outdoor enthusiasts. Complementing these offerings are extensive amenities such as a well-stocked store, convenient rental boats, a fully-equipped marina, and essential services like gas and propane sales, all designed to ensure a memorable and comfortable stay for our guests.



With a lease secured through October 31, 2081, from the Department of Natural Resources, our vision extends beyond providing exceptional lodging experiences. We are committed to elevating our resort to new heights through a comprehensive eight-year plan of renovations and upgrades. These enhancements, ranging from electrical and plumbing improvements to thematic cabin remodeling and new dock installations, are projected to require an investment between \$300,000 to \$400,000. Furthermore, our unwavering dedication to superior customer service and the creation of a vibrant entertainment hub on select weekends will set us apart from competitors, fostering long-term guest loyalty and satisfaction.

To propel our growth trajectory, we have devised a robust marketing strategy that leverages both traditional and digital channels. While word of mouth remains a powerful tool within our tight-knit community, we aim to expand our reach through strategic social media engagement, a user-friendly website, and eye-catching signage. Additionally, our exclusive possession of a liquor license positions us uniquely within the market, allowing us to curate memorable events and capitalize on the growing demand for experiential tourism. Coulee Lodge Resort anticipates doubling its current annual revenue of \$228,000 by optimizing occupancy rates and

diversifying revenue streams, ultimately solidifying its status as the premier camping destination in Eastern Washington.

Campground Description

Coulee Lodge Resort (the campground) is a family run campground located on 32 acres alongside beautiful Blue Lake in the heart of the Grand Coulee in Eastern Washington State.

Campground Details

The campground currently offers distinct advantages that will be leveraged as we expand and upgrade the resort:

- **RV/Campsites:** The campground currently has 6 cabins, 8 park model RV's, 23 RV sites & 10 lakeside tent sites that are operational and able to produce income immediately. All campsites are equipped with water, a firepit and a picnic table. Some campsites, mainly those fitted for recreational vehicles (RV) have water, a firepit, a picnic table, electric and sewer.
- **Amenities & Features:** The campground sits alongside a beautiful lake for campers to enjoy. The campground is pet friendly and open from Memorial Day weekend through Columbus Day weekend with weather permitting. The resort includes a convenience store, residence for owners, restrooms with showers, laundry, rental boats, marina & docks, with gas & propane sales.
- **Current Pricing:** Tent sites are available at \$35 per evening with water and electricity and allow 4 adults maximum or 2 adults and 3 children. RV sites are available with water and electric at \$53 per evening with water, electric and sewer. Cabins and mobile RVs are available for rent at \$95 and between \$125-\$135 respectively. Pontoon Boat Rentals are also available at \$200 per day or ½ day at \$150.00 – plus \$200 deposit.



Competitive Advantage

Coulee Lodge Resort possesses a distinctive competitive advantage rooted in its unparalleled lakefront location and commitment to exceptional customer service. Situated along the tranquil shores of Blue Lake in Eastern Washington, our resort offers guests an idyllic retreat amidst natural splendor, setting us apart from competitors. Unlike other campgrounds in the area, our prime waterfront position provides unrivaled access to recreational activities such as fishing, water sports, and lakeside relaxation, fostering unforgettable experiences for visitors.

Moreover, our unwavering dedication to superior customer service serves as a cornerstone of our competitive edge. From the moment guests arrive, they are greeted with warmth and hospitality, ensuring that their stay is not only enjoyable but truly memorable. Our attentive staff members go above and beyond to cater to the needs of every guest, creating a welcoming and inclusive atmosphere that fosters long-term loyalty and positive word of mouth.

Furthermore, our strategic initiatives to enhance the resort's offerings through extensive renovations and upgrades demonstrate our commitment to continuous improvement and innovation. By investing in modern amenities, thematic cabin designs, and entertainment facilities, we not only meet but exceed the expectations of today's discerning travelers, solidifying our position as the premier camping destination in the region.

In essence, Coulee Lodge Resort's competitive advantage lies in its unique combination of breathtaking natural surroundings, exemplary customer service, and ongoing commitment to excellence, positioning us at the forefront of the camping resort industry in Eastern Washington and beyond.

Keys to Success

- Utilizing online advertising to ensure cost-effective customer awareness and revamp campground website to attract people searching for camping locations in Washington.
- Making sure the business is in all camping publications.
- Upgrade inventory at the convenience store.
- Building a pavilion/stage, volleyball court, bocci court and other affordable improvements.

SWOT Analysis

Strengths

- **Profitability:** Our business is already established, running and profitable.
- **Affordability:** Camping is the most affordable way for family to vacation without breaking the bank.
- **Prime Lakefront Location:** Coulee Lodge Resort's positioning along the shores of Blue Lake provides unparalleled access to recreational activities and scenic views, offering guests a unique and memorable experience.
- **Diverse Accommodation Options:** With a range of lodging choices including cabins, park model RVs, RV sites, and tent spots, the resort caters to various preferences and budgets, enhancing its appeal to a broad audience.
- **Comprehensive Amenities:** The resort boasts a well-stocked store, rental boats, a fully-equipped marina, and essential services such as gas and propane sales, ensuring convenience and comfort for guests throughout their stay.
- **Strategic Marketing Mix:** Leveraging word of mouth, social media, website presence, and prominent signage, the resort effectively promotes its offerings and engages with potential customers, expanding its reach and visibility.
- **Exclusive Liquor License:** Coulee Lodge Resort's possession of a liquor license distinguishes it from competitors, allowing for the hosting of unique events and catering to guests' diverse preferences.

Weaknesses

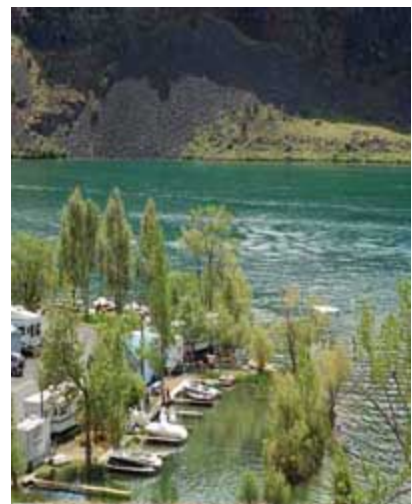
- **Reliance on Seasonal Demand:** The resort's business is heavily influenced by seasonal fluctuations, with peak demand during the summer months, posing challenges for maintaining consistent revenue throughout the year.
- **Initial Capital Investment Required:** The planned renovations and upgrades necessitate a significant upfront investment, potentially straining financial resources and cash flow in the short term.
- **Limited Marketing Reach:** Despite efforts to diversify marketing channels, the resort's reliance on word of mouth and local advertising may limit its ability to attract guests from outside the immediate area.
- **Vulnerability to Weather-Related Disruptions:** Adverse weather conditions such as storms or wildfires could disrupt operations and affect guest bookings, posing a risk to revenue generation.
- **Dependency on Natural Resources:** The resort's offerings heavily rely on the availability and sustainability of natural resources such as water bodies and scenic landscapes, subjecting it to potential environmental and regulatory challenges.

Opportunities

- **Expansion of Facilities:** The addition of waterfront RV sites and themed cabins presents opportunities to attract new guests and enhance the overall guest experience, potentially increasing revenue and occupancy rates.
- **Diversification of Revenue Streams:** Exploring additional revenue streams such as hosting events, offering guided tours, or partnering with local businesses can supplement existing income and mitigate the impact of seasonal fluctuations.
- **Collaborations with Tourism Authorities:** Partnering with local tourism boards or outdoor recreation organizations can amplify marketing efforts and attract a broader audience of outdoor enthusiasts to the resort.
- **Enhanced Customer Experience:** Investing in customer service training and technology solutions can elevate the guest experience, foster positive reviews, and encourage repeat visits and referrals.
- **Sustainable Practices:** Implementing eco-friendly initiatives such as recycling programs or energy-efficient infrastructure not only reduces environmental impact but also appeals to environmentally conscious travelers, enhancing the resort's appeal.

Threats

- **Competition from Other Campgrounds:** The presence of competing campgrounds in the region poses a threat to Coulee Lodge Resort's market share and pricing power, requiring continuous differentiation and innovation to remain competitive.
- **Economic Downturn:** Economic downturns or recessions may impact discretionary spending on leisure travel, leading to decreased demand for camping accommodations and potential revenue declines.
- **Environmental Regulations:** Changes in environmental regulations or zoning restrictions could impact the resort's operations or expansion plans, requiring compliance measures that may incur additional costs or limitations.
- **Natural Disasters:** Events such as wildfires, floods, or earthquakes pose a threat to the resort's infrastructure, safety, and operational continuity, necessitating robust disaster preparedness and risk management strategies.
- **Seasonal Variability:** Variability in weather patterns or natural phenomena, such as droughts or heatwaves, can impact guest visitation patterns and outdoor recreation activities, affecting revenue and occupancy rates.



Market Research - Grant County, WA

Population	
Population estimates, July 1, 2023, (V2023)	102,678
Population Estimates, July 1, 2022, (V2022)	101,580
Population estimates base, April 1, 2020, (V2023)	99,125
Population estimates base, April 1, 2020, (V2022)	99,125
Population, percent change - April 1, 2020 (estimates base) to July 1, 2023, (V2023)	3.6%
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	2.5%
Population, Census, April 1, 2020	99,123
Population, Census, April 1, 2010	89,120
Age and Sex	
Persons under 5 years, percent	7.1%
Persons under 18 years, percent	28.3%
Persons 65 years and over, percent	14.7%
Female persons, percent	48.9%
Race and Hispanic Origin	
White alone, percent	90.8%
Black or African American alone, percent(a)	2.2%
American Indian and Alaska Native alone, percent(a)	2.7%
Asian alone, percent(a)	1.3%
Native Hawaiian and Other Pacific Islander alone, percent(a)	0.3%
Two or More Races, percent	2.7%
Hispanic or Latino, percent(b)	43.6%
White alone, not Hispanic or Latino, percent	51.4%
Population Characteristics	
Veterans, 2018-2022	4,960
Foreign born persons, percent, 2018-2022	16.5%
Housing	
Housing units, July 1, 2022, (V2022)	40,143

Owner-occupied housing unit rate, 2018-2022	64.8%
Median value of owner-occupied housing units, 2018-2022	\$244,500
Median selected monthly owner costs -with a mortgage, 2018-2022	\$1,487
Median selected monthly owner costs -without a mortgage, 2018-2022	\$447
Median gross rent, 2018-2022	\$979
Building permits, 2022	635
Families & Living Arrangements	
Households, 2018-2022	33,666
Persons per household, 2018-2022	2.89
Living in same house 1 year ago, percent of persons age 1 year+, 2018-2022	84.6%
Language other than English spoken at home, percent of persons age 5 years+, 2018-2022	35.5%
Computer and Internet Use	
Households with a computer, percent, 2018-2022	93.3%
Households with a broadband Internet subscription, percent, 2018-2022	88.4%
Education	
High school graduate or higher, percent of persons age 25 years+, 2018-2022	80.4%
Bachelor's degree or higher, percent of persons age 25 years+, 2018-2022	17.7%
Health	
With a disability, under age 65 years, percent, 2018-2022	9.3%
Persons without health insurance, under age 65 years, percent	13.8%
Economy	
In civilian labor force, total, percent of population age 16 years+, 2018-2022	62.3%
In civilian labor force, female, percent of population age 16 years+, 2018-2022	55.9%
Total accommodation and food services sales, 2017 (\$1,000)(c)	140,534
Total health care and social assistance receipts/revenue, 2017 (\$1,000)(c)	355,444
Total transportation and warehousing receipts/revenue, 2017 (\$1,000)(c)	276,097
Total retail sales, 2017 (\$1,000)(c)	946,985

Total retail sales per capita, 2017(c)	\$9,941
Transportation	
Mean travel time to work (minutes), workers age 16 years+, 2018-2022	20.0
Income & Poverty	
Median household income (in 2022 dollars), 2018-2022	\$66,387
Per capita income in past 12 months (in 2022 dollars), 2018-2022	\$29,655
Persons in poverty, percent	14.2%
Businesses	
Total employer establishments, 2021	1,973
Total employment, 2021	23,719
Total annual payroll, 2021 (\$1,000)	1,181,626
Total employment, percent change, 2020-2021	0.6%
Total nonemployer establishments, 2021	4,433
All employer firms, Reference year 2017	1,483
Men-owned employer firms, Reference year 2017	643
Women-owned employer firms, Reference year 2017	190
Minority-owned employer firms, Reference year 2017	S
Nonminority-owned employer firms, Reference year 2017	1,052
Veteran-owned employer firms, Reference year 2017	46
Nonveteran-owned employer firms, Reference year 2017	1,197
Geography	
Population per square mile, 2020	37.0
Population per square mile, 2010	33.3
Land area in square miles, 2020	2,679.55
Land area in square miles, 2010	2,679.51
FIPS Code	53025

Industry Analysis

Campgrounds in the US

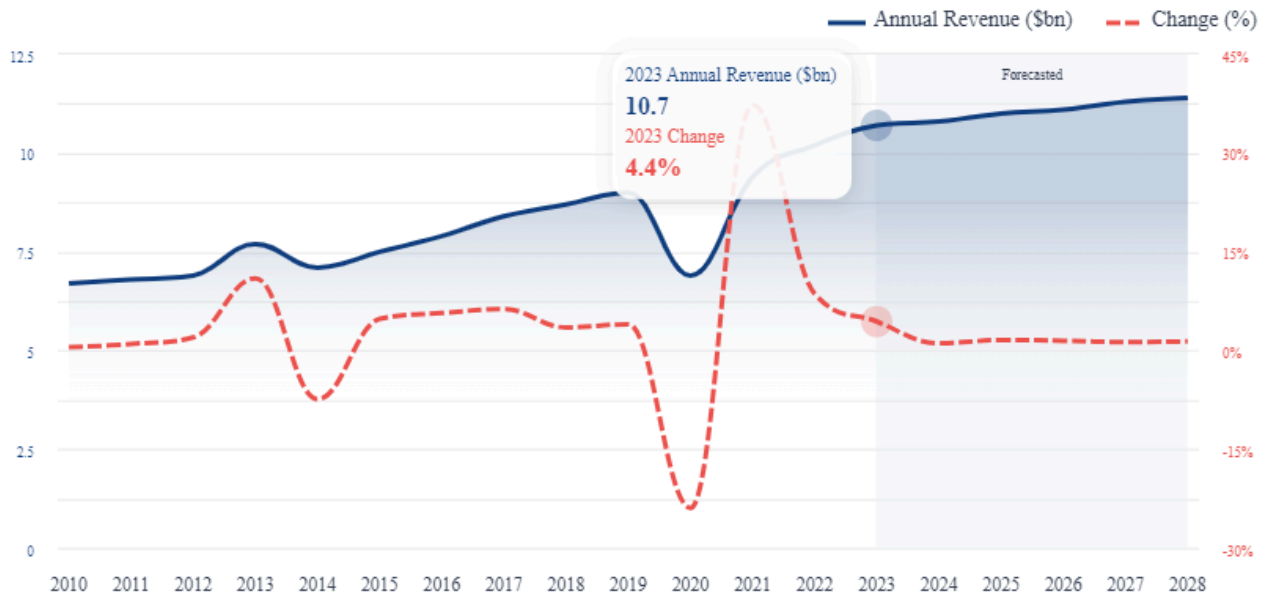
Happy camper: Pent-up demand is forecast to boost campsite demand in the near-term

Pent-up demand and a desire to reconnect with nature have driven consumers to campgrounds and RV parks over the past five years. The COVID-19 pandemic fueled a new generation of campers who used work-from-home policies to travel domestically. The influx of new campers has increased demand for luxury facilities and amenities often provided by competing rental properties and hotels. Campsites and RV park owners have responded to shifting consumer preferences by constructing yurts, glamping tents, pools and spas. Over the past five years, revenue has increased at a CAGR of 4.3% to \$10.7 billion, including a 4.4% boost in 2023 alone.

Campgrounds & RV Parks in the US

Revenue

Total value (\$) and annual change from 2010 – 2028. Includes 5-year outlook.



Source: IBISWorld

Adults below 45 comprise a key customer segment for campgrounds and RV parks. According to Kampgrounds of America's 2022 camping report, a third of new campers in 2022 were millennials. As consumers in this generation become more established in their careers, they have more disposable income to spend on vacations, driving them to campsites and RV parks. Peer-to-peer rental sites have encouraged this age group to begin camping or traveling via RV since rentals are more accessible than purchasing an RV outright. Millennials have recently overtaken baby boomers to become the largest generation in the US, providing campsite and RV park operators access to new markets. This demographic shift will provide organic growth for park owners moving forward.

Rising disposable incomes will mitigate volatile oil prices to encourage road trips to campsites and RV parks over the next five years. A growing interest from younger consumers in camping and RV travel will fuel occupancy rates at campsites and RV parks. To attract campers with a larger budget, park owners will continue to offer more luxurious facilities and amenities to stave off competition from hotels and rental properties. Online accommodation booking sites continue to threaten profit for campsites and RV parks, but peer-to-peer rental sites will ease some of this competition by making camping more accessible. Campground and RV park revenue is forecast to trend upwards at a CAGR of 1.4% to \$11.4 billion over the next five years.

What's driving current industry performance?

The COVID-19 pandemic brought with it a surge in the popularity of camping, as newly mobile consumers sought time away from home and work. This led to an incredible increase in the number of new campers in 2020 and 2021. This trend has influenced a significant shift in consumer behavior and expectations. Campground operators have to adapt to changing demographics, cater to new camper needs, and invest in new facilities and amenities to remain profitable. Peer-to-peer rentals offer affordable access to camping gear and RVs for budget-conscious consumers. Consumer disposable income has risen steadily, and more people are willing to spend money on leisure activities like camping and RVing. However, consumer confidence remains a critical factor for the outlook of this industry.

COVID-19 Changed the Way People Camp

The pandemic-induced work-from-home policies increased the average consumer's leisure time and geographic flexibility, leading to a search for a change of scenery. As a result, camping became an incredibly popular activity. Beginners drove a significant portion of the new camper volume, with many of them opting to stay in more luxurious camping locations like glamping sites. Traditional campsites saw a decline in traffic as new campers gravitated to private rentals and RVs. Furthermore, idle RV owners leveraged online platforms to rent out their RVs as a means of earning extra income.

Campgrounds and RV Parks Get Younger and Change with the Ages

Shifting demographics mean that the profile of new campers is younger, with millennials and Gen Z making up the majority of campers in 2021. These new campers demand luxurious amenities like wireless internet, spas, and pools, increasing the need for campsite and RV park operators to adapt to these changing needs. Traditional camping facilities like tents and basic cabins have become less attractive options for glampers who seek more luxurious surroundings. Thus park operators have upped their game by building new, luxurious facilities and amenities to compete with private hotels and rentals. RV parks located in areas where travelers can experience natural events and/or food tourism also attract new campers.

Peer-to-Peer Rentals Make Camping More Accessible

Peer-to-peer camping equipment and RV rentals have become more popular in recent years, enabling cash-strapped consumers to access camping and RV experiences without committing to purchasing expensive equipment. RV parks have particularly benefited from the popularity of rental sites, which encourage RV owners to rent out their unused equipment to supplement their income. As long as this remains an option, peer-to-peer sites will continue to provide an affordable way for new campers to test the waters of camping and RVing without investing significant amounts of money upfront.

Disposable Income and Consumer Confidence

Camping is a discretionary activity that most people engage in during their leisure time. As a result, the state of the economy can impact the willingness of consumers to invest in camping trips and Recreational Vehicle purchases or rentals. Increases in per capita disposable income have benefited the Campgrounds and RV Parks industry, as these discretionary items have become more affordable to more people. Conversely, a decline in consumer confidence has the potential to reduce consumer participation in this industry. As such, the outlook of the Campgrounds and RV Parks industry depends heavily on future consumer confidence trends.

What influences industry volatility?

COVID-19 changed the way people camp

- Increased leisure time, thanks to flexible work-from-home policies and the suspension of social activities, pushed many consumers to take up glamping and overlanding in 2020. Consumers often use online accommodation providers to book glamping stays and overlanding is an autonomous form of camping. Both drive businesses away from RV parks and campsites.
- An influx of new campers following the pandemic shortened the average length of camping trips. With shorter stays, campers may spend less on other products and services that increase revenue for campsite owners.

Revenge travel was a boon for campsites and RV parks

- Domestic trips by US residents soared in 2021 amid a widespread vaccine rollout and reduced pandemic restrictions. Inbound trips by international tourists caught up to domestic tourism the following year after the US reopened its borders.
- US national parks and campsites are a hotspot for revenge tourism. Glacier National Park reported an 18.0% increase in visitors between July 2019 and July 2021.

Outlook

Gas prices are expected to increase over the next five years with some volatility, which will impact the number of road trips people take. However, when gas prices fall, consumers will take more trips, including those in RVs which are gas-guzzling vehicles. Although campsites are hard to reach by public transport, higher fuel prices will result in shorter trips with easier access to campsites.

Gas prices have an impact

With global oil prices expected to increase over the next five years with some volatility, the cost of gas will be a significant consideration for consumers planning road trips or travels via gas-guzzling vehicles like RVs. When gas prices fall, consumers may be more encouraged to take more trips and travel longer distances. However, it's important to remember that the overall decision is not only dependant on gas prices, with other factors such as hotels and restaurants also playing a vital role.

Younger generations and new groups drive growth in camping

According to the Kampgrounds of America's 2023 camping report, one-third of all campers were between 18 and 25 years of age, and there's been a considerable growth in diverse guests, urban residents, and emerging millennials. As millennials become more established in their careers, they have more to spend on domestic travel and camping gear, which has fuelled a rise in camping demand. With remote technology, camping has also become a place to work - staying partially connected while taking time off. For millennials, camping has become an excellent way to escape city dwellings and connect with nature.

Camping will get cozier as disposable incomes rise

A growing economy will entice consumers to spend more on luxurious vacations, increasing competition from hotels and rental properties. As a result, campsites operators are likely to build luxurious facilities and amenities to compete and sustain profit. Camping will get cozier, with yurts and cabins becoming standard lodging options. Campers will also demand additional amenities and features that match hotel experiences, such as spas, wireless internet, and

tennis courts. Continued interest in glamping and RV glamping will support demand for rented or purchased RVs, increasing occupancy at RV parks. Platforms like Outdoorsy.com will make it easier for RV owners to earn income while campers can experience the joys of camping with an RV.

Competition from technologies and work

As technologies - including artificial intelligence, virtual reality technology, and computers - continue to develop and become more advanced, campgrounds and RV parks will continue to face competition from other forms of entertainment that eat up discretionary income. Moreover, climate change has resulted in extreme weather conditions that may restrict outdoor activities, making indoor hotel or motel accommodations more appealing. With the disruptions of COVID-19 easing, many people are returning to work, which will pull them away from leisure activities like camping. As such, time spent on leisure and sports is set to stagnate in the coming years.

Life Cycle

Indication of the industry's stage in its life cycle compared to similar industries



*Growth is based on change in share of economy combined with change in establishment numbers

Why is the industry mature?

Contribution to GDP

Campsites and RV parks are growing at a similar rate to the US economy. As economic conditions improve and consumers have more to spend, domestic travel drives vacationers to campgrounds and RV parks.

Market Saturation

Demand for new campgrounds and RV parks exists in rural areas where city dwellers can escape the hustle and bustle. Market saturation is high around national parks and other popular landmarks where regulations limit expansion and occupancy levels.

Innovation

Rising preferences for luxury and comfort influence new and traditional campsites to create more glamorous facilities. The emergence of glamping has also aggravated competition from private property owners and online accommodation booking sites, forcing operators to innovate.

Consolidation

The largest campsite and RV park operators are absorbing smaller campgrounds to expand their geographic footprint. Purchasing existing campgrounds in up-and-coming and popular areas gives operators access to new markets.

Technology & Systems

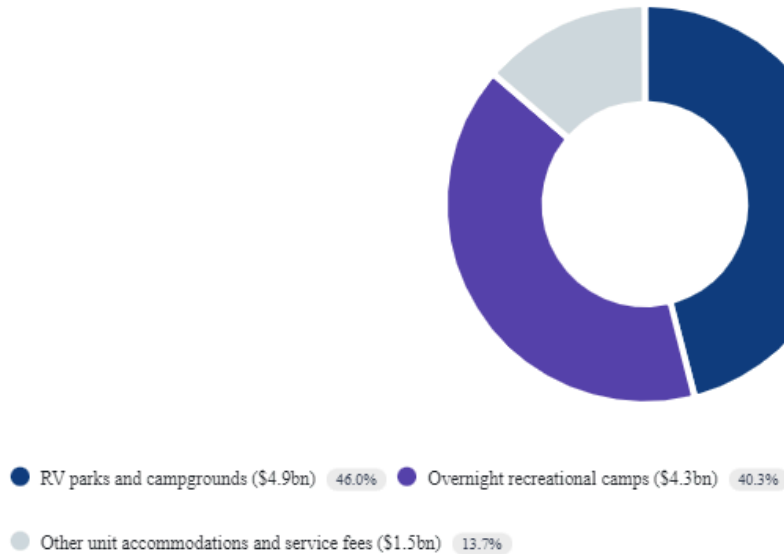
Campgrounds and RV parks are turning to the Internet. Online marketing and booking draw in younger consumers, who account for a significant market share. Wireless access has become more common as park owners must appeal to the modern consumer.

Product and Services

Campgrounds & RV Parks in the US

Products & Services Segmentation

Industry revenue in 2023 broken down by key product and service lines.



Source: IBISWorld

How are the industry's products and services performing?

Overnight recreational camps, including short-term campgrounds and RV parks have growing industry sales due to increasing disposable income, rising popularity of RV ownership, and pent-up demand for domestic travel post-pandemic. Peer-to-peer rental sites further drive consumers to these sites, making RVs more accessible to younger travelers, and easing the cost of accessing camping gear. The industry depends largely on memberships, tuitions and long-term fees. Food and nonalcoholic beverages sales rise alongside occupancy rates, which is largely dependent on camping trends, broader economic growth, and the prices of amenities and offered services.

Overnight recreational camps are a stable summer activity

The industry of overnight recreational camps sales from campground memberships, tuitions and long-term fees, which have increased due to the rising disposable income that boosted business for overnight recreational camps in recent years. In fact, a typical monthly rate at an RV park or campground ranges between \$300.00 and \$500.00 which varies depending on the number and level of amenities available. With nearly half of all industry sales coming from memberships and fees, overnight recreational camps are continuing to grow in popularity as a stable summer activity.

Peer-to-peer rental sites drive consumers to RV parks and campgrounds

RV parks and short-term campgrounds have been gaining popularity due to the soaring RV usage among younger consumers, as well as the trend of peer-to-peer rental sites making them more accessible. Besides providing an affordable and comfortable travel experience, the ownership of RVs has also grown in popularity over the past five years, driving business for park owners. In addition, pent-up demand for domestic travel and camping has fueled growth in campgrounds post-pandemic. Peer-to-peer rental sites have also made it easier for campers to rent camping gear, which can be costly to purchase outright, and therefore is encouraging more people to try camping at these sites.

Food and nonalcoholic beverage sales rise alongside occupancy rates

All other products and services sold at campgrounds and RV parks, including food and beverage sales, are entirely dependent on occupancy rates. The prices of amenities and the quality of offered services also contribute to the sales increase, but overall revenue growth in this sector is mostly driven by the popularity of camping trends and broader economic growth. With more people seeking to experience the great outdoors, the industry of overnight recreational camps is expected to continue to grow in the years to come.

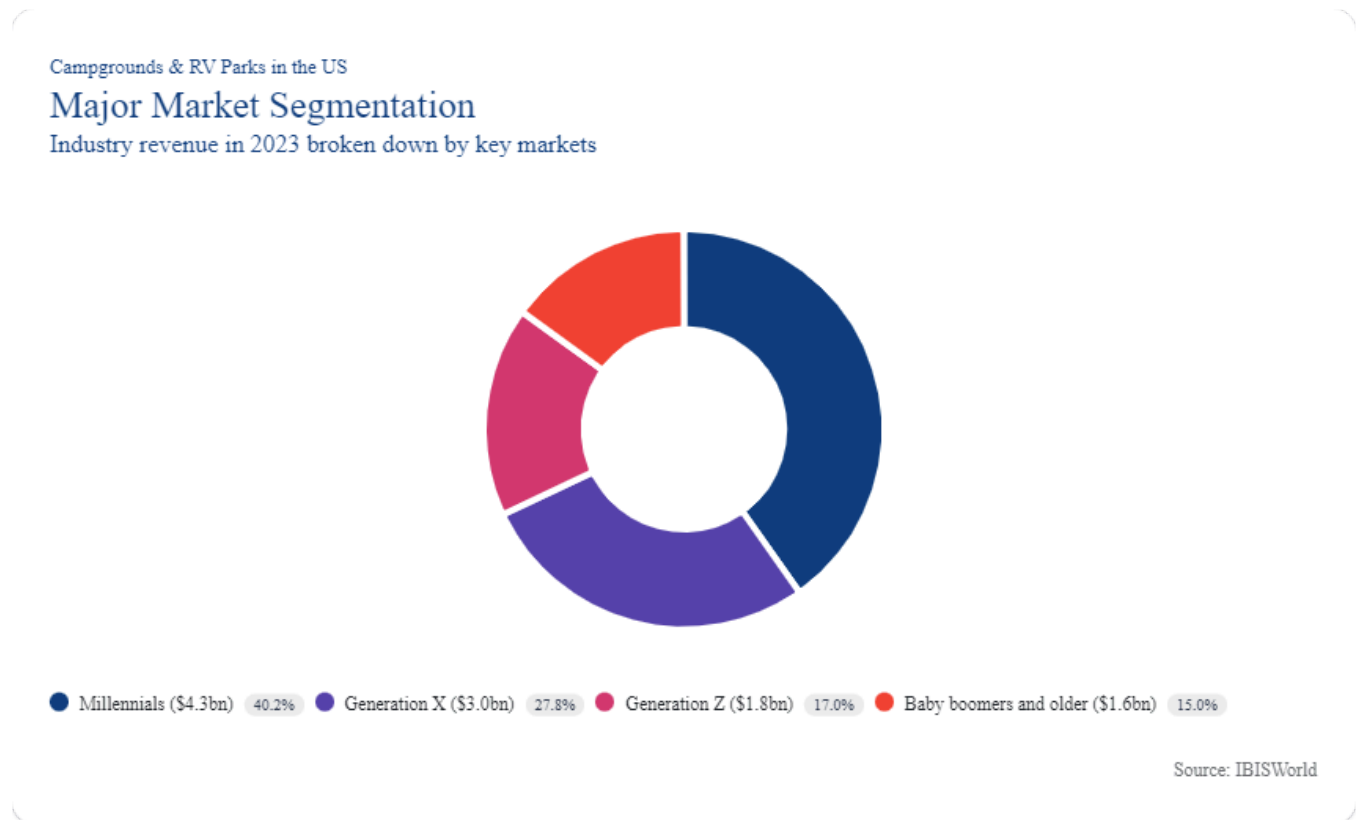
What are innovations in industry products and services?

Campsites upgrade amenities to satisfy demand for glamorous camping

- Glamping is a rising trend among younger campers who want to experience the outdoors comfortably. Providing upscale facilities and luxurious amenities is essential to capturing new markets.

- Upscale facilities like pools, gyms and spas can create a luxury campsite experience and stave off competition from more optimally located camps and parks.

Major Market Segmentation



What's influencing demand from the industry's markets?

The camping industry is adjusting to changing consumer demographics as the younger Generation Z population is showing renewed interest in outdoor activities despite being digital natives. Meanwhile, millennials are increasingly choosing glamping sites as camping becomes a more popular vacation option, and Generation X age group is trading up for more luxurious hotel accommodations. Lastly, the COVID-19 pandemic has seen baby boomers turning to the outdoors to enjoy RV vacations.

Camping trends within Generation Z

Generation Z, the youth demographic born between 1997 and 2012, is rediscovering the outdoors. Despite being digital natives, they are showing a renewed interest in camping, a

vacation option that allows them to escape the constant connectivity of social media. With less disposable income than their older counterparts, camping is an affordable way for this group to take a break from technology and enjoy nature and the company of others.

Millennials prefer glamping

Millennials, the age group born between 1981 and 1996, are increasingly opting for glamorous camping or glamping. In 2021, 41% of new campers were millennials, according to Kampgrounds of America. As they become more established in their careers and earn higher incomes, millennials are traveling further distances and staying in upscale campsites that offer amenities such as spa services, yoga classes, and gourmet meals. The pandemic's work-from-home policies have encouraged this age group to travel more often, and campsites offering wireless internet access are performing better with millennials.

Generation X is trading up for hotels

Generation X, born between 1965 and 1980, is typically at the peak of their careers and enjoys more disposable income. As a result, this age group is trading out low-cost campsites for more upscale and comfortable hotels. Campsites and RV parks with luxurious amenities such as an indoor pool, spa, or Jacuzzi have the best chance of attracting Generation X consumers.

COVID-19 drew baby boomers to the outdoors

The COVID-19 pandemic has pushed baby boomers, born between 1946 and 1964, to embrace the RV vacation. More younger consumers are opting for camping vacations, so baby boomers are increasingly look for new and exciting ways to enjoy the outdoors. With RV ownership becoming more popular for younger consumers, baby boomers are also taking advantage of the trend and turning to this affordable and flexible option for their travels.

Geographic Breakdowns

Key Takeaways

- Waterfront property and scenic landscapes make for ideal campsites. Travelers are willing to pay a premium for easy access to places of interest with outdoor recreation.

RVs and campers line up in the Southeast

Campsites and RV parks flourish in populated areas because they can access larger markets. With more than one-quarter of the US population, the Southeast has a large pool of potential campers who do not want to travel far, making it an optimal location for campsites and RV parks. In addition to the benefits of a prominent local potential camper pool, Florida's balmy weather and native palm trees make it an attractive vacation spot for out-of-state travelers.

The draw of the scenic West

Campsites and RV parks concentrate near places of interest, such as national parks, lakes, and mountains. The West is home to 24 of the nation's 63 national parks, making it a desirable travel destination. In addition to popular national parks, the region has many scenic areas that make prime campsites and RV parks. Warm weather in California, Nevada, and Hawaii attracts tourists during the winter, creating year-round revenue and reducing seasonal volatility, which is attractive to campground and RV park owners and great for campers looking for fair weather.

Lakefront land in the Great Lakes

The Great Lakes contain more than 9,400 miles of coastline, providing plenty of opportunities for camping along with access to water sports, diverse wildlife, historical sites, and other tourist amenities. The share of campgrounds and RV parks in the Great Lakes region exceeds the region's population share. While other more populated regions have a greater share of locations, the Great Lakes region's oversupply of locations validates the special draw for camping and RV destinations.

The Mid-Atlantic region's proximity to urban, tourist centers is key

The Mid-Atlantic region offers a diversity of outdoor opportunities in both coastal, forest, and mountain settings that are appreciated as seasons change. Historical landmarks abound, with monuments, museums, and historical towns. Because of the region's major urban centers (New York City, Philadelphia, Washington DC), and as a popular cultural and tourist destination, the location's share is twice as large as the population share.

Marketing Plan

Coulee Lodge Resort is a profitable business that will expand operations further by implementation of the following marketing plan. Our time and capital will be distributed across multiple platforms to ensure a cost-effective marketing strategy that provides valuable leads. We will do this by creating several social media accounts, business listings, and cost per click advertising campaigns. We will primarily focus our attention on social media and direct-to-consumer advertising campaigns.

- Word of Mouth: Building on our strong local reputation and satisfied customer base, we will encourage word-of-mouth referrals by providing exceptional customer service and memorable experiences for every guest. Encouraging guests to share their experiences with friends and family will expand our reach within the community and beyond.
- Social Media Engagement: Utilizing platforms such as Facebook, Instagram, and Twitter, we will showcase stunning visuals of our resort, share guest testimonials, and post updates about upcoming events and promotions. Engaging with followers through interactive content and contests will foster a sense of community and encourage user-generated content.
- Updated Website: Full of full features for campers to see pictures of the campground, download a campground map, make reservations, pay for reservations and amenities, collect email addresses and even pay for seasonal dues and other membership dues as offered.
- Website Optimization: Enhancing our website with user-friendly navigation, compelling visuals, and informative content will improve the online booking experience for guests. Implementing search engine optimization (SEO) strategies will increase our visibility in search engine results, driving organic traffic to our site.
- State Associations & Guides: We will be part of associations and guides available online including (1) <https://stateofwatourism.com/where-to-camp-in-washington-state/> (2) <https://parks.wa.gov/find-activity/activity-search/camping>), and other online camping guides like reserveamerica.com, rvshare.com and more

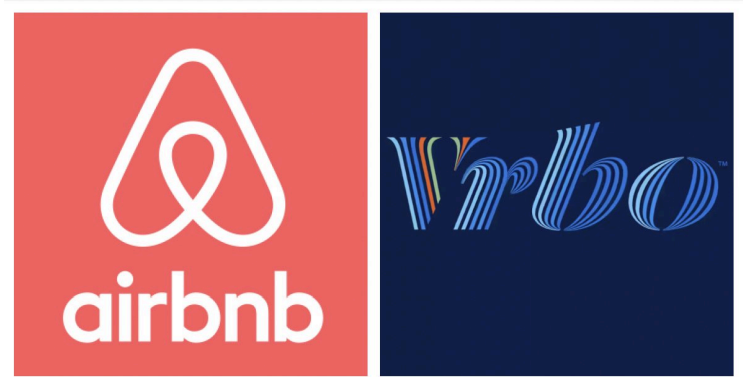


- Simple Straightforward Pricing: Our pricing is clear, straightforward and upfront. Our seasonal rates are attractive enough for frequent campers to consider buying a seasonal pass.
- Signage and Local Advertising: Strategic placement of signage along major highways and tourist routes will attract passing travelers and raise awareness of our resort. Additionally, targeted advertisements in local newspapers, magazines, and tourism guides will reach potential guests planning their vacations in the region.
- Email Marketing: Email addresses will be collected and campers and visitors to our website will be sent promotional offers and announcements on a monthly basis.
- A Facebook & Instagram Page: A Facebook and Instagram will be started. Administration duties will be outsourced. Each post will engage users by asking a question, propose an idea, calls to action, or a sign-up form. Content will mainly be pictures of facilities, our campers and our events as well as information about our campground. A Similar hashtagging model will be used as outlined below in the Twitter section. On Facebook, posts will be shared to facebook groups related to “camping” “rving” “sustainable living” and “glamping”
- A Twitter Profile: A twitter account will be started. Links to pictures and features will be tweeted with hashtags such as #camping #RV #outdoorliving #vacations and any other trending hashtag that will generate targeted traffic. This will assure that Twitter is a lead service driving pertinent traffic to your website. Tweets will be daily.
- Hootsuite: A HootSuite account will be started which will allow us to aggregate and preset our social media posts in advance.
- Exclusive Events: Leveraging our exclusive liquor license, we will host themed events such as live music nights, wine tastings, and outdoor movie screenings to create unique and memorable experiences for guests. Promoting these events through social media, email newsletters, and local event calendars will generate buzz and attract attendees.
- Partnerships and Collaborations: Establishing partnerships with local businesses, outdoor recreation organizations, and tourism authorities will expand our reach and



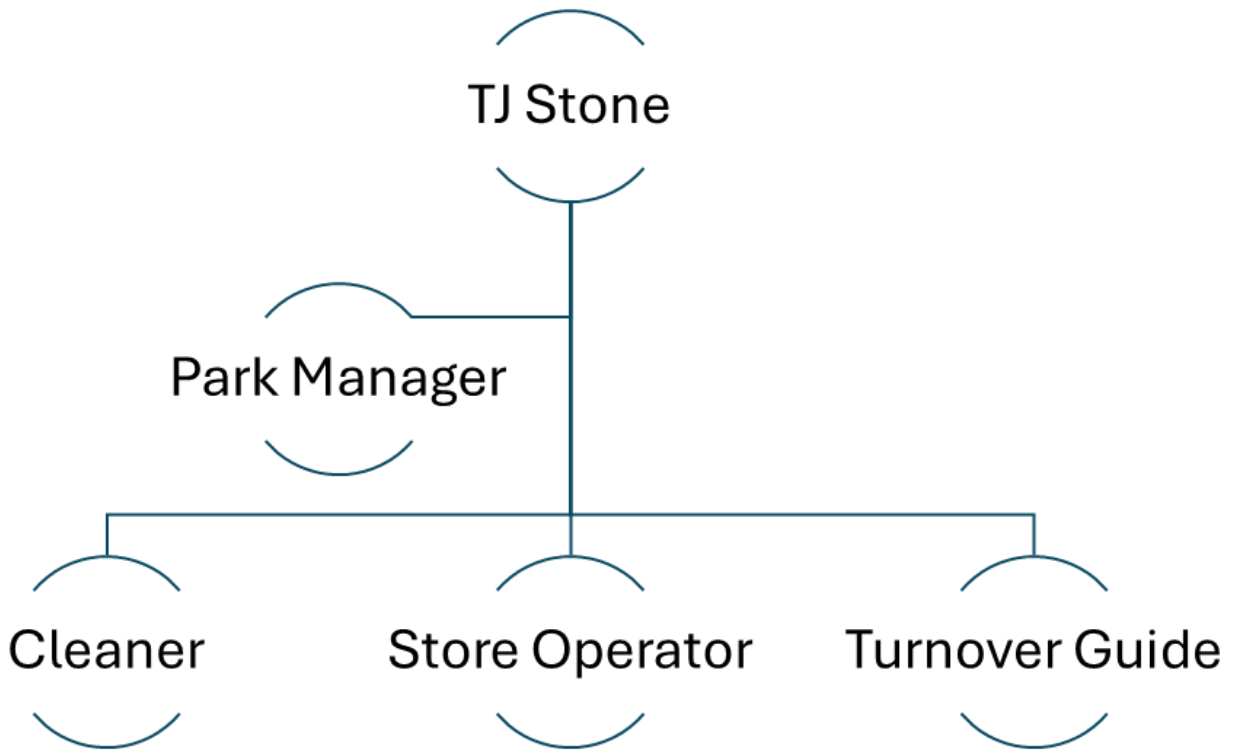
attract new guest demographics. Cross-promotional activities, joint marketing campaigns, and package deals will incentivize collaboration and mutual support.

- Customer Loyalty Programs: Implementing a customer loyalty program will incentivize repeat visits and referrals by offering exclusive discounts, perks, and rewards to returning guests. Personalized email campaigns and targeted promotions will nurture relationships with loyal customers and encourage them to book future stays.
- Online Reviews and Reputation Management: Encouraging guests to leave positive reviews on popular review platforms such as TripAdvisor, Google, and Yelp will enhance our online reputation and credibility. Monitoring and responding to reviews promptly, both positive and negative, will demonstrate our commitment to guest satisfaction and continuous improvement.
- Cost Per Click Advertising: Our business will have a constant and aggressive targeted cost-per-click advertising campaigns on platforms such as Google Adwords, Facebook, Instagram, and other camping websites that will aim to attract campers, fisherman and outdoorsy people. This strategy will be used to drive traffic to our website in the most cost-effective, efficient manner possible.
- Online Local Listings: Listing services such as Yelp and Google My Business can drive many local consumers into seeking further information about our campground resort. We plan to encourage me to rate their experience so we can establish ourselves as a trusted and honest business.
- Local Print & Mail: Advertisements will be run sporadically in local newspapers, and mail marketing campaigns will be used as a means of brand-awareness.
- AirBnb & Alternative Websites: Websites like AirBnB where consumers are looking for experiences is a perfect place for us to market our campground resort. The Company will put up listings for winter camping and group camping.
- Groupon: A great place to find new customers, our campground will list our campsites on Groupon with special introductory rates for families and groups.



Management & Organizational Plan

The company's management is led by CEO: TJ Richard Stone. The managing member of the LLC has been at the lead and helm of the campground since the purchase earlier this year. Under his direction the company has laid out the following management layout:



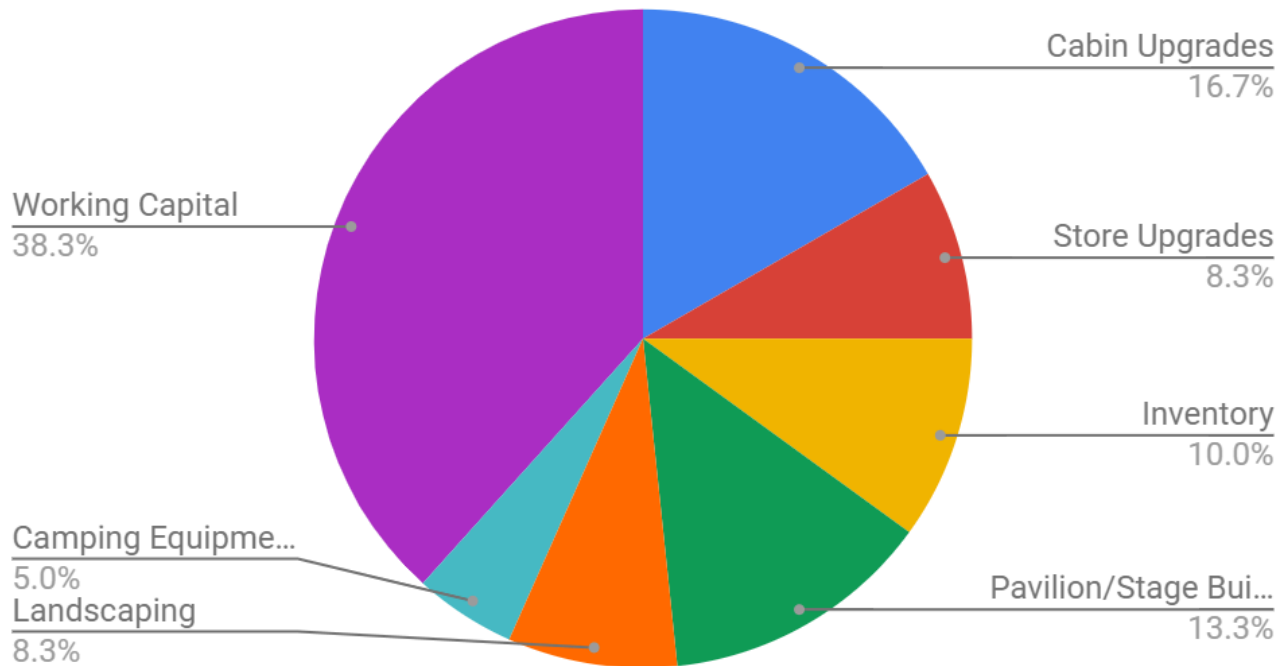
The company's human resource hierarchy has been established for the management team and staff. A good team that truly adds value is not just a group of high performing individuals but a balanced team with complementary skill sets and a culture that allows them to work together to make the most effective decisions for an organization. While the leadership from the top is crucial, the participation of every team member is also essential for effectiveness. We are confident that the team we have attracted will continue to execute in a timely manner the business plan presented. With the exception of the owner, the remaining members of the team will be part time.

Financial Projections

Coulee Lodge Resort, while minimal, will have expenses as it moves to expand operations of its campground into scaled profitability. Its important Coulee Lodge Resort as a company estimates these expenses accurately and then plan on obtaining sufficient capital. Even with the best of research, however, expanding the business has a way of costing more or less than anticipated. The company has made allowances for surprise expenses, called contingencies to account for the unforeseeable. After careful research and talking to others who have started similar businesses to get a good idea of how much to allow for contingencies, and careful market research, the Company projects distribution of capitalization in the amount recorded below to operate and sustain the business for the first years of its expanded operations and beyond.

Expansion Expenses

The company will invest the capital from operations or investments periodically in the following manner:



Expansion Investments	Amount
Cabin Upgrades	\$50,000.00
Store Upgrades	\$25,000.00
Inventory	\$30,000.00
Pavilion/Stage Buildout	\$40,000.00
Landscaping	\$25,000.00
Camping Equipment	\$15,000.00
Working Capital	\$115,000.00
Total	\$300,000.00

The foregoing represents our current intentions based upon our present plans and business conditions to use and allocate the net proceeds of this offering. The amounts and timing of any expenditure will vary depending on the amount of cash generated by our operations, and the rate of growth of our business. If an unforeseen event occurs or business conditions change, we may use the proceeds of this offering differently than as described in this business plan prospectus. The majority of any revenue will be used to purchase inventory for the store assure a profitable and growing business. Details can be seen in the financial cash flow statements.

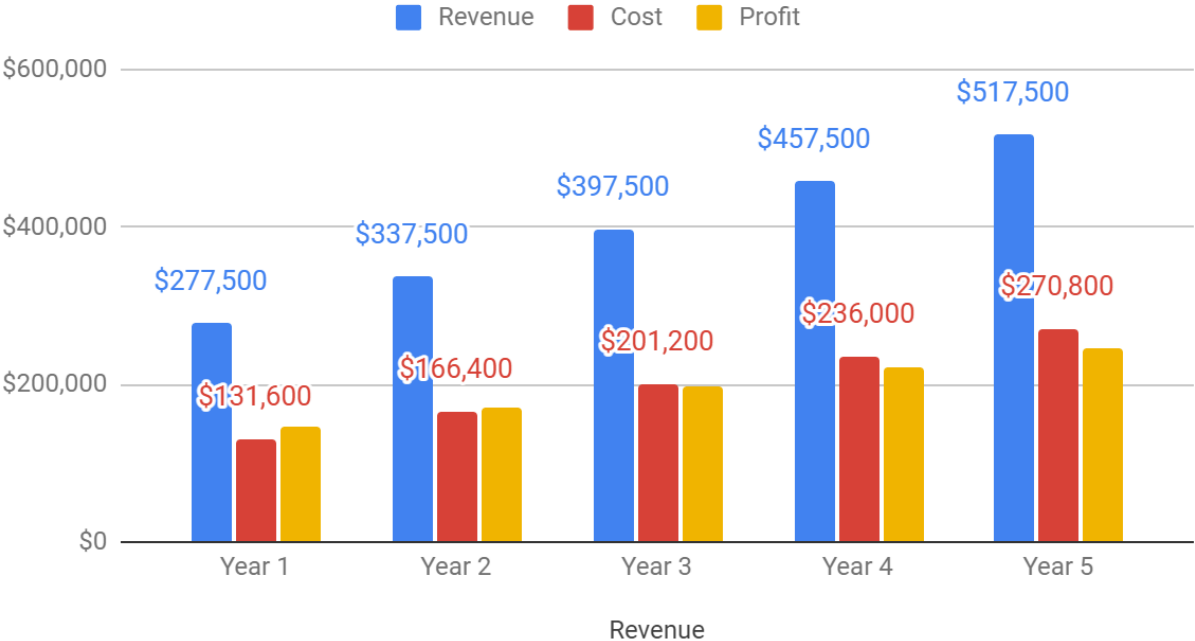
Revenue & Expense Projections

The following is the company's financial revenue and expense projections and break-even for the Company. Together they constitute a reasonable estimate of our company's financial future. More important, the projections through the financial plan will improve our insight into the inner financial workings of our company.

Our Campground Resort is monetized by Tent Site rentals, RV Site rentals, Cabin rentals and Other Revenue (which includes store sales, boat rentals and propane and gas sales).

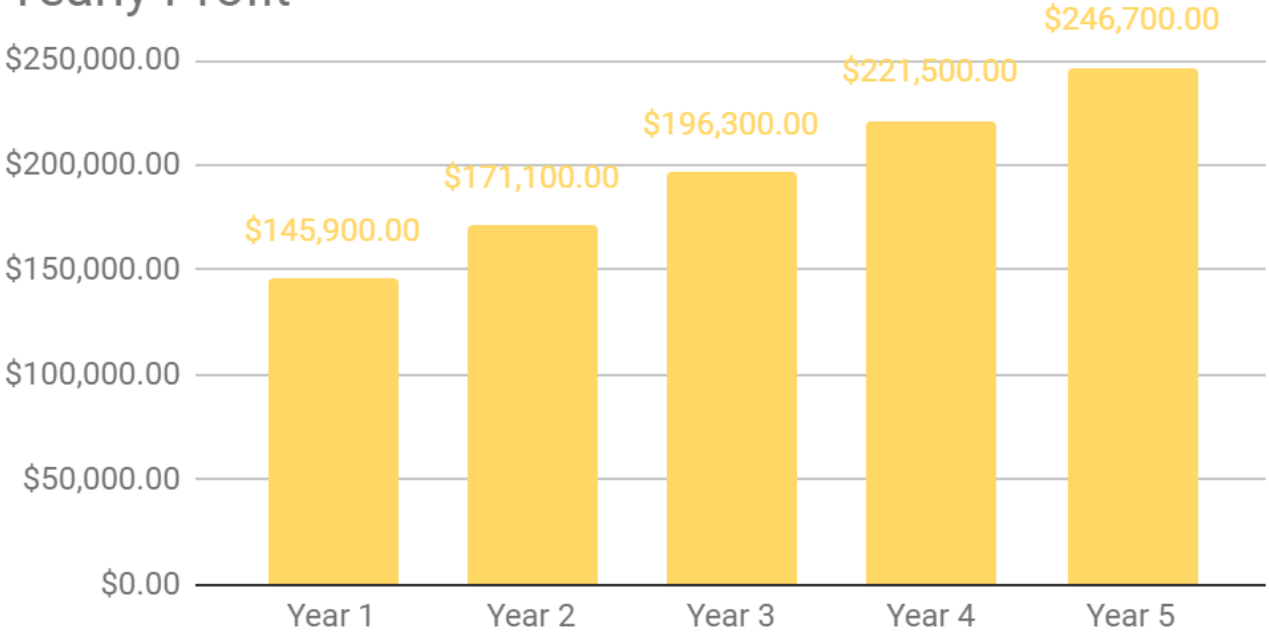
1. Tent Site rentals: Our rustic lakeside tent site rentals.
2. RV Site rentals: Our RV parking site rentals.
3. Cabin rentals: Our cabin and RV home rentals.
4. Other Revenue: Our store, propane, gas, boat rental and liquor sales.

Revenue & Cost Projections



	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$277,500	\$337,500	\$397,500	\$457,500	\$517,500
Cost	\$131,600	\$166,400	\$201,200	\$236,000	\$270,800
Profit	\$145,900	\$171,100	\$196,300	\$221,500	\$246,700

Yearly Profit



Conclusion

The company's management is confident that Coulee Lodge Resort can achieve its conservative financial projections, generating a gross revenue in excess of \$277,000 in year one after the expansion of the business. In addition, management has carefully considered its market, potential customer base, and its ability to grow its sales average to capture market share of the total population in our area of business. With our projected numbers, and the total market share and revenue in the industry, we confidently project over a \$1,000,000 entity value in year four.

Coulee Lodge Resort has the potential to become a highly regarded resource in local and regional markets. Due to the company's aggressive marketing strategy, establishment of the company as a "unique" entity in its industry, careful development of the Company' menus and offered games, as well as the company's profitable revenue model, Coulee Lodge Resort has the potential to provide lucrative returns to the local community. Providing that the company is able to continue operations and fulfill requirements, Coulee Lodge Resort will be able to achieve operational success for many years to come.

As owners, the Managers' commitment is to take personal accountability for all financial debt. The Company has taken the necessary precautions to ensure the business is fully capitalized and has addressed all financial shortfalls to ensure a successful business expansion.

In all the above we intend to communicate our ability to serve the community of parents in our area with a school that will satisfy and exceed student's educational needs. All the above promotional tools that we have mentioned throughout the plan shall be well integrated and utilized in tandem so as to maximize their effect.

Businesses have a tendency to paint any business plan with a very optimistic brush, highlighting strengths and camouflaging the risks. The Company Managers, as business owners, have a vested stake and financial commitment in the success of this business. The Company has taken all precautions to validate the Company business and financial models, focusing on realistic projections. If you have any questions, please contact us directly.

Appendix: Campground Map

The map shows a campground layout with the following features:

- Waterfront:** BLUE LAKE, Boat Launch, Day Docks Only, SWIM BEACH, MARINA (sites 1-16).
- Facilities:** Picnic Area, Storage, Owner's Residence, Office/Store, Gas Dock, Fish Cleaning Station, LP (Propane), AGS (Amenity/Guest Service).
- Parking:** Trailer Parking, RV PARKING, Overflow Area.
- Site Numbers:** 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 24, 25, 59, 13A.
- Legend:**
 - Restrooms: Men's Restroom, Women's Restroom, Showers
 - Storage Shed (SS), Laundry, Dishwashing Sink, Horseshoes
 - Cabins, Tent, Propane (LP)
 - RV Sites, Mobile Home

HWY 17

Coulee Lodge Resort
On Blue Lake

fish!
swim!

CABINS
RV SITES
CAMPSITES
STORE

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