



REAL ESTATE APPRAISAL

SAGE COMMERCIAL ADVISORY

Ashland County, OH / Charles Mill Glamping Resort Feasibility Study

Sage Outdoor Advisory

A Division of Sage Commercial Advisory

Proposed Glamping Resort

2179 State Route 603
NEQ County Rd 2256 and OH-603
Mansfield, OH 44903

Client

Eric Stechschulte

Muskingum Watershed Conservancy District

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Letter of Transmittal



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July 20, 2023

Mr. Eric Stechschulte
Deputy Chief - Planning & Projects
Muskingum Watershed Conservancy District
1319 3rd St, NW
New Philadelphia, OH 44663

Re: Feasibility Study
Glamping Resort
2179 State Route 603
NEQ County Rd 2256 and OH-603
Mansfield, OH 44903
Sage Outdoor Advisory File No. 23-121A-02

Mr. Stechschulte:

At your request, we have analyzed the market and the proposed glamping resort to be located at 2179 State Route 603 in unincorporated Ashland County, near the city of Mansfield, OH. The overall subject site consists of approximately 109 acres, which is planned for outdoor resort business development. Formerly, the site was utilized as a 1,600-seat amphitheater.

The scope of the planned development appears appropriate for the market, and it is concluded to be feasible with adequate investment returns.

We have studied the site and analyzed the outdoor resort market conditions. The results of our analysis are presented in this report. The analyses, opinions, and conclusions were developed based on, and this report has been prepared in conformance with, our interpretation of the guidelines and recommendations set forth in the Uniform Standards of Professional Appraisal Practice (USPAP) as adopted by the Appraisal Standards Board of the Appraisal Foundation; the Code of Professional Ethics and Standards of the Appraisal Institute; and the Interagency Appraisal and Evaluation Guidelines dated December 2, 2010.

This report is for the sole use of Muskingum Watershed Conservancy District; however, Muskingum Watershed Conservancy District may provide only complete, final copies of the study in its entirety (but not component parts) to the county, potential users or buyers, or third parties who shall review such reports in connection with loan underwriting or securitization efforts. The appraiser is not required to explain or testify as to the study results, other than to respond to Muskingum Watershed Conservancy District for routine and customary questions.

The analysis is based on the extraordinary assumption that the described improvements will be started within the next year, and completed within an 18-month timeframe. The reader should understand that the completed subject property does not yet exist as of the date of this report. Our feasibility study does not address unforeseeable events that could alter the proposed project, and/or the market conditions reflected in the analyses; we assume that no significant changes, other than those anticipated and explained in this report, shall take place between the date of inspection and stated date of opening. We have made no other extraordinary assumptions specific to this feasibility study. However, several important general assumptions have been made that apply to this feasibility study and our studies of proposed outdoor resorts in general. These aspects are set forth in the Assumptions and Limiting Conditions section of this report.

This report, in its entirety, including all assumptions and limiting conditions, is an integral part of, and inseparable from, this letter. A copy of this report and the field data supporting it will remain in our files for review on request.

It has been a pleasure to provide you with consulting services for this property. If you have any questions concerning the analysis, or if we can be of further service, please don't hesitate to contact me.

Respectfully submitted,

SAGE OUTDOOR ADVISORY
A DIVISION OF SAGE COMMERCIAL ADVISORY LLC



Shari L. Heilala, MAI
President
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Certification

I certify that, to the best of my knowledge and belief:

- The statements of fact contained in this report are true and correct.
- The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions and are my personal, impartial, and unbiased professional analyses, opinions, and conclusions.
- I have no present or prospective interest in the property that is the subject of this report and no personal interest with respect to the parties involved.
- I have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment.
- My engagement in this assignment was not contingent upon developing or reporting predetermined results.
- My compensation for completing this assignment is not contingent upon the development or reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this study.
- This assignment was not based upon a requested minimum valuation, a specific valuation, or the approval of a loan.
- I have not made a personal visit to the property that is the subject of this report.
- Connor Schwab provided significant professional assistance to the person signing this report, unless otherwise noted.
- The reported analyses, opinions, and conclusions were developed, and this report has been prepared, in conformity with the Uniform Standards of Professional Appraisal Practice of the Appraisal Foundation, the Code of Professional Ethics, and the Standards of Professional Practice of the Appraisal Institute.
- The use of this report is subject to the requirements of the Appraisal Institute relating to review by its duly authorized representatives.
- As of the date of issuance of this study, Shari L. Heilala has completed the continuing education requirements for Designated Members of the Appraisal Institute.
- The indicated market value provided in this report is "as is" and is defined as "the value of the property in its current physical condition, subject to the zoning in effect as of the date of value".
- An analysis of current market conditions has been considered, and a reasonable marketing time for the property has been reported in this study.
- The undersigned has performed no other services, as a consultant or in any other capacity, involving the subject property within the three-year period immediately preceding acceptance of this assignment.



SHARI L. HEILALA, MAI

Scope of Work

The scope of this study relates to the extent and manner in which research is conducted, data is gathered and analysis is applied. The determination of the appropriate scope of work was made based upon numerous factors involving the client, intended use, intended user, subject characteristics and other assignment conditions.

For this study, the following steps were completed by Sage Outdoor Advisory:

- Analyzed regional, city, market area, site and proposed improvement data;
- Analyzed all sources of data and used our best judgment in determining total land, campsites, building size and amenities as used in this analysis;
- Reviewed micro / macro market, including tourism trends, outdoor resort market trends and more;
- Considered existing and planned competitive rental properties in the subject's region, including interviews with management staff where available;
- Reviewed data regarding zoning, utilities, city services and flood zone;
- Utilized market survey, primary research and other internet-based information for rental rates, expenses, vacancy, absorption and other information, as applicable;
- Reviewed the subject's proposed plans, specifications and budgeted costs, where available;
- Projected hypothetical income, occupancy and stabilization time for potential development;
- Provided estimates of operating expenses, including typical ranges and comparable references;
- Concluded a detailed pro forma with an NOI through stabilization;
- Considered comparable cost information from the Marshall Valuation Service Cost Guide and market sources; and
- Concluded the feasibility and various measures of return on investment based on the concluded projections.

Client representatives provided us with the following information:

- General project summary and business proposal
- Their opinions about specific costs due to their extensive experience - this included costs to renovate existing structures and costs related to utilities infrastructure.

Executive Summary

Effective Date of Report: July 20, 2023

Intended Use and User of Report: Strategic decision-making and financing purposes

Property Type / Use: Glamping Resort

Assessor's Parcel(s): F19-025-0-0016-00 and F19-025-0-0015-00

Improvements:

The 109-acre site was previously developed and utilized as an event venue with an outdoor amphitheater. Improvements related to this previous use will be repurposed and updated as part of the project. The site has its own waste-water treatment facility, which will undergo extensive renovations and improvement. Wells will be drilled for water access and the site has municipal power access. The following summarizes the planned developments.

Summary	Quantity	Description
Domes	40	FDome F.50 (24' Diameter)
Building #1	1	Former Amphitheater Building Renovation
Building #2	1	Welcome Center Renovation
Building #3	1	Wastewater Treatment Facility Update / Renovation
Skating Rink	1	
Property Equipment	-	20 floating docks, 10 pontoon boats, 20 SUPS

Guest Experience: The subject's offering caters towards those who want access to a modern and high quality glamping resort with desirable amenities and convenient access to outdoor recreation. The position of the site with walking access Charles Mill Lake and short access to nearby outdoor attractions. The subject site looks to target affluent, active guests and families who want to enjoy a unique lodging experience immersed in nature.

Industry Overview:

- Outdoor recreation, camping, RV-ing and glamping have all seen steady growth in the last decade and increased more rapidly in the past three years.
- Demand for unique stays is outpacing supply.
- Demand for unique experiences is driving the hospitality industry.
- Further economic slowdown could limit discretionary spending and hurt demand in this customer segment.
- Overall, the outlook of the outdoor resort industry is positive in most major metrics.

Area & Demand Analysis:

- The site is expected to have a clear peak season from June to August. The site is expected to have a clear low season when the subject area receives regular snowfall from late November through early April.
- The subject is considered accessible by car, as it is 3 miles from a major I-71 interchange. The subject is also considered easily accessible by air travel, as it is within an hour's drive of international airports in Cleveland and Columbus. Traffic counts locally are considered low.
- The population access within 180-minutes of the subject is considered very high, with over 17.9 million people in 2022 while population growth is projected to be relatively flat.
- Median household income and growth are just slightly below average.
- Overall, the future outlook for demand for the subject area is considered moderate.

Supply / Competition Analysis:

- Glamping resorts are some of the fastest growing segments of the steadily expanding outdoor hospitality industry.
- There is a moderate amount of existing hotels, campgrounds and RV resorts in the area, but few are considered high quality with modern amenities, lake access and offering a unique stay immersed in nature.
- There are a limited number of glamping providers within the area and the region. This provides an opportunity for new competitors to enter the market. Our research revealed several proposed properties; this dynamic should be monitored.
- Overall, demand is rapidly outpacing supply, and the number of existing and impending competitors are expected to have minimal effect on customer demand.

Concluded Market Rates and Stabilized Occupancy:

Rate Projections (Year 1)	Low Season Rates	Shoulder Season Rates	Peak Season Rates	Annual Average Rates
Domes	\$299.00	\$349.00	\$425.00	\$372.46
Projected Year 3 Stabilized Occupancy	Low Season Occup.	Shoulder Season Occup.	Peak Season Occup.	Annual Average Occup.
# of Months	4	5	3	12
Domes	25.0%	65.0%	95.0%	59.2%

Feasibility Conclusion:

Based upon the projected income and expenses compared to costs, the project is deemed to be feasible, with a strong internal return on equity rate if the business is sold in Year 20. The investment horizon was provided by ownership, given their dedication to long-term investments.

20 Year IRR = 14.5%

SWOT Analysis

Strengths (Internal - specific to the property and offering)

- Property is located in the popular Charles Mill Lake area and draws from the existing attractions offered by the lake, RV park and marina.
- The property is located within 1.5 hours of Cleveland, Columbus and Pittsburgh.
- The property has close access to the lake and outdoor recreation.
- Glamping competitors in the area are open year round demonstrating year round demand potential.
- There are several ski hills in the area: Snow Trails, Brandywine Ski Area and Big Creek Ski Area which provide winter demand.
- There are few lodging options in the Charles Mill Lake area that are considered high quality and luxurious. The subject is expected to have little competition in this affluent customer segment.
- There are very few unique glamping units available in the area. This property is expected to be in high demand for guests searching for a unique lodging experience.
- The property will offer many popular amenities that high-end guests seek out, like private ensuite bathrooms, events space, recreation rentals, a skating rink, private fire pits and more.
- The site acreage is large and offers a trail system and other guest activities and entertainment.
- Subject site has an existing water treatment facility, roads and utilities infrastructure expected to reduce development cost.

Weaknesses (Internal - specific to the property and offering)

- Cold and snowy weather is expected to hurt demand for outdoor recreation in these months causing the property to experience large seasonal swings which is particularly difficult with staffing requirements.
- When operating in the winter, high snowfalls and cold temperatures could impact accessibility of the site and incur large snow removal costs, heating utility expenses and unit depreciation.
- Urban attractions such as shops and restaurants are limited in the immediate area.

Opportunities (External - specific to the surrounding market)

- Competition in the market is currently highly limited.
- Ability to obtain an alcohol license could provide the opportunity for a bar and beverage service.
- Limited local food options could provide the opportunity to build a popular restaurant on-site at some future point.
- Winter demand is growing in the area, which, if captured, could extend the operating season and thus potential revenue.
- The size of the site and proximity to the water opens the opportunity to provide rentals to guests; this includes pontoon boats, kayaks, stand up paddleboards, water toys, and golf cart rentals for convenient transportation to the dam and lake.

- Partnerships with local area businesses to provide guests with local goods and services (i.e. “Charles Mill Lake Made” gift store in the welcome center, hiking tours with a local guide, etc.) could provide another revenue source and branding possibilities.
- Unique amenities, including a skating rink, is something not yet typically seen in the glamping industry and could help boost rates and guest experience.

Threats (External - specific to the surrounding market)

- The biggest risk factor for this project is the variability in development costs and availability of materials. Global supply chain issues, rising inflation/prices and labor shortages are expected to continue in the short term. Up-to-date material pricing and site specific construction bids should be gathered.
- Since this is a new business, customer awareness and marketing pre-opening and in the first two years will be critical to drive occupancy until the business reaches stabilization.
- There is limited evidence of customer demand to the Charles Mill Lake area from November to March, and it is expected that a high marketing and advertising expense will be required to attract booking in those months.
- There is always a risk of new competitors entering the market; several properties have been proposed in the region, although it is not certain they will all be built.
- While the population within 1.5 hours is significant, the property does not abut a large city nor is it positioned next to a state or national park. Some of the competitive set does enjoy this type of proximity, but this site has lake access instead.
- Population access in the area is very high, but the growth is expected to be negative which could soften demand in the long term.

Recommendations

The most critical recommendation for this project is gathering accurate cost bids for its development.

Due to the large variety and uniqueness of these glamping developments and properties, cost projections tend to fluctuate drastically. The current state of the supply chain recovery since COVID-19 is in a state of severe volatility, which can drastically impact site cost projections. Some costs have started to normalize to pre-pandemic levels, but others are still double or triple historical costs. In particular, costs that tend to vary significantly from property to property are grading/site work and connecting to utilities: power, water and sewer/septic. Getting professional bids on these costs will be paramount in estimating the project's development costs and thus accurately assessing the feasibility of this project.

It is recommended that the real estate tax projections be verified.

Develop / Offer Employee Housing. In order to attract the best possible talent, offering employee housing can significantly impact employees' quality of life and bring added value to the property.

Partner with the local community. Economic development ventures are strong in the area. By partnering with those agencies, the subject site can increase potential revenues, make an impact in the community and better serve their guests. Some example partnerships could include local tour guide companies, spa treatments, gift makers, restaurants, events, educational projects and more.

Defining the experience / target customer. It is recommended to aim the customer experience at families and focus customer experience towards that specific customer segment.

Connect with an experienced hospitality operator. Even if the subject is going to be owner managed, it is best to connect with an experienced hospitality operator to learn about best practices for hiring, standard operating procedures, web design, reservation management softwares, F&B services and other daily operational systems and strategies.

Building customer awareness. The location, property, aesthetic design, unique units, amenities, and guest experience equip this business to be a glamping leader in the regional market. All of these competitive advantages will help this business grow organically through positive press and customers wanting to share their experience. The critical piece is the first step in making sure that customers know this offering exists as an option. This can be accomplished through brand website development/SEO, social media, various advertising channels, PR efforts and strategic partnerships.

Website & Photography: High quality, professional photos and website are the highest impact investment that can be made in marketing and advertising. Professionally designed websites with SEO search ranking analysis will be key in helping guests find your property. A functional and informative website with high quality photos of the units, property and amenities will be critical in converting website visitors to bookings.

Social Media / Organic Growth: KOA estimates 30-40% of guests, particularly in the 22-35 year old segment, find their glamping accommodation through social media. Create a strong social media

presence for the business and highlight property features that guests are likely to share (i.e. aesthetic interior and exterior design, pool, lounge areas, hammocks, campfires, fresh local coffee and hot pizza). Make it easy for guests to tag in social media sharing. Oftentimes, guests will take the best photos of the units and property, and this should be harnessed.

Reviews: Create a process to allow guests to provide constructive private feedback if they are unhappy with their stay, and provide an opportunity to share positive feedback in public review. This is key for brand strength, SEO and website booking conversions. The primary review platforms for this industry are: Google, Trip Advisor, Yelp and Facebook, with Google being the most important for SEO rankings.

OTA (Online Travel Agency) Listings: For added exposure early on, list at least one unit on as many of the major hosting platforms that can reasonably be managed like Airbnb, Expedia, HipCamp, GlampingHub, CampSpot and Booking.com. Although these sites take a percentage of the booking revenue, they offer exposure and access to new customer audiences that can drive bookings and traffic to your website. If possible, include the name of the business in the title or listing description to allow guests to find your website and book directly. This strategy can be particularly helpful to increase bookings in the first few years, but ideally by Year 3 most customers are directly booking through the company website so 100% of the booking revenue is captured.

Site Analysis

Location: 2179 State Route 603, or more generally: NEQ County Road 2256 and OH-603, Mansfield, OH

Total Size: The entire property is approximately 109 acres.

Shape: Mostly Rectangular

Frontage: The site has approximately 2,900 feet of frontage along State Route 603, which traverses the northwest corner of the site; and 2,668 feet along County Road 2256, which forms the southern boundary of the site.

Surrounding Uses:

- North: Agricultural land / residential / commercial
- East: Agricultural / residential
- South: Agricultural
- West: Charles Mill Lake

We note many of the surrounding sites are also owned by the MWCD. The Charles Mill Dam is also government owned.

Apparent Easements, Encroachments, or Restrictions: Assumed no adverse easements, encroachments or other conditions affect the marketability and utility of the site.

Topography and Drainage: The overall topography of the property is gently rolling with minimal slope; surface drainage is assumed adequate.

Soil and Subsoil Condition: Assumed sound; no soil report was provided.

Street Improvements: Street improvements assumed adequate.

Access: Accessible by car via OH-603 and I-71. The subject is located approximately 3 miles east of an I-71 interchange. Access by plane is limited without a car. No train access.

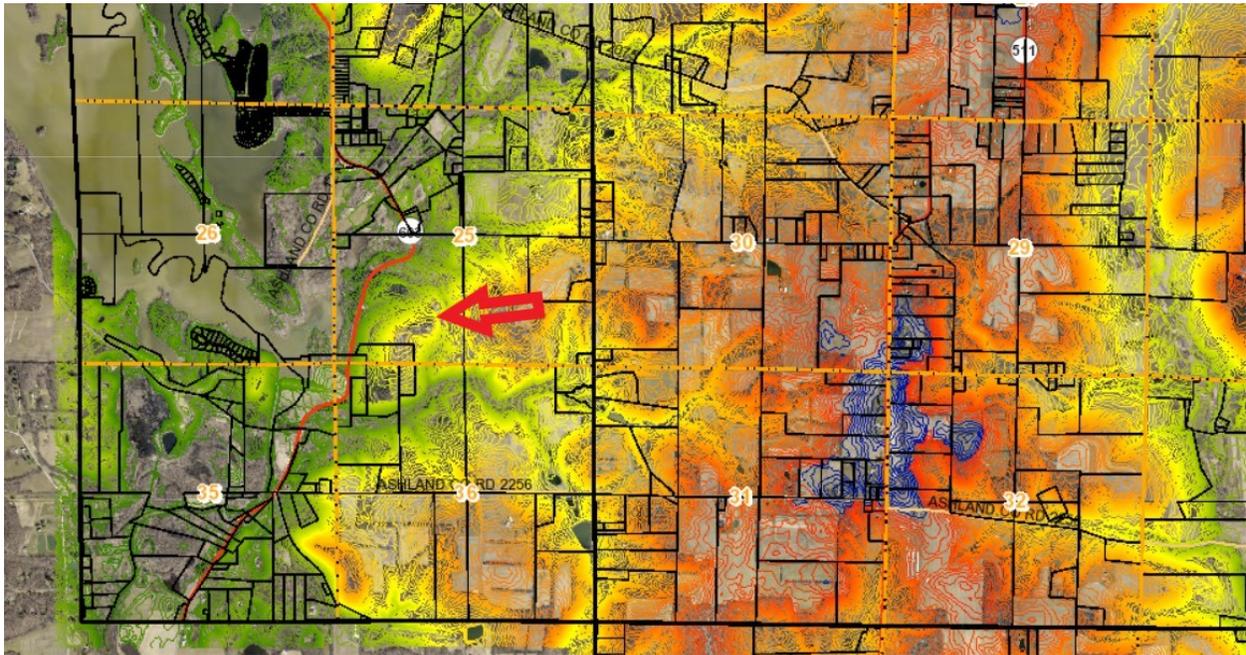
Relationship to its Surroundings: Compatible with surrounding uses.

Suitability for Development: Suitable for glamping resort use.

Utilities: The site has access to electricity; updating overall utility infrastructure is expected to be necessary to support intended usage. The previous development included a water filtration and wastewater treatment facility, which will have to be upgraded / renovated for the proposed use. Additional infrastructure including a propane storage tank is necessary to support increased utility use and connect to units and building improvements. Wi-Fi connectivity is assumed to be available at the site.

Topography:

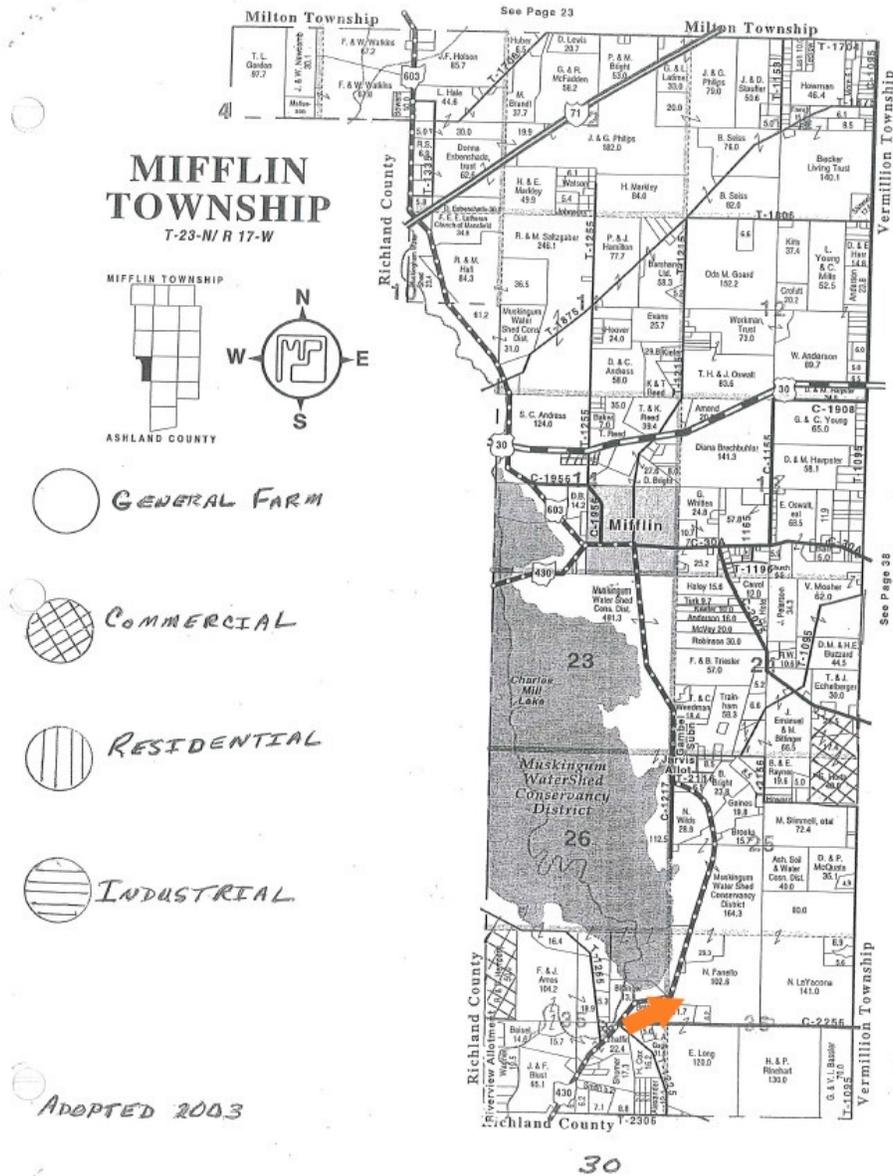
The property is gently rolling, with elevations higher at the southeast corner of the site. The southeast corner of the site has an elevation of 1,258 feet; the western portion of the site has an elevation of 1,181 feet (source: STDB/esri). The elevations are beneficial for drainage; movement of water toward the Black Fork Mohican River and the Charles Mill Lake (actually a reservoir for the lake) is a beneficial aspect of the site.



CONTOUR MAP (SOURCE: ASHLAND COUNTY OHIO GIS)

Zoning:

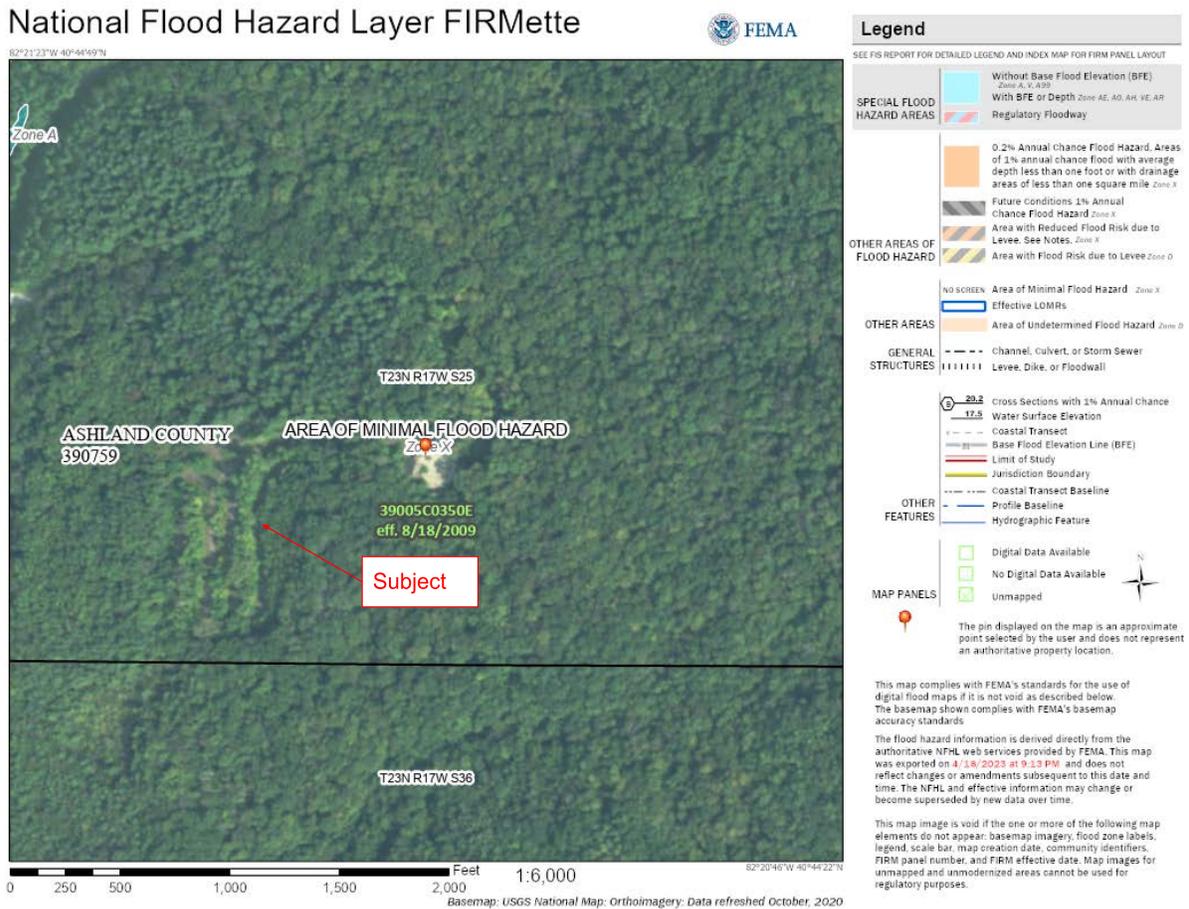
The property is zoned General Farm (F-1) by Mifflin Township (Ashland County). The purpose of this zone is to protect and maintain the openness and rural character of the countryside, and to provide areas for rural developments of various kinds. Township officials indicated that hospitality use could be permitted with approval from the Township Trustees.



SOURCE: MIFFLIN TOWNSHIP ZONING RESOLUTION 1992, REVISED 2001

FEMA Flood Map

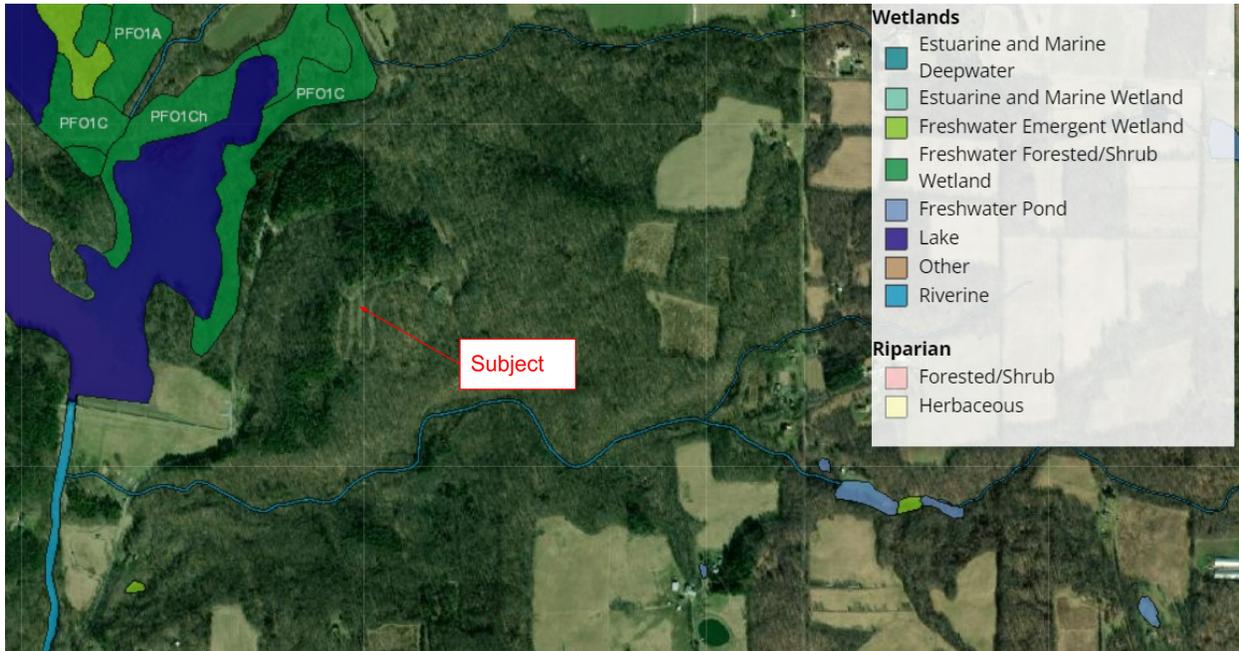
The flood map for the selected area is map number 39005C0350E, effective on 08/18/2009. According to the FEMA flood panel map below, there appears to be minimal flood hazard associated with the subject property. An expert should still be consulted to confirm this assessment.



SOURCE: FEMA

Wetlands Map

According to the FWS wetland mapper tool, the subject property appears to contain freshwater emergent wetland and lake wetland that could impact the proposed development. An expert should be consulted to confirm this assessment.



SOURCE: FWS.GOV



Proposed Offering

Guest Experience

The subject's offering caters towards those who want access to a unique and high quality glamping resort with desirable amenities and convenient access to Charles Mill Lake and other recreational offerings in the area. The subject site is controlled by the Muskingum River Watershed. The mission of the agency is to provide the benefits of flood reduction, conservation and recreation in the Muskingum River Watershed. The guest experience is aimed to provide guests with a comfortable and unique lodging experience immersed in nature.

Site Improvements

Event Venue - The former amphitheater hall will serve as the main 4,000-SF event space. The 1,600-seat seating area of the auditorium will be removed; this area will be landscaped and serve as the backdrop for events or as a sledding or toboggan hill. A catering kitchen will be located here, and this area will serve as the main gathering space and where light food and beverage is available.

Welcome Center - The former J.M. Smucker Co. Auditorium & Library, totaling 2,500 SF, will be repurposed to function as a welcome center for guests, as well as serve as the general store and equipment rentals.

Geodesic Domes - The current plan calls for 40, 24' domes. These domes will be positioned on wood deck platforms and have a king bed, pull-out sofa, kitchen, ensuite full bathroom and full HVAC and utilities. Outdoor amenities for each dome will include a grill, hot tub and outdoor lounging area.

Site amenities will demonstrate the 4-season nature of the resort. Five miles of trails will be utilized with enhancement of the existing infrastructure. In addition, a seasonal skating rink will be installed in winter months. The private Charles Mill Lake waterfront area will be updated into a beachfront water activity and lounging area including a floating dock with pontoon boats and equipment rentals.

Subject Photographs - Existing Improvements



PROPERTY PHOTOS (SOURCE: CLIENT PROVIDED)



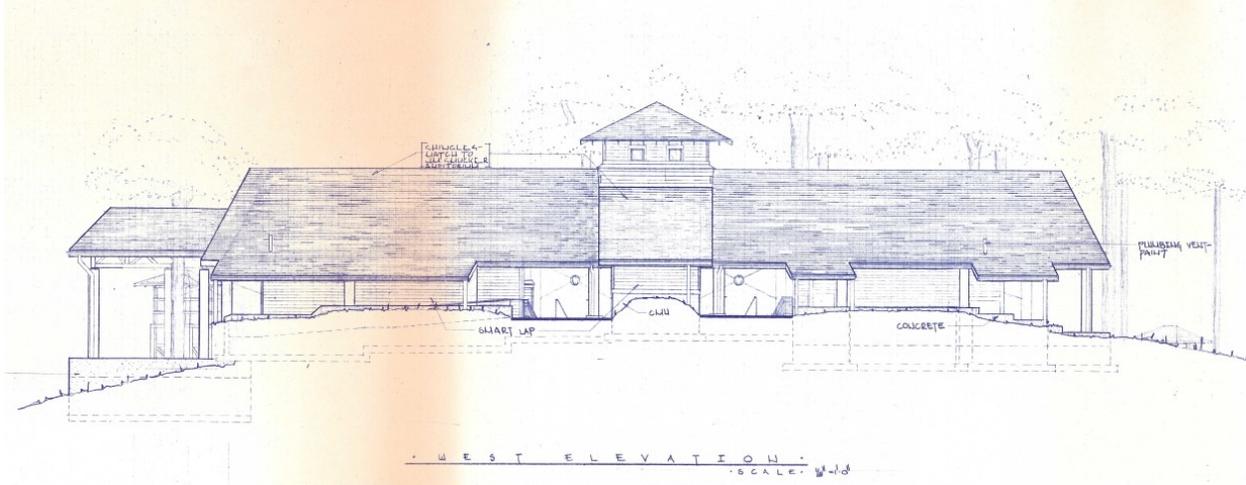
PROPERTY PHOTOS (SOURCE: CLIENT PROVIDED)



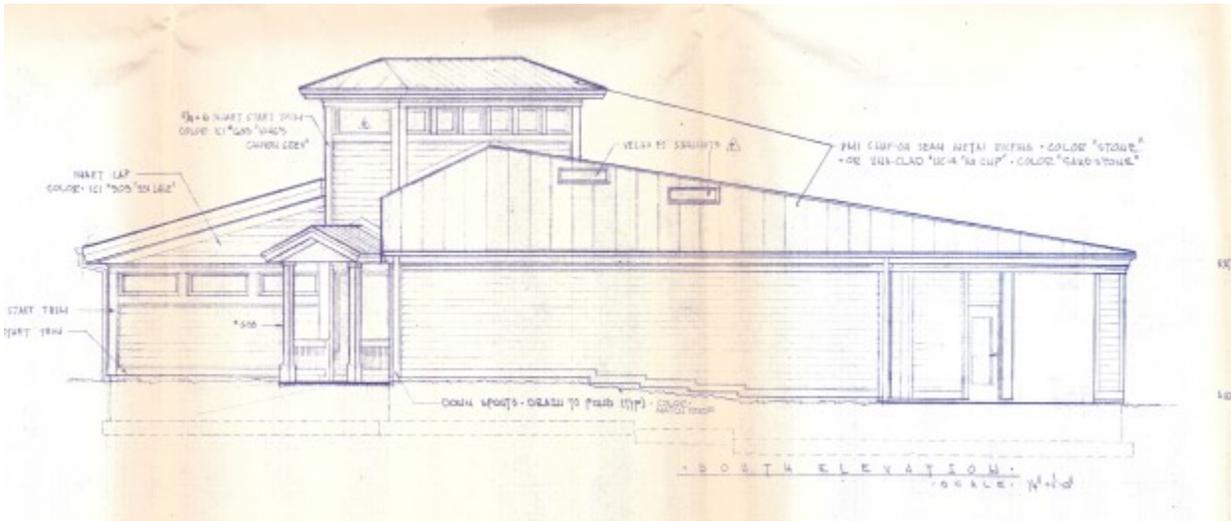
PROPERTY PHOTOS (SOURCE: CLIENT PROVIDED)



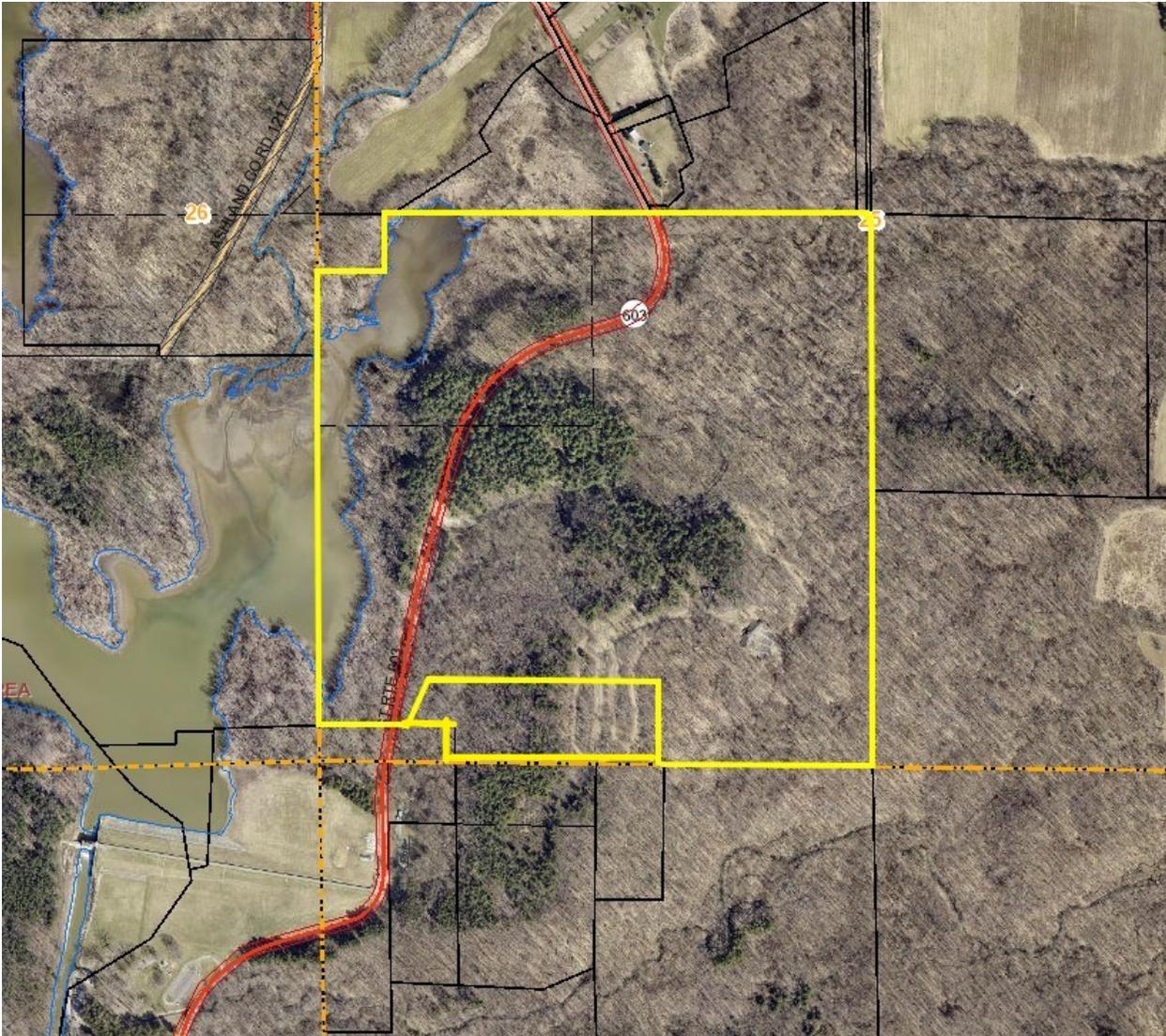
PROPERTY PHOTOS (SOURCE: CLIENT PROVIDED)



FORMER AMPHITHEATER - WILL BE WEDDING VENUE (CLIENT PROVIDED 2002 RENDERING)



FORMER AMPHITHEATER - WILL BE WEDDING VENUE (CLIENT PROVIDED 2002 RENDERING)



TAX PARCEL MAP (SOURCE: ASHLAND COUNTY GIS)



Subject Photographs - Proposed Improvements



MODERN GEODESIC DOMES CONCEPT PHOTOS (SOURCE: FDOMES)



MODERN GEODESIC DOMES CONCEPT PHOTOS (SOURCE: FDOMES)

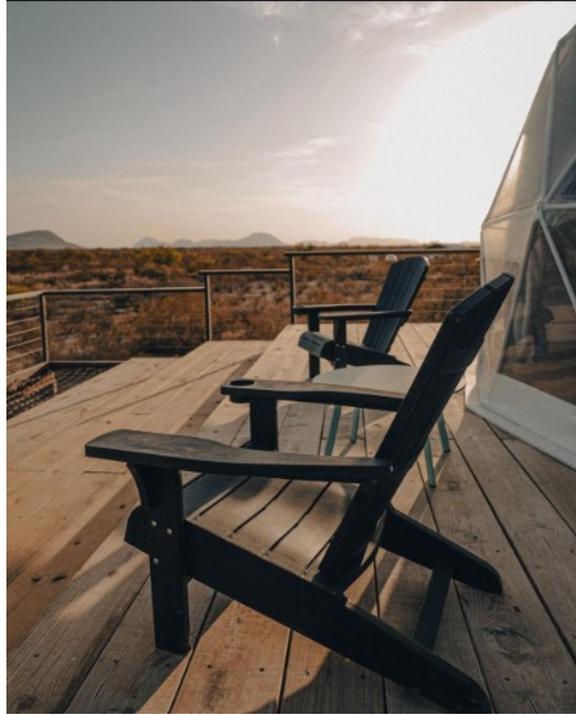


MODERN GEODESIC DOMES CONCEPT PHOTOS (SOURCE: FDOMES)



MODERN GEODESIC DOMES CONCEPT PHOTOS (SOURCE: FDOMES)





MODERN CABIN INSPIRATION PHOTO - BATHROOM (SOURCE: TENNESSEE GLAMPING)



MODERN GEODESIC DOMES CONCEPT PHOTOS (SOURCE: FDOMES)



MODERN GEODESIC DOMES INTERIOR CONCEPT PHOTOS (SOURCE: FDOMES)



SKATING RINK (SOURCE: GOOGLE.COM)

Development Costs

MVS Site Development Cost Projection

Sage projected the site development build costs using the Marshall and Swift Valuation Service (MVS) to compare and assess whether the client budget falls within market averages. This costing data was updated in January 2023. The most similar available asset class for cost comparison to the subject development is the manufactured housing park segment of MVS. These are rated from cheap, low cost, average, good and excellent levels. The 'Excellent' level rating was selected for a manufactured home development based on the project description. The MVS costing data per site and description can be seen below.

EXCELLENT

The excellent manufactured housing park provides deluxe accommodations for the largest site-erected manufactured home units and represents the high-end midpoint for permanent parks. It will have complete and varied recreational facilities of top quality. The base area per site is 5,600 square feet, and the base number of spaces is 200.

ENGINEERING - Complete detailed plans and specifications, permits, bonds and survey.	2525.00
GRADING - Graded for drainage, view, and appearance, roads roughed in	2400.00
STREET PAVING - Good 3" asphalt roadways on prepared base, 32' to 40' wide, curbs, finished parking areas for visitors and extra cars	3625.00
PATIOS AND WALKS - Home stands, patios, and car stands. Average 700 square feet of concrete per space, including walks around buildings and recreation areas	3150.00
SEWER - 4" service, 6" mains, 8" trunk, good code installation, well vented and trapped	2400.00
WATER - 4" to 6" mains, good valve connections and hydrants at sites	2370.00
GAS - Low-pressure gas to all home sites and buildings	1530.00
ELECTRICAL - Underground conduit, 100 to 200 amperes per space. Good street lighting, floodlighted recreation areas. Costs include telephone connection boxes at sites and cable TV systems.	4000.00
BUILDINGS - Office, recreation, arts and crafts, laundromat	5250.00
MISCELLANEOUS - Generous amounts of landscaping and sprinklers, large signs, masonry ornamentation and walls. Outdoor recreational facilities and ornamental lakes and ponds should be added from Sections 66 and 67	3200.00
EXCELLENT PARK - Cost per space.	<u>30400.00</u>

SOURCE: MVS

Once the site cost is estimated, cost multipliers are applied to adjust for local labor and cost of goods, as well as site specific characteristics.

MVS Multipliers

MODIFIERS									
NUMBER OF SPACES	50	100	150	175	200	225	250	300	350
MULTIPLIER	1.18	1.10	1.04	1.02	1.00	.99	.98	.97	.97

GROSS AREA									
PER SPACE	4,000	4,400	4,800	5,200	5,600	6,000	6,400	6,800	7,200
MULTIPLIER	.95	.97	.98	.99	1.00	1.01	1.01	1.02	1.03

CLASS	A	B	C	D	S				
						Eastern	Central	Western	
						Tanks	0.99	0.98	1.02
						Industrial Pumps & Boilers.....	1.07	0.98	1.13
						Piping	1.07	0.98	1.13
						Electrical Motors	1.07	0.98	1.13
						Steel Stacks, Chutes.....	1.07	0.98	1.13
						Masonry & Concrete Chimneys ..	1.06	1.03	1.13
						Compactors, Incinerators.....	1.07	0.98	1.13
						Trailer and Mfg. Housing Parks ..	0.98	0.98	1.05
						Manufactured Housing.....	0.97	0.98	1.02
						Service Stations, Car Washes	1.12	1.09	1.11
						Prefabricated Metal Structures ...	1.11	1.07	1.15
						Prefab. Wood & Air Structures....	1.10	1.09	1.13
						Equipment Costs.....	1.11	1.11	1.11
						Subdivision Costs	1.12	1.09	1.15
						Yard Improvements.....	1.10	1.07	1.16
						Demolition & Remediation	1.11	1.10	1.15
						Golf Courses	1.11	1.12	1.14
						Recreational Facilities.....	1.11	1.10	1.15
						Green Section.....	0.97	0.98	1.04
OHIO (Continued)									
Lima	0.96	0.96	0.95	0.94	0.95				
Lorain County	1.00	1.01	1.02	1.01	1.02				
Mansfield	0.99	1.00	0.96	0.96	0.98				
Marion	0.99	1.00	0.96	0.96	0.98				
Middletown	0.95	0.95	0.95	0.95	0.96				
Newark	0.99	1.00	0.98	0.97	0.99				
Portsmouth	0.92	0.89	0.89	0.88	0.91				
Springfield	0.97	0.97	0.96	0.98	0.98				
Toledo	1.05	1.05	1.05	1.05	1.07				
Youngstown	1.04	1.07	1.03	1.01	1.05				

SOURCE: MVS

Incorporating the unique cost multipliers specific to the subject site, the MVS projected development cost for the subject site can be seen below. This aspect of the projections takes into consideration the cost to connect the units to sewer, water, gas and electrical sources. The source of the utilities are calculated separately and based heavily on client input and knowledge of the site.

The MVS cost projections are for a ground up development for a site with no existing infrastructure. This project is not a ground up development and has extensive existing infrastructure, including in place roads, pathways, and parking lots and some utilities infrastructure. These costs have been reduced to account for this existing infrastructure. The building renovations / improvements are calculated separately.

The initial site development costs are multiplied by current, local, and site specific multipliers, as supplied by MVS. The results are shown in the following table.

The excellent quality ranking was used for any ground up expected costs while existing infrastructure that only needs renovation are reduced. Upgrading the wastewater treatment facility, water source and

propane tank are calculated separately. The following site development and utility costs are projected for the 40 domes.

Site Development Costs	# Sites	Per Site	Total	Quality Level / Notes
<i>Number of Units/Sites</i>	40			
Engineering	40	\$2,525	\$101,000	Excellent
Grading	40	\$1,200	\$48,000	Excellent (-50%)
Street Paving	40	\$1,813	\$72,500	Excellent (-50%)
Patios and Walks	40	\$3,150	\$126,000	Excellent
Sewer (connections)	40	\$2,400	\$96,000	Excellent
Water (connections)	40	\$2,370	\$94,800	Excellent
Gas (connections)	40	\$1,530	\$61,200	Excellent
Electrical	40	\$4,000	\$160,000	Excellent
Buildings	0	\$0	\$0	See Site Improvements
Miscellaneous	40	\$3,200	\$128,000	Excellent
Subtotal Cost per Unit		\$22,188	\$887,500	
Cost Multipliers				
Current Cost Multiplier*	Central	1.30	1.30	<= Upward Adjustment
Local + Prevailing Wage Multiplier*	Mansfield	1.10	1.10	<= Upward Adjustment
Number of Spaces Multiplier	40	1.18	1.18	MVS
Gross Area per Space Multiplier	21,246	1.10	1.10	MVS
Net Multiplier		1.86	1.86	

**NOTE: SOME FIGURES GIVEN UPWARD ADJUSTMENT AT CLIENT REQUEST TO REFLECT PREVAILING WAGE REQUIREMENT AND OTHER COST EXPECTATIONS*

The initial Site Development Costs are multiplied by current, local, and site specific multipliers, as supplied by MVS. The results are shown in the following table.

Site Dev Costs (w/ Multiplier)	# Sites	Per Site	Total	Quality Level / Notes
Engineering	40	\$4,687	\$187,470	Excellent
Grading	40	\$2,227	\$89,095	Excellent (-50%)
Street Paving	40	\$3,364	\$134,570	Excellent (-50%)
Patios and Walks	40	\$5,847	\$233,874	Excellent
Sewer (connections)	40	\$4,455	\$178,189	Excellent
Water (connections)	40	\$4,399	\$175,962	Excellent
Gas (connections)	40	\$2,840	\$113,596	Excellent
Electrical	40	\$7,425	\$296,982	Excellent
Buildings		\$0	\$0	See Site Improvements
Miscellaneous	40	\$5,940	\$237,586	Excellent
Total Site Development		\$41,183	\$1,647,324	

Additional Site Development Costs				
Wastewater Treatment Facility (source)			\$875,000	Client Provided Figure
Propane Gas Supply (source)			\$50,000	Client Provided Figure
Water Source / Access (source)			\$50,000	Client Provided Figure
Total Site Development		\$65,558	\$2,622,324	

Unit Costs

Dome Units	Size	SF	Per Unit	Total
Units / Deck				
Quantity	40			
FDome F.50 (24' Diameter)			\$20,000	\$800,000
32'x36' Composite Deck (installed)	32'x36'	1,152	\$40,000	\$1,600,000
Exterior				
Hot tub			\$2,500	\$100,000
Outdoor Lounge			\$2,000	\$80,000
Propane Campfire			\$400	\$16,000
Outdoor grill			\$400	\$16,000
Interior				
1 King bed (+accessories)			\$4,000	\$160,000
Pull out sofa queen (+accessories)			\$2,000	\$80,000
Kitchen (Installed)			\$15,000	\$600,000
Bath (Installed)			\$12,000	\$480,000
HVAC / Mini-split			\$4,000	\$160,000
Other Furnishing / Decor			\$1,000	\$40,000
Total Unit Cost			\$103,300	\$4,132,000

The cost for all the glamping units, deck builds, interior builds, HVAC and furnishings can be seen above. The useful life and replacement cost was assigned for each segment to calculate replacement costs in the expense section.

Additional Building Improvements

The additional building improvements, equipment, general FF&E, soft costs and contingency costs are calculated below. The total construction development costs and total project can be seen below.

Amenities and Site Event and Recreation Facilities

- **Wedding / Event Venue** - The former amphitheater hall will be repurposed to function as a wedding / event venue. Seating will be removed. This building approximates a 4,000 SF multi-level center space; included are a 738 SF women's room and 450 SF men's room, which are located within an open, roofed shelter. These spaces will be upgraded and enhanced, ultimately allowing for use by 100 to 200 persons, with catering / warming kitchen. Client estimates the cost to rehab at \$1,000,000 to \$1,500,000; we have used the max of these estimates, or \$1,500,000.
- **Welcome Center** - The former J.M. Smucker Co. Auditorium & Library, totaling 2,500 SF, will be repurposed to function as a welcome center for guests, as well as an additional wedding / event venue space. Client estimates \$200 PSF in renovation costs.
- **Site amenities**
 - 5 miles of trails; trails are largely in place
 - Winter activity attraction that could be a skating rink or sledding / toboggan hill
- **Water amenities at beach** - Charles Mill Lake Dam private beach

- Assume 20 floating dock segments
- 10 pontoon boats
- 20 Stand-up paddle boards (SUPs) and kayaks

Total Project Development Cost

The total project development cost including the land cost can be seen below.

Additional Improvements	SF	\$/SF	Total	Notes
Amphitheater Hall Renovation (100-200 cap.)	4,000	\$375	\$1,500,000	Client Provided Figure
Welcome Center	2,500	\$200	\$500,000	Client Provided Figure
Winter Amenities: Skating Rink / Toboggan			\$50,000	Client Provided Figure
Demolition of Outdoor Seating Area			\$250,000	Client Provided Figure
Water Area / Docks			\$208,000	Docks and rental equipment
FF&E			\$313,500	Assumes 12.5% of total costs
Total Additional Improvements		\$70,538	\$2,821,500	
Construction Development Costs		P. Unit	Total	
Site Development		\$65,558	\$2,622,324	
Additional Building Improvements		\$70,538	\$2,821,500	
Domes	40	\$103,300	\$4,132,000	
Total Hard Costs		\$239,396	\$9,575,824	
Soft Costs		10.00%	\$957,582	
Contingency		10.00%	\$957,582	
Total Construction Development Costs		\$287,275	\$11,490,989	
Total Construction Development Costs			\$11,490,989	
Land Cost Basis			\$0	
Total Project Cost			\$11,490,989	

Industry Overview

The entire industry overview is included at the end of this report due to its length. The summary can be seen below.

General trends in the glamping industry have shown steady increases pre-pandemic and expedited growth post-pandemic. Trends in consumer behavior and desire for unique experiences and sharing on social media are large contributors to this growth. The desire to unplug and stay in eco-friendly resort options are also driving demand.

Overall, it is clear that demand is outpacing supply. This is evidenced by strong occupancy rates across the industry, as well as the 8 industry leaders adding on average more than one new site location per year since 2015. There are some negative signs that could slow growth, but overall projections remain positive.

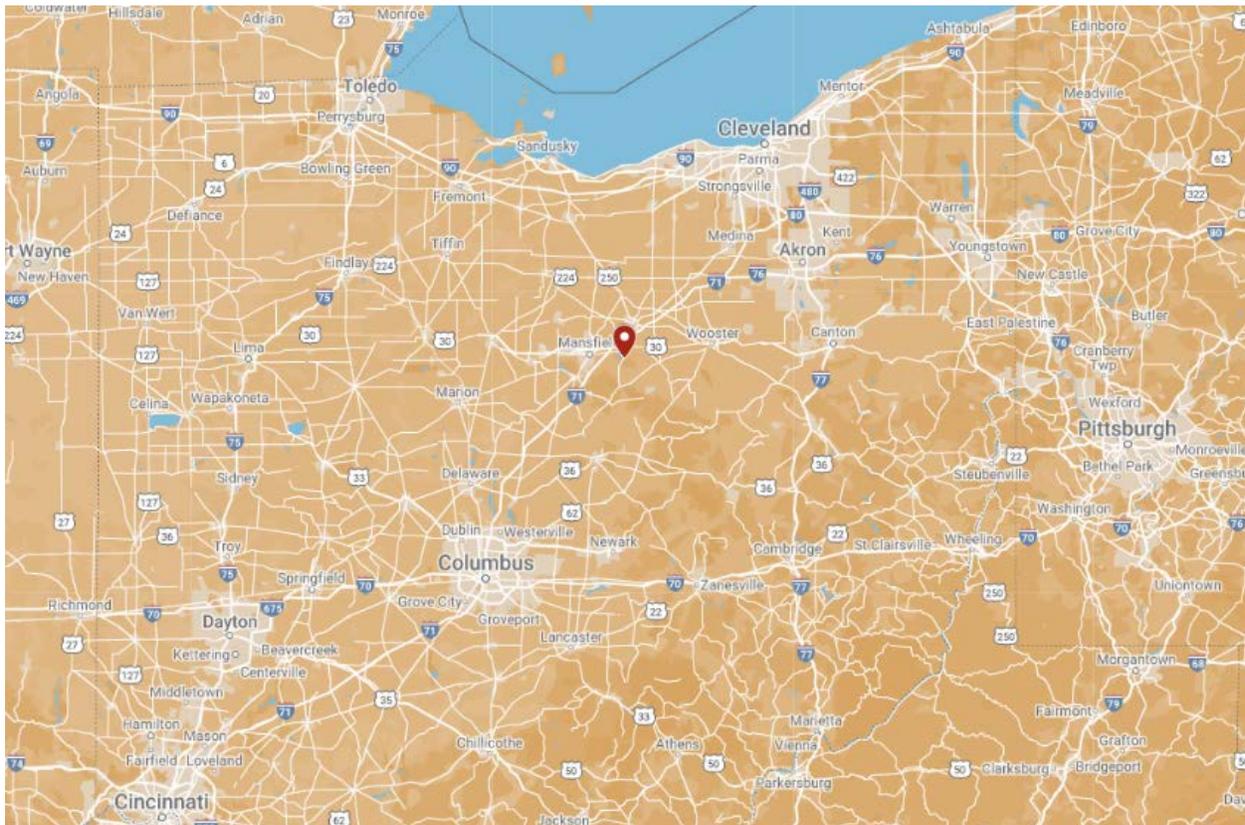
Area Analysis

Overview

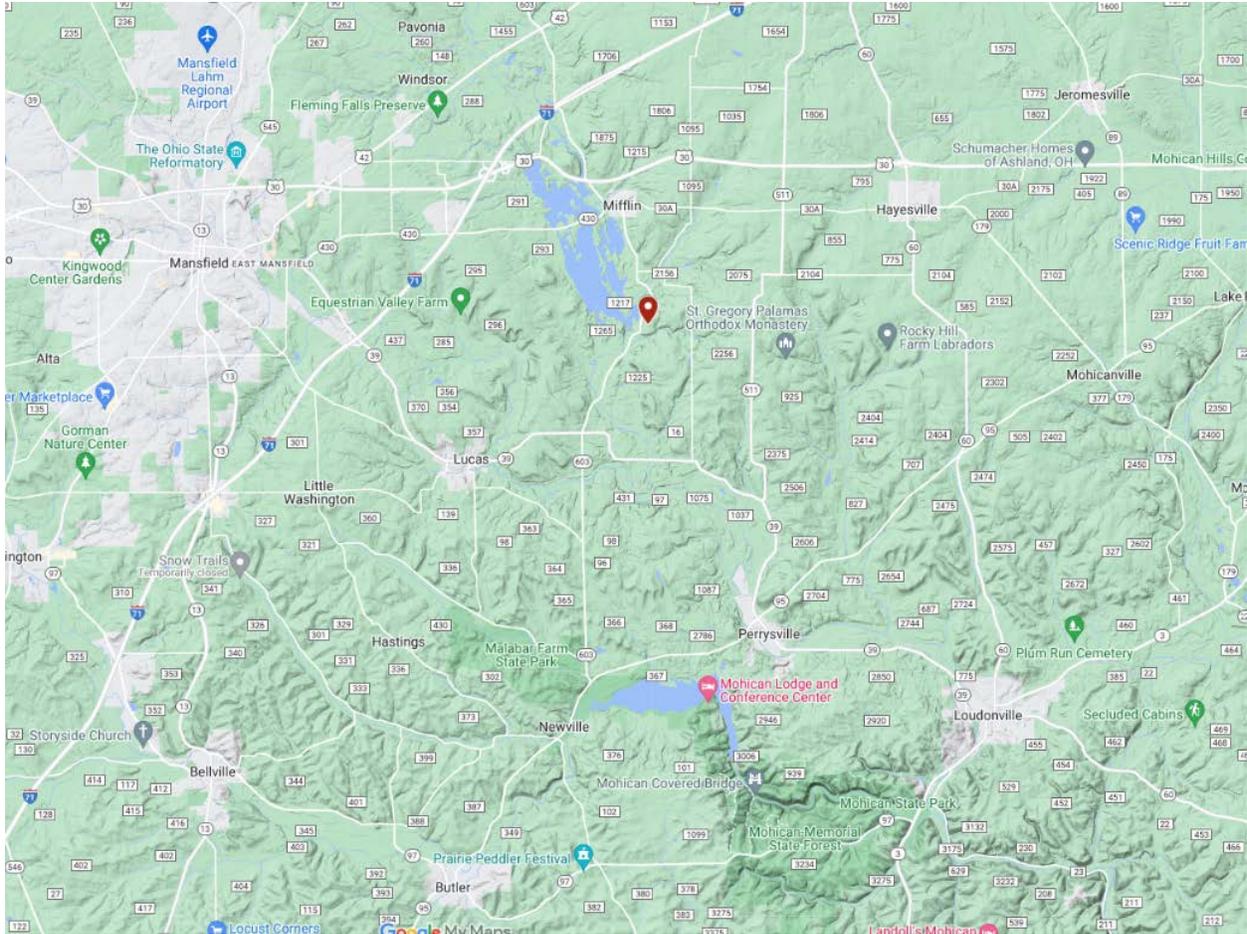
This section provides a comprehensive assessment of the subject's area and its impact on the business offering.

The subject is located in unincorporated Ashland County on the southern reaches of Charles Mill Lake, a reservoir along the Black Fork Mohican River. The location abuts the eastern border of Richland County. This location is 52 miles southwest of Cleveland, OH, 97 miles northeast of Columbus, OH and 153 miles northwest of Pittsburgh, PA.

The subject is 11 miles east of the city of Mansfield, OH and 10 miles southwest of the city of Ashland, OH. According to the US Census Bureau, in 2022 Mansfield had a population of 48,021, and a land area of 30.83 square miles. According to the US Census Bureau in 2022, Ashland had a population of 19,261 persons with an area of 0.63 square miles. The Ashland MSA, which comprises Ashland County, had a 2022 population of 52,211 persons.



MAP – REGIONAL VIEW (SOURCE: GOOGLE MAPS)



SATELLITE MAP – LOCAL AREA VIEW (SOURCE: GOOGLE MAPS)

The soils in Richland and Ashland counties are generally fertile, which makes the area well-suited for agriculture. The two counties are home to a number of farms, which produce corn, soybeans, wheat, and dairy products.

In addition to agriculture, Richland and Ashland counties are also home to a number of manufacturing, retail, and healthcare industries. The two counties are also home to a number of colleges and universities, including Ohio University-Mansfield and Ashland University.

Charles River Laboratories International is the area's largest employer, with over 1,000 employees. It has begun a 200,000 SF expansion of their facility, and will be adding 500 jobs.

State

Ohio is a state located in the midwestern region of the United States bordered by Lake Erie to the north, Pennsylvania to the east, West Virginia to the southeast, Kentucky to the southwest, Indiana to the west and Michigan to the northwest. It is the nation's 34th largest state by area and 7th most populous state. Ohio is known as the "Buckeye State" after its Ohio buckeye trees. The capital and largest city is Columbus. Other major cities include Cleveland, Cincinnati, Toledo, Akron, and Dayton.

Ohio is a major industrial state, and is home to many Fortune 500 companies, including Procter & Gamble, Goodyear Tire & Rubber, and American Greetings. The state is also a major producer of agricultural products, including corn, soybeans, and wheat. Intel, the computer chip manufacturer, is building a factory on a 3,190-acre site in the Columbus suburb of New Albany. Their investment is quoted at \$20 billion, the biggest investment in state history. The development is viewed as sparking additional new industry in the Greater Columbus area, and Ohio at large.

In addition, Ohio is a popular tourist destination. The state is home to many historical sites, including the Wright Brothers National Memorial in Dayton and the Harriet Beecher Stowe House in Cincinnati. Ohio is also home to many amusement parks, including Cedar Point in Sandusky and Kings Island in Mason.

Geography

This section is an overview of the geography of the subject area, regionally and locally.

Subject Property

The subject property is located at about 1,181 feet elevation. It is located abutting the Charles Mill Lake, in Ashland County. Ashland County is comprised of two distinct watersheds, with the very northern part of the county draining into the central basin of Lake Erie and the majority of the county's waters draining all the way to the Gulf of Mexico, via the Mohican, Walhonding, Muskingum, Ohio, and Mississippi Rivers.

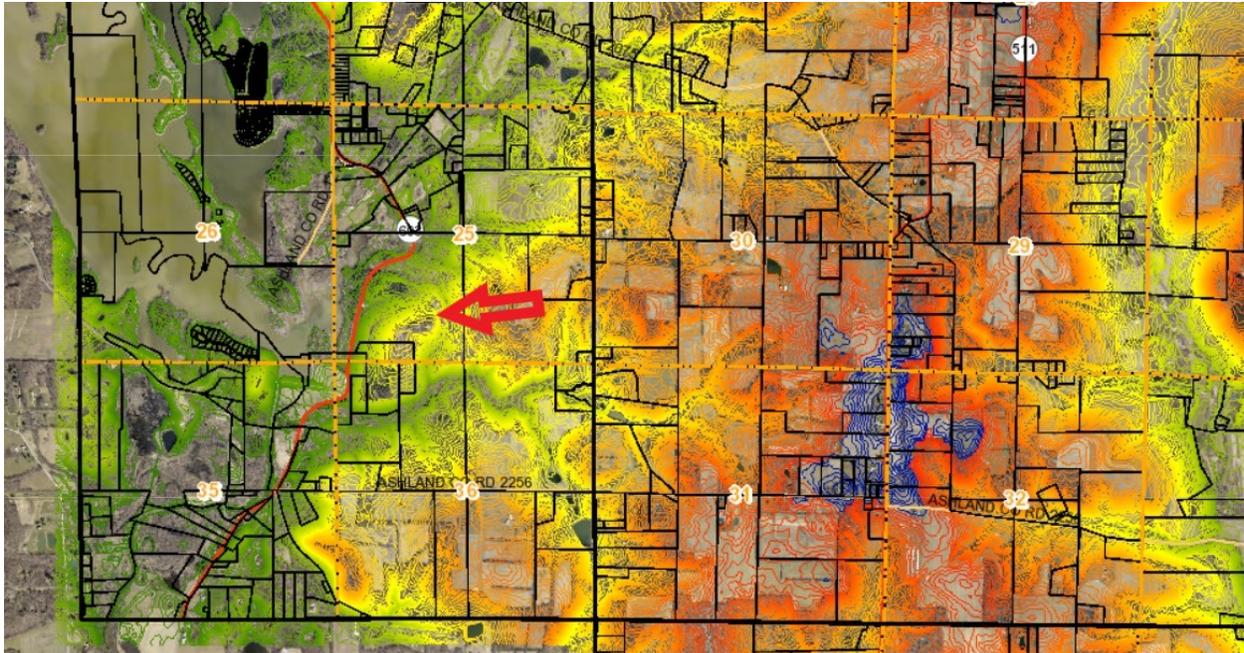


3D SATELLITE VIEW OF THE SUBJECT PROPERTY - NORTH FACING (SOURCE: GOOGLE EARTH)



3D SATELLITE VIEW OF THE SUBJECT PROPERTY - SOUTHWEST FACING (SOURCE: GOOGLE EARTH)





CONTOUR MAP OF THE SUBJECT AREA - (SOURCE: ASHLAND COUNTY OHIO GIS)

Local

Charles Mill Lake is a reservoir located in central Ohio near the junction of State Routes 430 and 603, in both Richland County (near Mansfield) and Ashland County (near Mifflin). The Charles Mill Lake Dam is located in Ashland County.

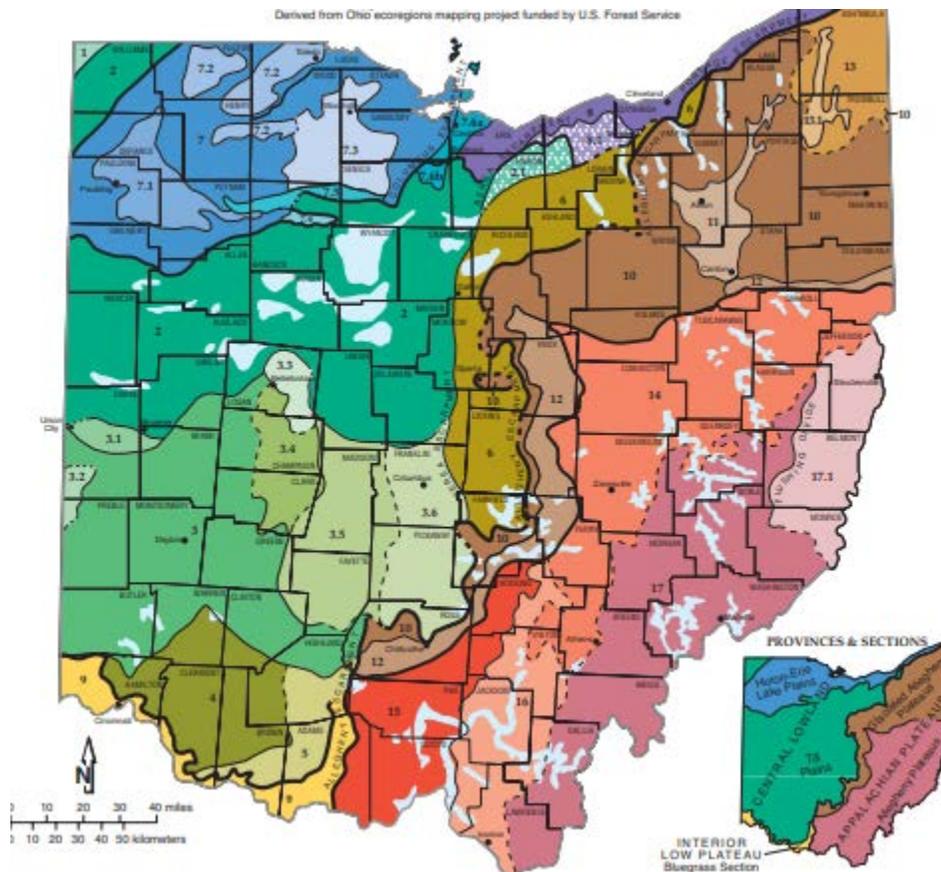
This lake is located on the Black Fork of the Mohican River, has a surface area of 1,350 acres, a maximum depth of 24 feet and 34 miles of shore line. Many local residents refer to Charles Mill Lake as Mifflin Lake due to its proximity to Mifflin, Ohio. The lake primarily sees local use by nearby residents who fish or boat; the marina is accessible from St. Rt. 430. Fishing involves a variety of fish species, including largemouth bass, smallmouth bass, walleye, channel catfish, bluegill, hybrid striped bass (wipers) and crappie.

The terrain around Charles Mill Lake in Ohio is mostly rolling hills and forests. The hills are covered in a variety of trees, including oak, maple, and hickory.

Charles Mill Dam is located on the Black Fork of the Mohican River, 10 miles (16 km) east of Mansfield, Ohio and 10 miles (16 km) southwest of Ashland, Ohio. The Mohican River is the largest river in the area. The Black Fork of the Mohican River feeds into the Charles Mill Lake at the northern end of the lake, and continues to the south, and continues beyond the lake at the point of the Charles Mill Lake Dam. The subject property is located on the southeast portion of the lake, and will have access to frontage along the dam. The Charles Mill Lake's unique geography and natural beauty make it a popular destination for outdoor activities and tourism.

Regional

Much of Ohio features glaciated till plains, with an exceptionally flat area in the northwest being known as the Great Black Swamp. This glaciated region in the northwest and central state is bordered to the east and southeast first by a belt known as the glaciated Allegheny Plateau, and then by another belt known as the unglaciated Allegheny Plateau. Most of Ohio is of low relief, but the unglaciated Allegheny Plateau features rugged hills and forests.

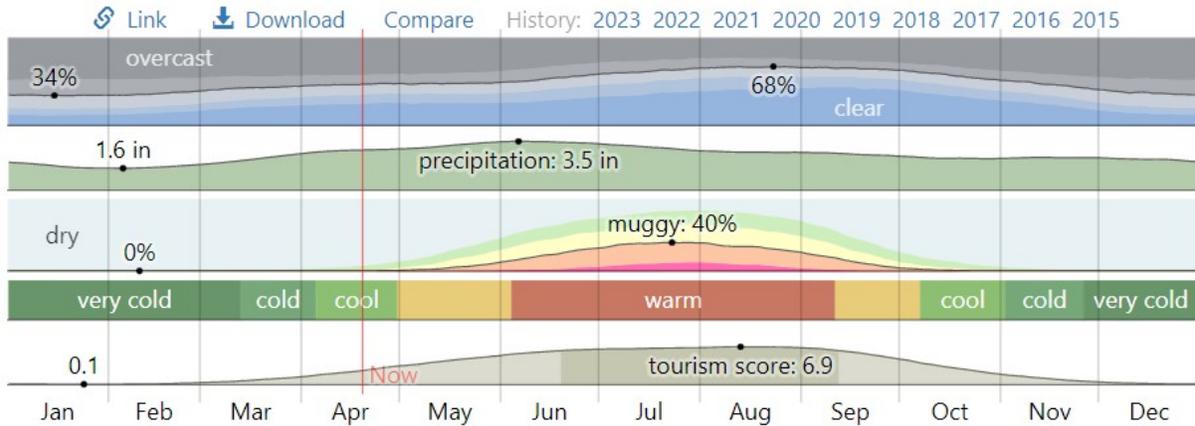


PHYSIOGRAPHIC REGIONS OF OHIO (SOURCE: SCOTT BROCKMAN, U.S. FOREST SERVICE)

Weather

This section describes how the weather in the area will affect the demand, guest experience and seasonality of the business operations. The information in this section was gathered from weatherspark.com for Mansfield, Ohio.

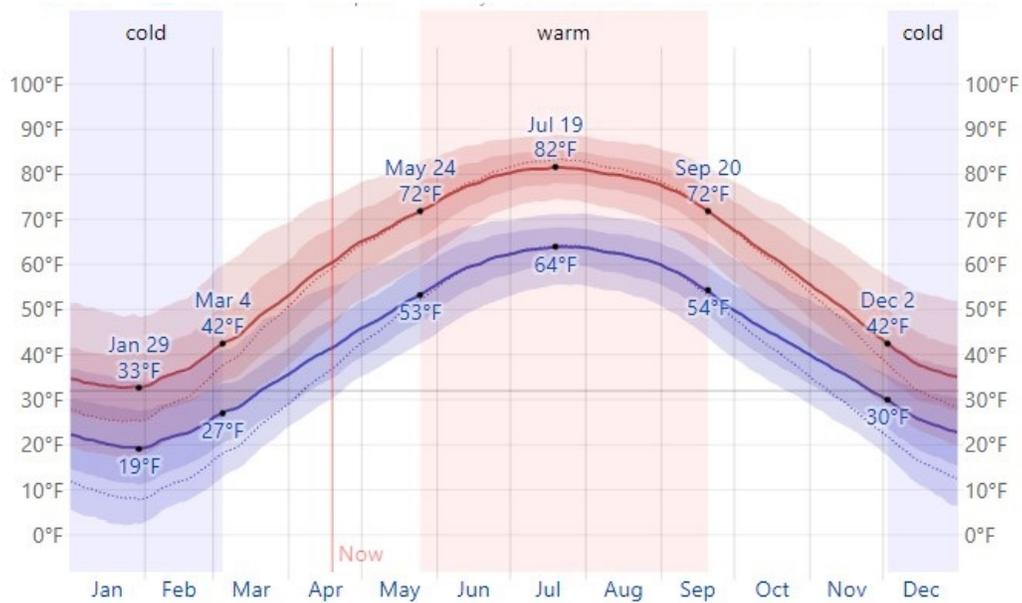
Climate in Mansfield



Mansfield weather by month. Click on each chart for more information.

SOURCE: WEATHERSPARK

Average High and Low Temperature in Mansfield



The daily average high (red line) and low (blue line) temperature, with 25th to 75th and 10th to 90th percentile bands. The thin dotted lines are the corresponding average perceived temperatures.

Average	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
High	33°F	37°F	47°F	60°F	70°F	78°F	81°F	79°F	73°F	61°F	49°F	38°F
Temp.	26°F	28°F	38°F	49°F	60°F	68°F	72°F	70°F	63°F	52°F	42°F	31°F
Low	20°F	22°F	31°F	41°F	51°F	60°F	64°F	62°F	55°F	44°F	35°F	26°F

SOURCE: WEATHERSPARK

Daily Chance of Precipitation in Mansfield



The percentage of days in which various types of precipitation are observed, excluding trace quantities: rain alone, snow alone, and mixed (both rain and snow fell in the same day).

Days of	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Rain	3.5d	3.2d	6.4d	9.4d	11.8d	11.5d	11.1d	9.9d	8.3d	7.7d	6.8d	5.4d
Mixed	1.3d	1.3d	1.1d	0.4d	0.0d	0.0d	0.0d	0.0d	0.0d	0.1d	0.5d	1.2d
Snow	1.6d	1.1d	0.7d	0.1d	0.0d	0.0d	0.0d	0.0d	0.0d	0.0d	0.1d	1.1d
Any	6.4d	5.5d	8.1d	9.8d	11.8d	11.5d	11.1d	9.9d	8.3d	7.7d	7.4d	7.7d

Average Monthly Snowfall in Mansfield



The tourism score favors clear, rainless days with perceived temperatures between 65°F and 80°F. Based on this score, the best time of year to visit Mansfield for general outdoor tourist activities is from mid June to mid September, with a peak score in the second week of August.

Tourism Score in Mansfield



Source: Weatherspark.com



Summary

- **Hot Months** (Average high temperature over 80 degrees): 1 month: July
 - Air Conditioning recommended in glamping units in these months
- **Cold Months** (Average low temperature below 45 degrees): 7 months: October through April
 - Outdoor recreation demand will be lower in these months
- **Freezing Months** (Average low temperatures below 32 degrees): 3 months: December through February
 - Glamping unit structures will need to have well insulated water pipes or be winterized to avoid bursting.
 - Hard walled, well insulated units with robust heating will be needed in these months to ensure a positive guest experience.
- **Outdoor Recreation Demand** (Average Temperatures between 45 and 75 degrees): 5 months from April to August support outdoor recreation demand.
- **Precipitation:** Any given day throughout the year has an 19%-40% chance of precipitation
 - This amount of rainfall is considered moderate. Covered areas and indoor areas are recommended to provide guest activity options in the event of rain.
- **Snow Fall:** 1-4 inches of snowfall for 4 months from November 23rd to April 9.
 - If operating in these months, snow removal plans will need to be in place and factored into operating costs.
 - Some canvas based structures are not recommended to be kept up during 1+ inches of snowfall. Heavy snowfall can lead to collapse or more rapid deterioration of the units.
- **Tourism Score:** Best weather months to visit are 3 months from mid-June to mid-September

Conclusion

- Projected Operating Season of Hard Wall / Heated Glamping Units: Year-Round
- Peak Season: 3 months from mid-June to mid-September
- Shoulder Season: 5 months from April 1st to mid-June and mid-September to Nov 31st
- Low Season: 4 months from December 1st to March 31st

The most ideal weather season from mid-June to mid-September also coincides with school's break season. This location is expected to have a sharp peak season for demand. Shoulder season weekend demand is expected to be strong, with low weekday demand. Low season is expected to have some weekend demand, some holiday demand, and minimal weekday demand.

Ohio Tourism

Tourism is a key economic driver in Ohio. It is ranked among the top 10 employment sectors in 2022. The following tourism statistics are the most recent available:

- Tourism in Ohio generated \$41 billion in direct travel spending in 2022, which generated approximately \$53 billion in sales. According to the Ohio Department of Development, compared to 2021, visitor spending in Ohio was up 13%.

- These businesses spent an additional \$12 billion on goods and services, boosting nearly every other industry in Ohio. Top expenditures were in business services, finance and insurance, construction, manufacturing and agriculture.
- In 2021, those employed in Ohio's travel economy spent an additional \$13.6 billion. This induced spending is in addition to the \$53 billion in direct and indirect spending.
- Tourism in Ohio supports more than 424,339 jobs. More than half of these jobs are professional positions such as management, HR, technology, marketing, culinary, finance and many other professions. .
- According to the TourismOhio Funding Talking Points, 20% of the \$41 billion in direct travel spending in Ohio in 2022 was for lodging. This means that \$820 million was spent on lodging in Ohio in 2022. The other 80% of the direct travel spending was for:
 - Food and beverage: \$21.6 billion
 - Retail: \$8.8 billion
 - Transportation: \$6.4 billion
 - Recreation: \$5.6 billion
 - Other: \$2.6 billion
- The lodging sector is a major contributor to the Ohio economy. It supports over 290,000 jobs and generates \$3.2 billion in tax revenue for the state. The lodging sector is also a major driver of economic growth in Ohio. It attracts visitors from all over the world, who spend money on a variety of goods and services.
- Outdoor recreation remains one of the top drivers for visitation. In fact, 43% of overnight visitors to Ohio in 2021 participated in outdoor activities, according to the Ohio Travel Association.

East Central Ohio / Mohican Valley Area Tourism

The general area in which the subject is situated is known as East Central Ohio. It is affected by the counties it straddles - Ashland Count and Richland County. While the subject is located within Ashland County, it is positioned on the boundary, and both Charles Mill Lake and the Charles Mill Lake Dam are located in Richland County. While it is basically equidistant from the cities of Ashland and Mansfield, it is only 30 miles northwest of Loudonville, which is positioned on the edge of the Mohican Memorial State Forest. It is also situated in close proximity to the Cuyahoga Valley National Park, a distance of 65 miles. Thus, we have considered elements of tourism demand for each of the areas, as the subject enjoys the benefits of being situated within this popular tourist enclave.

The Mohican area is a popular tourist destination, attracting visitors from all over the midwest. The Mohican Valley in Ohio is a popular tourist destination, known for its scenic beauty, outdoor recreation opportunities, and Amish heritage. Tourism has a significant impact on the local economy, generating millions of dollars in revenue each year.

According to a study by the Mohican Chamber of Commerce, tourism in the Mohican Valley supports over 5,000 jobs and generates over \$100 million in annual economic impact. The study also found that



tourism is a major driver of economic growth in the region, contributing to an average annual growth rate of 3%.

According to Destination Mansfield, 38% of visitors to the area come from outside Ohio and 62% from inside the state. The top cities represented in visitor numbers are Mansfield, Columbus, Cincinnati, Cleveland and Ontario. The top states are Ohio, Virginia, Pennsylvania and Texas.

The most popular tourist attractions in the area include Cuyahoga Valley National Park, Mohican State Park, the Mohican River, and the Amish Country. Mohican State Park is a popular destination for camping, hiking, fishing, and boating. The Mohican River is a popular destination for whitewater rafting, kayaking, and canoeing. The Amish Country is a popular destination for tourists interested in learning about Amish culture and lifestyle.

Attractions

This section describes the attractions that are likely to draw visitors to the area who would stay at the subject site.

- Charles Mill Lake - offers boating, fishing, ng, hiking, biking, hunting, swimming, and activities
- Cuyahoga Valley National Park - This is the nation's 13th most visited U.S. National Park. It is located between Cleveland and Akron and totals 33,000 acres. Within the park, attractions include the Ohio & Erie Canal Towpath Trail, the Brandywine Falls and the Hale Farm & Village.
- Shawshank Prison and Trail - This is an historic property, with a cornerstone laid in 1886. Originally designed as a reformatory for young offenders in 1886, the property was abandoned in 1990. Five major motion pictures have been filmed on location here, and tours are available and popular.
- Wally Road Scenic Byway and the Mohican Scenic River Valley - This is reportedly Ohio's largest outdoor recreational complex, with camping, river-paddling and floating activities, ziplining, cycling and hiking. The Friends of the Mohican Watershed estimate this brings in 1 million visitors annually.
- Mid-Ohio Sports Car Course - this is a comprehensive motorsports facility, with a permanent road-racing circuit. The course is situated on a park-like, 330-acre complex.
- Mohican State Park - Located near Loudon, this 1,110-acre public recreational area is an important draw for the region.
- Malabar Farm State Park - This is a 900-acre farm and country estate, with hiking, events and winter recreation. Barn dances are held throughout the year.
- Oktoberfest at Wolf Creek Grist Mill - This is an annual event located in Loudonville, usually held in late September.
- Finding Bigfoot events - A TV show known as Finding Bigfoot has been on the air since 2011, and has filmed in several locations in Ohio, including Salt Fork State Park, Pleasant Hill Lake Park, and Mohican State Park. Numerous events continue in the area on the subject. A sampling of the annual events include the following:

- a. Bigfoot Basecamp Weekend: this event is held every year in September at Pleasant Hill Lake Park. The event features lectures, workshops, and guided hikes led by Bigfoot researchers.
 - b. Ashland County Bigfoot Conference: This conference is held every year in October in Ashland, Ohio. The conference features speakers, workshops, and exhibits related to Bigfoot.
 - c. Bigfoot Festival: This festival is held every year in July in Salt Fork State Park. The festival features live music, food, and vendors selling Bigfoot-related merchandise.
- Audubon Wetlands Preserve - This 215-acre wetlands preserve has a 300-foot boardwalk which crosses a marsh to allow for observation and enjoyment of the ecological diversity. There are riverbanks, old river channels and over 100 acres of swamp oak maple forest lying in the floodplains on both sides of the river.
 - Hunting - Black For Bottoms Hunting Area is one of several areas that provide hunting opportunities in the area. This is a 1,600 acre area with a variety of game animals, including deer, turkey and waterfowl. Other nearby hunting opportunities are located at the Cooke Family Wildlife Conservation Park, a 300-acre park.
 - Gilliom-Cherp Nature Park - This 100-acre park is home to a variety of trails, as well as a pond, stream and small waterfalls. Birdwatching is popular in this park.
 - Ashland County Historical Society - This attraction has exhibits on local history and historical artifacts.
 - Richland Carrousel Park - This indoor facility is open year-round. It is a hand-carved carousel located in Mansfield.
 - Ohio Bird Sanctuary
 - Wine and Ale Trails - Ten local wineries, wine bars and breweries located in the area surrounding Mansfield have established tours of the area.

Winter Demand in Central Ohio

There are several ski options in the area. Several of the more popular ski options are shown in the map below.



Places :

Snow Trails
 4.6 ★★★★★ (1.2K) · Ski resort
 Mansfield, OH · (419) 774-9818
 Opens soon · 10 AM
 Winter resort with skiing & snowboarding

Brandywine Ski Area
 4.3 ★★★★★ (748) · Ski resort
 Northfield, OH · (800) 875-4241
 Closed · Opens 3:30 PM
 Skiing, boarding & tubing for all levels

Big Creek Ski Area
 3.6 ★★★★★ (8) · Ski resort
 Chardon, OH · (440) 954-4108
 🏠 "Great local ski club, very kid friendly"

[Website](#) [Directions](#)

[Website](#) [Directions](#)

[Website](#) [Directions](#)

[More places →](#)



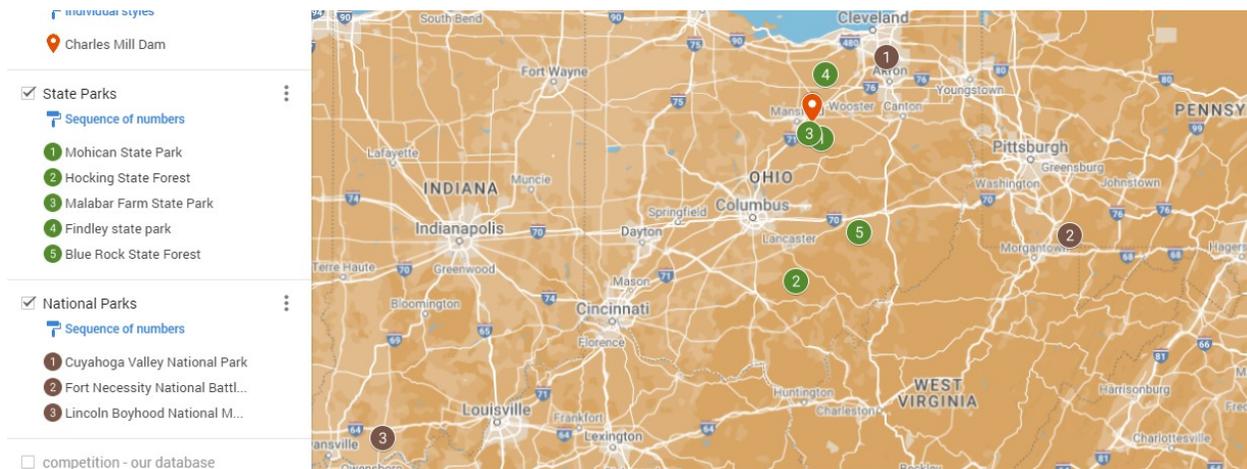
The map displays the state of Ohio with several ski resorts marked by red pins: Snow Trails, Brandywine Ski Area, and Big Creek Ski Area. Other locations shown include Toledo, Akron, Youngstown, Canton, Columbus, Dayton, Springfield, Hocking Hills State Park, Cincinnati, and Pittsburgh. Major highways like I-75, I-90, and I-76 are visible. The map also shows Lake Erie and the Allegheny National Forest.

While demand is higher in summer in north central Ohio, many of the outdoor recreation properties in the area have at least part of their offerings available in the winter, and devote marketing efforts to winter demand. The properties with hard wall units benefit from being able to operate all year long.

Gauging winter demand is important for making accurate forecasts, as well as aiding in optimization of the subject's recommended operating season to maximize revenue and occupancy.

Recommendations: Winter demand is growing steadily in Central Ohio. Comparable properties have at least half their offerings available in the winter months. It is recommended that on-site winter recreation be highlighted. Furthermore, we recommend tying in winter marketing with ski resorts, parks and other winter tourism venues. Ownership has a desire to have a skating rink or toboggan hill on site available to both overnight guests as well as the broader population. This will allow for direct marketing of skating visitors, who will see the unique offerings during their visit.

National Parks



National Parks

#	Name	Time to Subject	2022 Annual Visitors
1	Cuyahoga Valley NP	1 hr	2,913,312
2	Fort Necessity NB	3 hrs 45 min	258,293
3	Lincoln Boyhood NMEM	5 hrs 30 min	105,819
		Total	3,277,424

SOURCE: NATIONAL PARK SERVICE VISITOR USE STATISTICS

Cuyahoga Valley NP														
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Annual Total	YoY % Change
2022	98,868	110,513	174,226	233,050	325,101	336,744	375,656	341,220	327,857	318,589	161,940	109,548	2,913,312	13.10%
2021	86,000	91,737	182,618	224,619	241,897	307,110	300,798	317,417	266,356	264,264	177,927	114,532	2,575,275	-6.50%
2020	86,140	76,877	191,063	239,572	271,067	324,285	345,278	355,108	296,760	266,407	179,201	123,870	2,755,628	23.10%
2019	88,020	82,061	126,521	177,318	225,949	284,079	284,928	285,616	226,681	203,708	142,329	110,787	2,237,997	6.80%
2018	87,889	85,669	105,152	144,536	246,129	228,620	298,486	250,311	192,662	209,344	136,691	110,564	2,096,053	-5.90%
2017	94,019	90,987	110,435	181,533	242,698	247,225	282,963	284,709	254,864	189,704	141,098	106,644	2,226,879	-8.10%
2016	85,195	83,784	104,225	171,879	255,362	306,943	335,174	332,781	236,792	245,369	149,398	116,488	2,423,390	6.10%
2015	76,795	72,272	105,883	210,102	283,076	250,161	319,145	287,975	206,668	227,876	129,512	115,147	2,284,612	4.30%
2014	89,704	81,166	98,108	198,023	245,144	246,874	286,307	273,080	221,783	228,171	109,529	111,960	2,189,849	4.10%
2013	84,333	78,012	104,524	181,602	260,588	260,571	289,470	282,907	239,958	78,947	125,141	116,957	2,103,010	-8.60%
2012	86,320	90,599	149,846	194,132	257,820	272,900	290,576	282,757	236,390	203,339	122,400	112,643	2,299,722	6.40%
Average	87,571	85,789	132,055	196,033	259,530	278,683	309,889	299,444	246,070	221,429	143,197	113,558	2,373,248	3.16%
% Total	3.7%	3.6%	5.6%	8.3%	10.9%	11.7%	13.1%	12.6%	10.4%	9.3%	6.0%	4.8%	100.00%	
% July	28.3%	27.7%	42.6%	63.3%	83.7%	89.9%	100.0%	96.6%	79.4%	71.5%	46.2%	36.6%		

State Parks

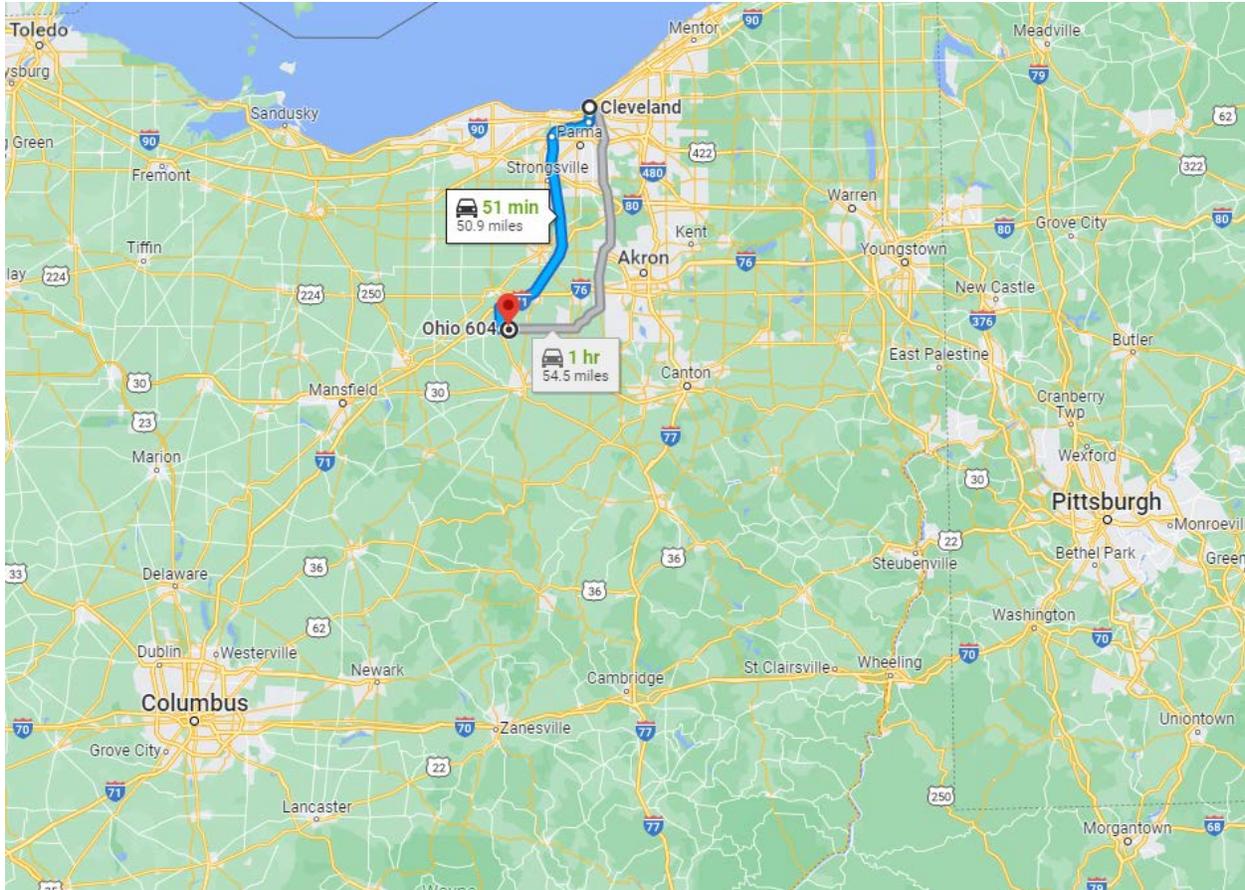
#	Name	Address	Time to Subject	2022 Annual Visitors
1	Mohican State Park	3116 OH-3, Loudonville, OH	20 Min.	N/A
2	Hocking Hills State Park	1767 Eastshore Rd, St Charles, ID 83272	2.5 Hrs.	5,000,000
3	Malabar Farm State Park	4050 Bromfield Rd, Lucas, OH 44843	20 Min.	N/A
4	Findley State Park	25381 OH-58, Wellington, OH	40 Min.	N/A
5	Blue Rock State Park	6665 Cutler Lake Road, Blue Rock, OH	2 Hrs.	N/A
Estimated 2022 Annual Visitors				5,000,000

SOURCE: OHIO DEPARTMENT OF NATURAL RESOURCES

There are several key state parks within three hours of the subject. The two most prominent are Hocking Hills State Park and Blue Rock State Park. The State of Ohio does not report attendance at state parks; however, Hocking Hills State is reported to have had an estimated 5,000,000 visitors in 2022. Blue Rock State Park, with 4,578 acres of forest, is another major draw, although attendance numbers are not available.

Transportation

The Mansfield Ohio area is one hour south of Cleveland and one hour north of Columbus. Pittsburgh is 2 hours southeast and Columbus is 1.5 hours southwest. Charles Mill Lake is located approximately 3 miles east of I-71, along State Route 603.



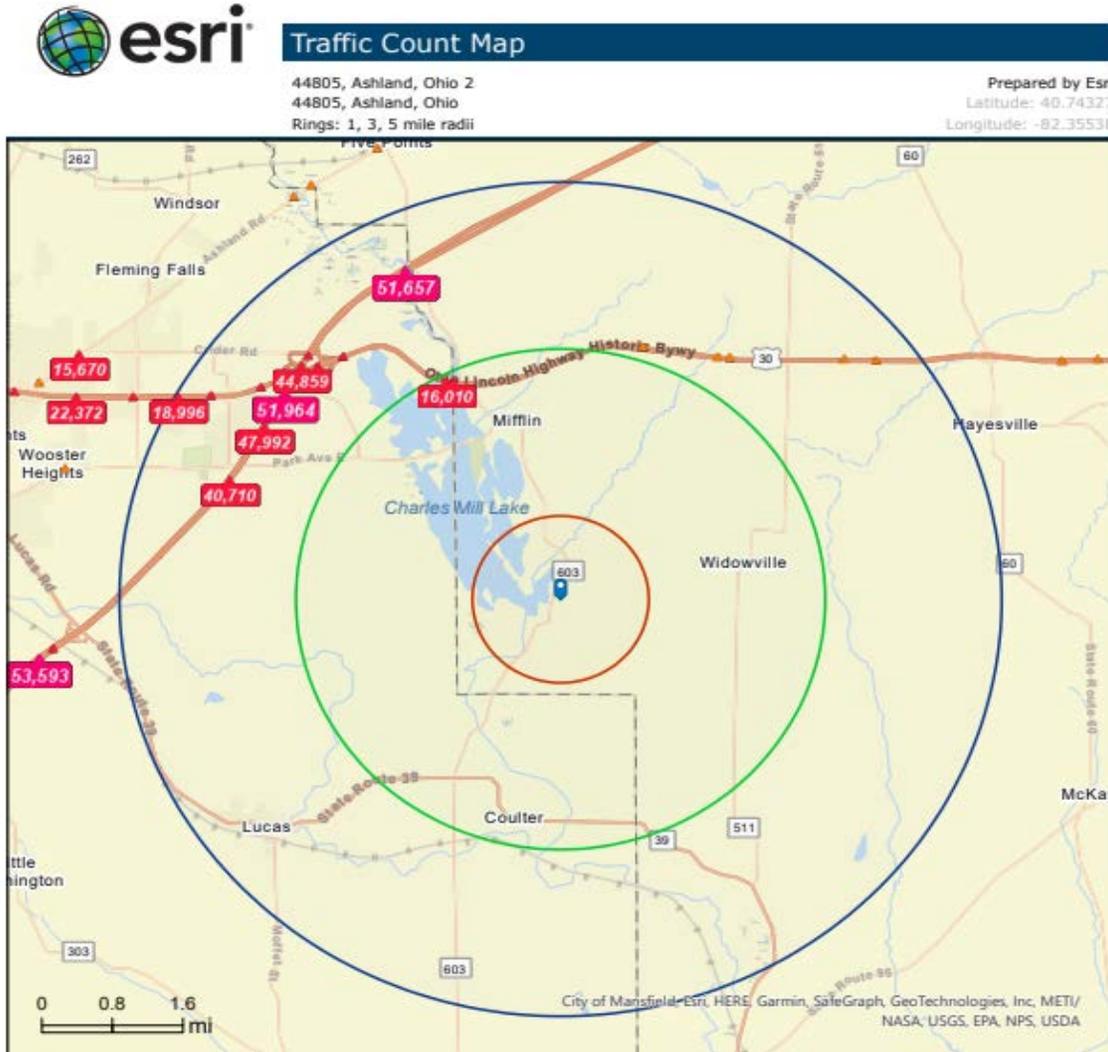
MAP OF DRIVE TIME FROM SALT LAKE CITY TO SUBJECT PROPERTY (SOURCE: GOOGLE MAPS)

This area is served by several major highways that provide connectivity within the region and to other parts of the state. Here are the major highways in this area:

- Interstate 71 (I-71): This interstate highway runs north-south through the area, connecting major cities such as Cleveland and Columbus. It passes through the eastern part of Ashland and Richland counties, providing an important transportation corridor.
- U.S. Route 250 (US-250): US-250 runs east-west through the area.
- State Route 60 (SR-60): SR-60 is a north-south state highway that passes through the area.
- State Route 58 (SR-58): SR-58 is another north-south state highway that traverses Ashland County. It enters the county from the south near Nova and passes through the city of Wellington before continuing north into Lorain County.
- State Route 511 (SR-511): SR-511 is a north-south state highway that enters Ashland County from the south near Nova and runs parallel to SR-58. It passes through the city of Ashland and continues north, providing access to various towns and villages within the county.

These highways, along with other local roads, contribute to the transportation network in the area, facilitating travel and commerce in the region.

The following map shows traffic volumes near the subject property. While there are no significant traffic volumes at the subject property currently, the map shows a traffic volume of 16,010 at the northwest reaches of Charles Mill Lake, along State Route 30. Traffic volumes are more significant at the Interchange of I-71 and State Route 30, where they reach over 50,000 vehicles. Overall traffic counts for exposure and demand in the immediate area are considered low.



SOURCE: STDB / ESRI

The closest commercial airport to Charles Mill Lake is the Mansfield Lahm Regional Airport, which is about 14 miles to the northwest. Cleveland Hopkins International Airport is the closest major international airport, located 70 miles northeast of the subject property, a one-hour drive. It is the primary airport serving Greater Cleveland and Northeast Ohio, and is the largest and busiest airport in Ohio and the 43rd busiest airport in the U.S. by passenger numbers.

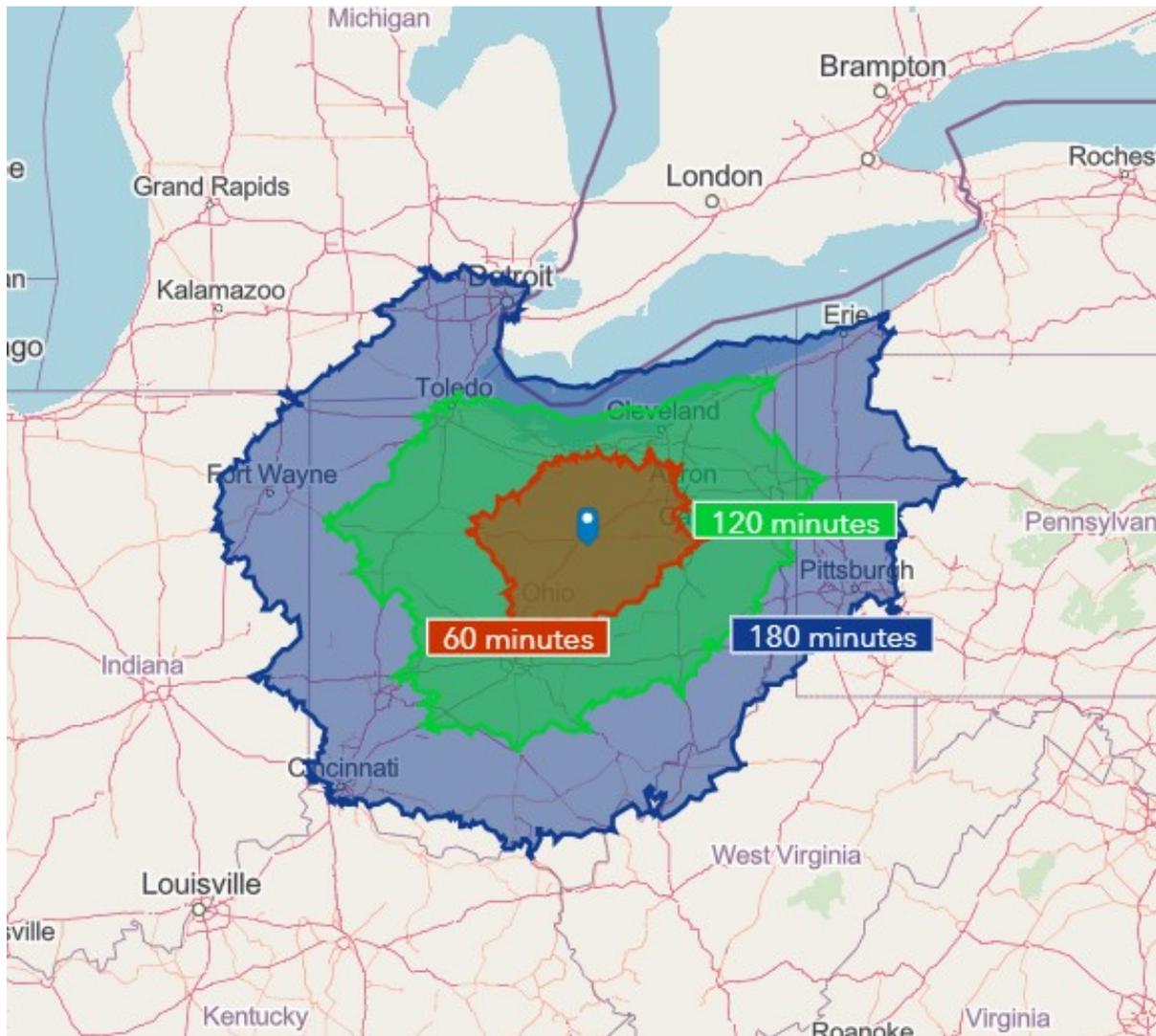
Another option for travelers is the John Glenn Columbus International Airport (CMH), located in Columbus, Ohio, about 75 miles southwest of Charles Mill Lake, also a one-hour drive.

Conclusion

The subject site is considered moderately accessible by car. Visitors to Charles Mill Lake do have access to two airports with rental cars, including two major airports within 1 hour of the subject, but flying directly into the Charles Mill Lake area is not possible for a majority of consumers. It is not accessible via train. Its location between Cleveland, Columbus and Pittsburgh is a major benefit for the site.

Demographics Market Profile

Drive-Time Radius Demographics



MAP OF DRIVE TIMES FROM SUBJECT: 60-, 120-, AND 180-MINUTES (SOURCE: SITE TO DO BUSINESS)



The market profile within a 60-, 120- and 180-minute drive radius of the subject was gathered for analysis. The 2022 population access within a 60-, 120- and 180-minute drive radius is shown below:

- 60-minutes: 1,177,011
- 120-minutes: 7,913,662
- 180-minutes: 17,896,993

The 180-minute population encompasses several mid-size midwestern metropolitan areas. Based on prior experience, the 60-to 180-minute population access is significantly higher than average.

Population growth in the United States averaged 0.67% annually between 2010 and 2022, and is expected to grow 0.25% annually over the next five years. The anticipated annual population growth in the area for the next five years is shown as follows:

- 60-minutes: 0.01%
- 120-minutes: 0.04%
- 180-minutes: -0.03%

This data shows that within 3 hours of the subject, the population growth rate is relatively flat and below the national average which is a negative sign for future demand growth. We note the population is expected to fall by a very small margin in the 180-mile drive-time radius.

Overall, the positive demand from the population access is considered to outweigh the flat growth projection.

The median household income in the United States was \$72,414 in 2022, and is expected to grow 14% over the next 5 years. The median household income of the region is shown below:

- 60-minutes: \$62,995
- 120-minutes: \$61,638
- 180-minutes: \$62,728

The median household income in this area is expected to grow between 17% and 19% over the next 5 years, which is slightly above average. Overall demographics are shown in the table below.

MARKET PROFILE			
	60 minutes	120 minutes	180 minutes
Population			
2010 Population	1,155,140	7,693,744	17,538,945
2022 Population	1,177,011	7,913,662	17,896,993
2027 Projected Population	1,177,420	7,927,801	17,871,217
Annual Growth Rate 2010 to 2022	-0.16%	-0.24%	-0.17%
Projected Annual Growth Rate 2022 to 2027	0.01%	0.04%	-0.03%
Households			
2010 Households	440,788	3,084,588	7,029,754
2022 Households	462,883	3,256,256	7,346,138
2027 Projected Households	465,410	3,276,844	7,370,038
Annual Growth Rate 2010 to 2022	0.42%	0.46%	0.38%
Projected Annual Growth Rate 2022 to 2027	0.11%	0.13%	0.06%
Income			
2022 Median Household Income	\$62,995	\$61,638	\$62,728
2022 Average Household Income	\$87,758	\$88,592	\$90,593
Home Values			
2022 Median Home Value	\$190,437	\$189,524	\$191,451
2022 Average Home Value	\$231,951	\$227,878	\$233,333
Housing Unit Summary			
Owner Occupied Housing Units	67.4%	60.9%	61.2%
Renter Occupied Housing Units	25.4%	30.7%	30.3%
Vacant Housing Units	7.2%	8.4%	8.6%
Income Over 100,000	28.2%	28.4%	29.5%
	County	State	United States
Population			
2010 Population	53,139	11,536,504	308,745,538
2022 Population	52,211	11,820,906	335,707,897
2027 Projected Population	51,910	11,829,083	339,902,796
Annual Growth Rate 2010 to 2022	-0.15%	0.21%	0.73%
Projected Annual Growth Rate 2022 to 2027	-0.12%	0.01%	0.25%
Households			
2010 Households	20,196	4,603,435	116,716,292
2022 Households	20,700	4,831,463	128,657,669
2027 Projected Households	20,671	4,856,145	130,651,872
Annual Growth Rate 2010 to 2022	0.20%	0.39%	0.77%
Projected Annual Growth Rate 2022 to 2027	-0.02%	-0.02%	0.31%
Income			
2022 Median Household Income	\$60,113	\$62,419	\$72,414
2022 Average Household Income	\$78,733	\$89,526	\$105,029
Home Values			
2022 Median Home Value	\$163,840	\$189,226	\$283,272
2022 Average Home Value	\$186,080	\$229,169	\$374,078
Housing Unit Summary			
Owner Occupied Housing Units	68.5%	61.4%	58.2%
Renter Occupied Housing Units	23.4%	30.2%	31.8%
Vacant Housing Units	8.1%	8.4%	10.0%
Income Over 100,000	23.1%	29.0%	35.5%

Source: Market Profile Provided by ESRI

As shown in the East Central Ohio / Mohican Valley Tourism section, according to Destination Mansfield, 38% of visitors to the area come from outside Ohio and 62% from inside the state. The top cities represented in visitor numbers are Mansfield, Columbus, Cincinnati, Cleveland and Ontario. The top states are Ohio, Virginia, Pennsylvania and Texas. However, due to the nature of the proposed improvements, a higher percentage of visitors are anticipated to come from out of state than for general tourism.

This means that the income demographics of the closest surrounding region are not necessarily representative of the income demographics of those who will come to visit the proposed glamping resort.



Because the subject site is looking to target high income earners, a percentage breakdown of the regional population earning \$100,000 or more annually is shown as follows:

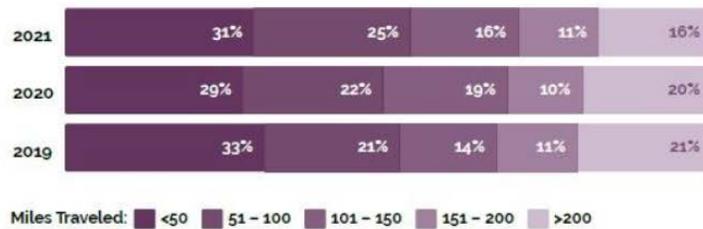
- 60-minutes: 28.2%
- 120-minutes: 28.4%
- 180-minutes: 29.5%

With nearly 30% of those living within 3 hours of the subject site making over \$100,000/year, this is a good sign that the subject site will have access to the high income guests they want to target. On a national average, the figure is 35.5%.

Population access is a highly important metric to demand for the camping customer. According to the KOA Report, 56% of campers traveled less than 100 miles to their destination.

Distance Traveled

In a continuing trend, most campers prefer to keep their trips close to home. In 2021, 56% traveled less than 100 miles for their camping trips. In fact, one-third of campers (31%) stay within 50 miles of home when venturing out.



SOURCE: KOA 2022 NATIONAL CAMPING REPORT

It is expected that the high-end glamping segment of campers are typically willing to travel further to their destination than the average camper because they are less price sensitive, have more flexible work schedules and are spending more on their trip.

The unique accommodation and outdoor amenity access of central Ohio have attracted, and are expected to continue to attract guests who are willing to fly or drive more than 3 hours to visit the property.

Area Analysis Conclusion

Overall, the subject area is considered favorable for a glamping resort of the proposed specification.

The weather has high temperature variance between its summer and winter months. The subject is expected to experience a cold season for three months of the year between December and March, making heating systems and insulation in the guest units important during that time frame. Additionally, from late May to mid-September, the Mansfield / Charles Mill Lake area experiences a hot season, with average highs above 70°F. This warm weather caters towards outdoor activities creating a peak season during this time, however, cooling systems in the guest units will be necessary to promote a comfortable guest experience. The subject area also receives regular precipitation throughout the year, so covered private porches as well as covered communal spaces would be advantageous. Furthermore, the subject area receives regular snowfall from late November through early April. It is recommended to have proper operational procedures to remove snow from the property and ensure the dwelling units are able to withstand the weight of large amounts of snow.



The state and national parks and Charles Mill Lake itself are expected to be the largest demand drivers bringing guests to the area. The top three national parks within five hours of the subject see 3.3 million visitors annually. Meanwhile, the Charles Mill Lake brings in another 1 million annual visitors. While the demand for these outdoor attractions is highly affected by seasonality, there is a growing demand for winter sports and accommodations in the area that could be an opportunity to generate additional revenue in the future.

The subject is considered accessible by car, as it is located approximately three miles east of an I-71 interchange. The subject is also easily reached by air, with international airports in both Cleveland and Columbus approximately one hour away.

The population access within 180-minute population access of the subject is considered significant, with over 17.9 million persons, as of 2022. Median household income is just slightly below national averages, and growth rates are also slightly below national averages; however, visitors to central Ohio tend to travel further than industry averages, so these demographics are not necessarily representative of the visitor population.

Supply Analysis

This section looks at the overall supply of lodging and competitors in the local and regional area.

Emerging Competitors – Not Yet Approved / Operating

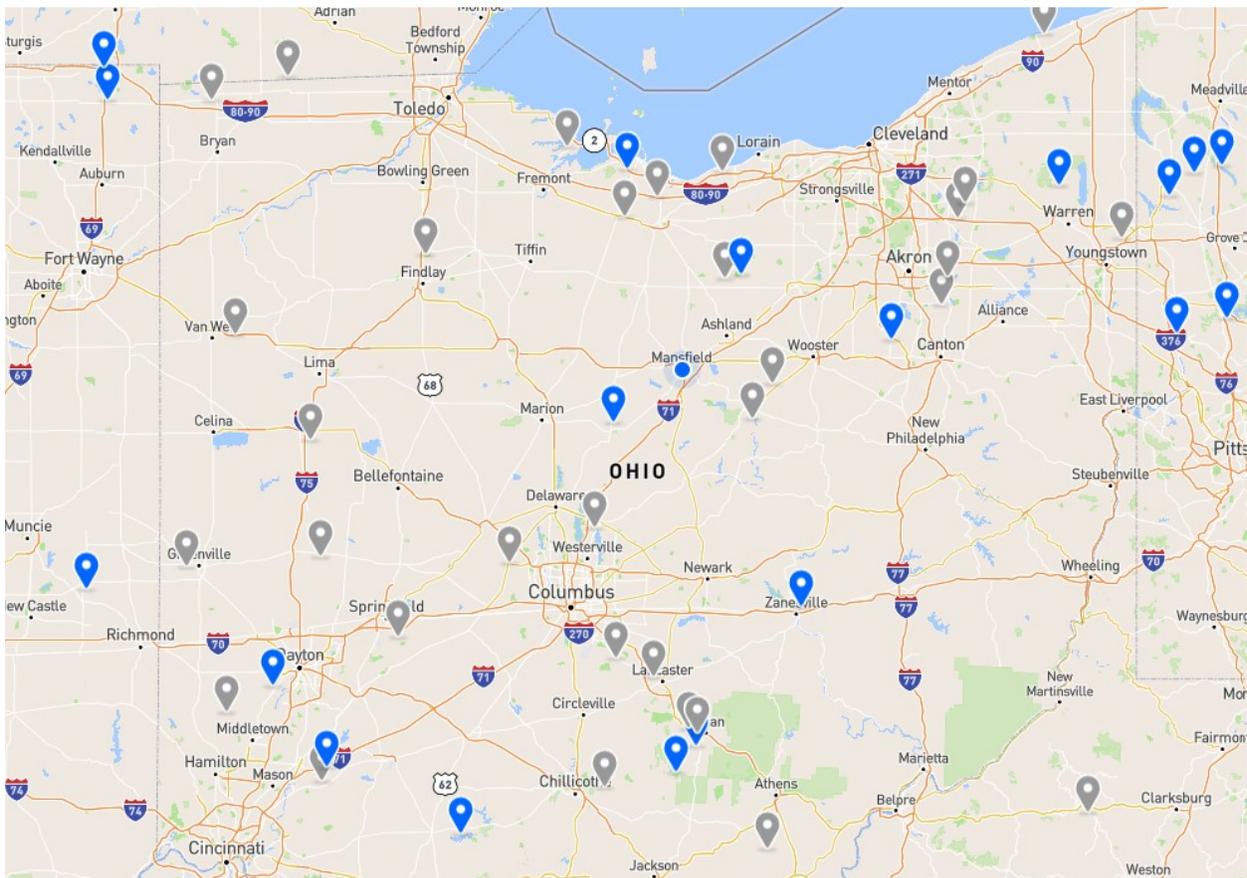
While county officials who were contacted were not aware of new glamping resorts proposed for the area, we were able to research the market and found potential increases to supply. The following properties are potential future competitors:

- **The Mohican Adventures Resort** in Loudonville/ Ashland County is planning to add a glamping village to its property. The village would include 20 luxury tents, each with its own private bathroom and deck. The resort hopes to open the glamping village in 2023.
- **The Richland B&O Trail** is considering adding a glamping resort to its property. The resort would be located along the trail in Mansfield, Richland County. The resort would include 10 luxury tents, each with its own private bathroom and deck. The trail hopes to open the glamping resort in 2024.
- **AutoCamp Ohio** is a resort proposed to open in 2023 in the Hocking Hills region of Ohio. AutoCamp is a national hospitality company that offers modern glamping experiences. They began in 2013 with their first property in Santa Barbara, CA, and have since expanded to six properties in California, Massachusetts, New York, North Carolina, Utah and Texas. Proposed for the Hocking Hills area are 150 units which would feature 31-foot Airstreams, canvas tents and suites, all with air conditioning. The resort proposal includes a clubhouse, a general store, an eatery, a four-season pool, event spaces and a communal fire pit. The proposed development is situated on a 100-acre site that is a former / abandoned coal mine; ownership petitioned the federal government for assistance through an abandoned mine reclamation program. The site will be owned by the Port Authority of Fairfield County, and managed by Airstream, based in Ohio.
- **A Valley Overlook at Camp Mueller** is located at 4451 Akron Peninsula Road, just north of Bolanz Road, a half-mile from the Ohio and Erie Towpath Trail, within the Cuyahoga Valley National Park in Peninsula, OH. The land originally featured nine buildings, including a large brick dining hall, circa 1938, with kitchen, showers and bathrooms; along with numerous cabins that are being gutted and renovated. When the rehab work is complete later this summer, Valley Overlook should feature five or six four-season cabins, all with bathrooms and kitchens; up to eight sites, tent sites; and as many as 16 fully furnished platform tents / canvas cabins. While this is a new entrant to the market, we have included it in our analysis of primary competition later in this report.
- **Magnolia Ridge Glamping:** This resort is planned to open in 2023 in the Wayne National Forest in Ohio. The proposed development includes luxury tents, treehouses, and cabins. The resort will also have a swimming pool, a hot tub, a playground, and hiking trails.

- **Camp Cedar:** This resort opened in May 2023 in Mason, Ohio, just north of Kings Island. It features 15 glamping tents, each with a queen bed, a full bathroom, and a private deck. The resort also has a pool, a playground, and a fire pit.
- **The Lodge at Hocking Hills:** This resort is planned to open in 2024 in the Hocking Hills region of Ohio. It will feature 40 glamping tents, each with a queen bed, a full bathroom, and a private deck. The resort will also have a pool, a hot tub, a playground, and hiking trails.

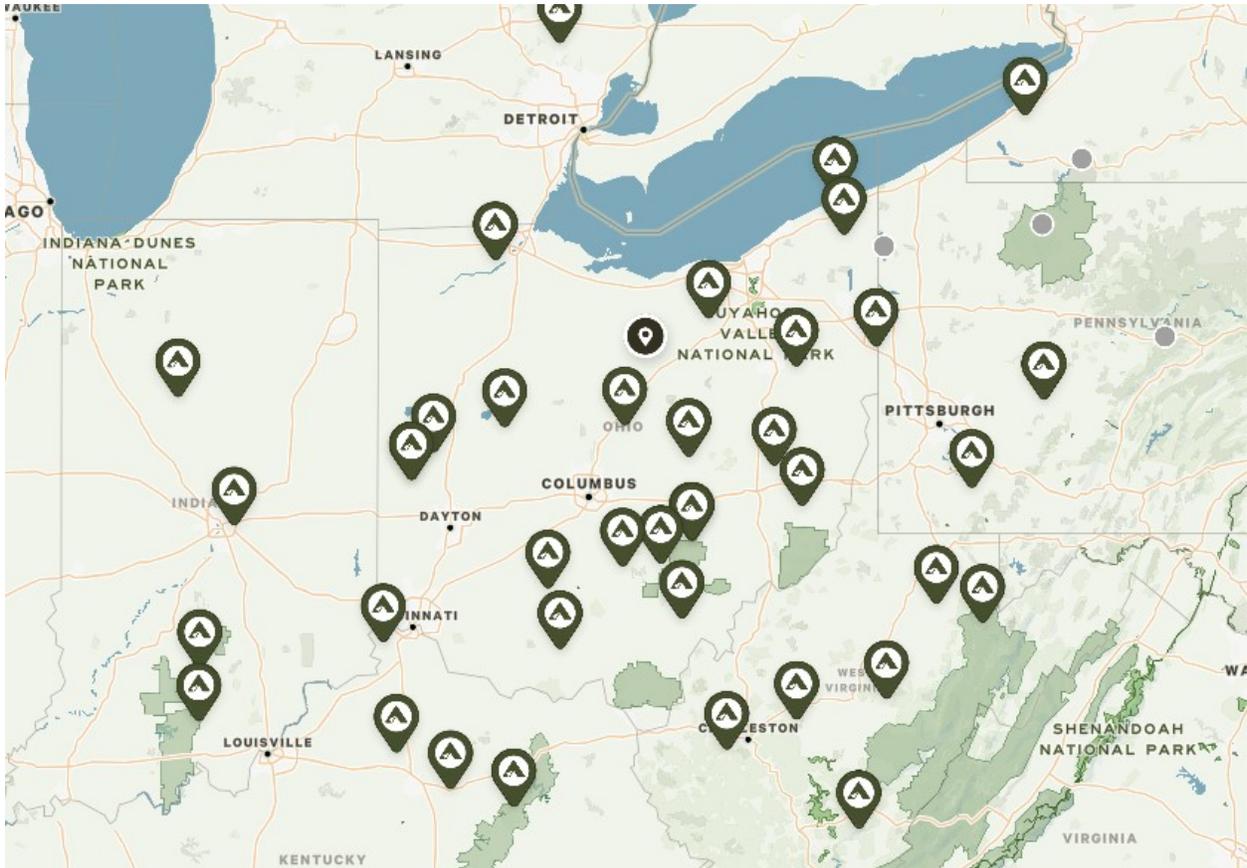
Map of Competitors: RV Resorts, Campgrounds and Mixed Use Glampgrounds

The following map shows outdoor hospitality businesses in the region. Blue markers indicate RV resorts that include lodging options like cabins. Within 100 miles there are several properties which offer lodging.



SOURCE: CAMPSPOT

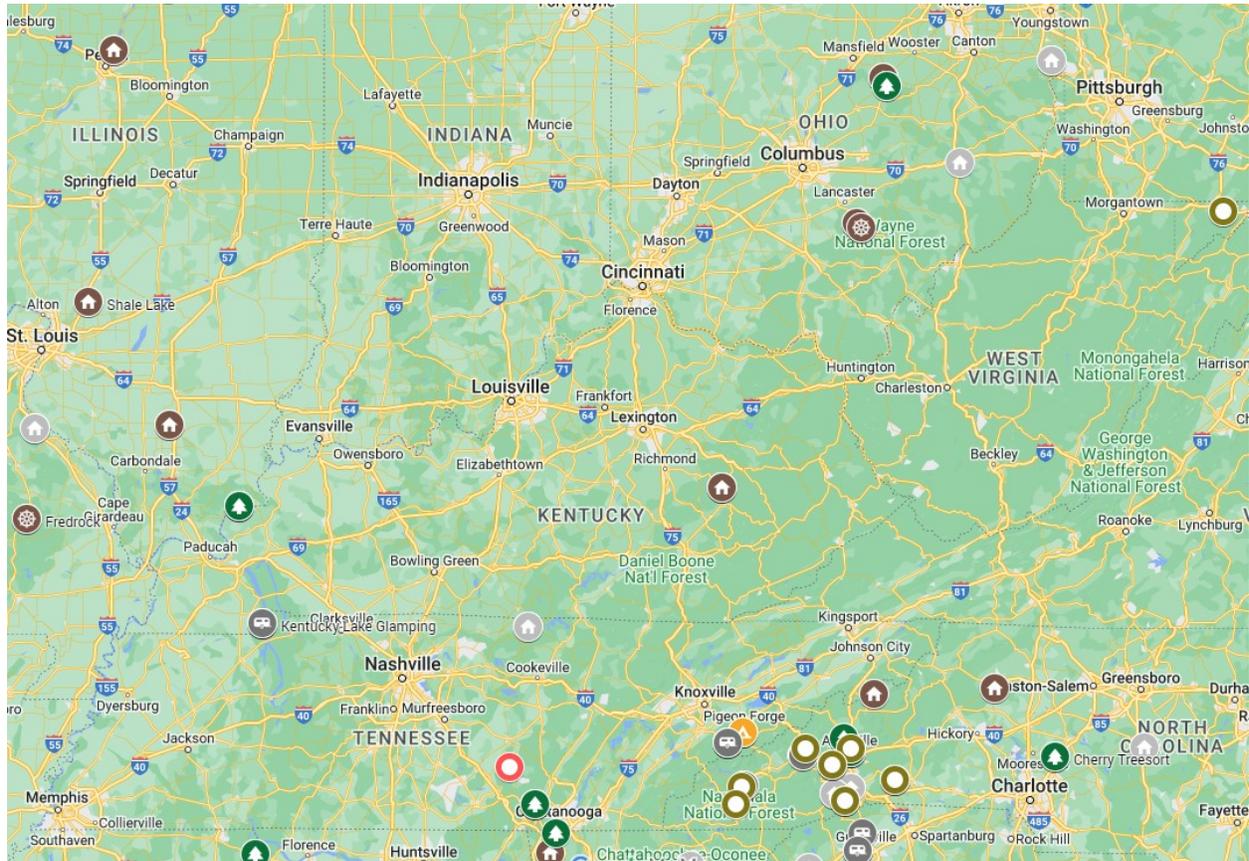
Below is a map of accommodations in the Mansfield area on HipCamp, which is an aggregator of outdoor hospitality locations. There are numerous offerings in the area; however, they predominantly offer only one unit at any property.



SOURCE: HIPCAMP



Below is a map from the Sage Glamping Database. This shows the dearth of legitimate glamping offerings in the state of Ohio, and the larger number which hug the southern portion of the map. Within a 3-hour drive radius there are only four properties, which is a low number; the only property of any significance is the Mohicans, a property which includes treehouses and which is discussed in the primary competition below .



SOURCE: SAGE OUTDOOR ADVISORY GLAMPING BUSINESS MAP

All Competition Summary

- Overall supply of accommodation is considered low.
- Available supply consists primarily of basic campgrounds, cabins, rental homes and hotels.
- There are few luxury options available in the central Ohio area.
- The only legitimate glamping offering within 3 hours is The Mohicans, which is utilizing all treehouses, but which is open year-round and is a professionally run offering.

Comparables

Overview

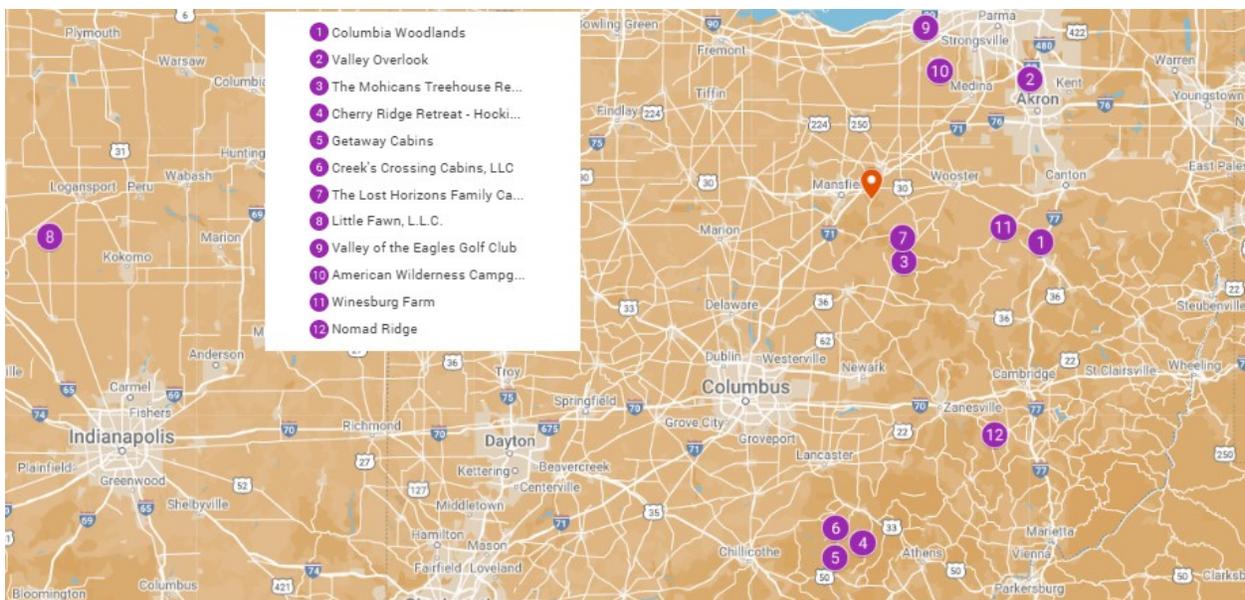
This section analyzes and compares the subject to its most similar competition in the market. This is the best approach to gauge demand for the subject’s proposed offering because it provides present data in the market. This evidence provides indicative data of the demand of the subject’s future offering and performance. The more similar the competitive business is to the subject in terms of offering and location, the more reliable it is in projecting the subject’s performance.

Approach

In this analysis, the competitive landscape is surveyed for all reasonable comparative businesses. This larger list was narrowed down, and the most similar businesses were selected for further analysis.

Several factors are considered when selecting the best competitive businesses to utilize for comparison to the subject. The three most important characteristics are proximity to the subject location, similarity and quality of the offering. The quality is measured in five areas and given an overall score for comparison.

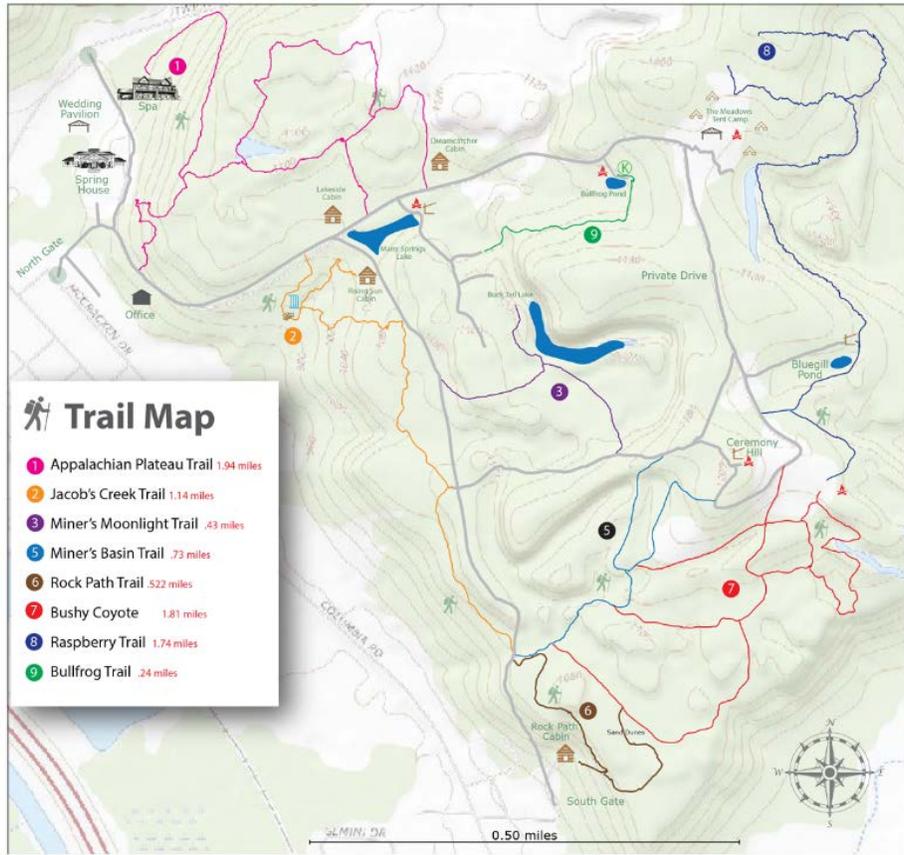
Due to the newness of the outdoor hospitality industry and the wide variety of offering types, it is rare to find suitable, similar competition locally. It is typical that the search must be expanded in order to find suitable, similar competition. The general map and list is shown below, and the properties considered most comparable are listed in more detail on the following pages.



Subject Offering		
Property Type		Modern Cabin Glampground
Total Sites/Units		40
Address		2179 State Route 603
Market		Mansfield, OH
Company Summary		Modern and high quality glamping resort with luxurious amenities and convenient access to Charles Mill Lake Dam.
OVERALL QUALITY SCORE	4.2	Overall Quality of the Business
Domes	4.5	Quality of the Structures
Quantity of Unit Type		40
Bathroom	4.5	Private bathroom with hot running water, rain shower, bathtub and robes
Capacity	4.0	4 people: 1 King bed and one pull out queen
Quality of Structure	4.5	Very high quality and modern domes
Heat/AC/Electricity/Water	4.5	All utilities and climate control
Indoor Area/Furnishing	4.5	Luxurious and high quality furnishing and finish
Outdoor Area	4.5	Large outdoor composite decking with shade, table, chairs and private grill
(#2) Property	4.1	Quality of the Property
Water/Natural Features	3.0	No units have beach or water view
Water/Natural Features	4.5	Property has dam waterfront views and beach access
Property Size/Guest Density	5.0	Low guest density
Scenic Views from property	4.0	Gently rolling terrain; wooded property
(#3) Property Amenities	3.9	Quality of the Property Amenities
Food/Restaurant	3.5	High quality catering-friendly facilities and venue
Food/Restaurant	3.5	Limited on-site full-service facilities; will use food service
Breakfast/Coffee	4.5	Gourmet coffee and cafe
Bar/Drinks	3.5	Regular full-service bar for weekends and events
On Property Activities	4.5	Abundant water activities, ice skating, lawn games, entertainment, programming
(#4) Location	4.2	Quality of the Location
Accessibility from Airport/City	4.5	1 hour to Cleveland MSA; 1 hour to Columbus MSA
Accessibility from Airport/City	4.5	1 hour to Cleveland Hopkins International Airport; 1 hour to John Glenn Columbus International Airport
Population Access	4.5	17.9M people within 3 hours
Attractions within 30 minutes	4.0	Charles Mill Lake and abundant nearby outdoor activities and recreation
Attractions within 2 hours	3.5	Several state and outdoor recreation areas and ski resorts
(#5) Brand Strength	4.1	Quality of the Brand Strength (assumed year 3)
Year Site Opened	5.0	2024
# of Locations / Sites	3.0	1 glamping location; 8 campgrounds, etc
Quality of Website/Photos	4.5	Expected to invest in very high quality website with professional photography
Awards & Press	4.0	Expected to invest in strong press
Online Reviews	4.0	Expected to operate at an excellent level and generate positive reviews
Social Media	4.0	Expected to invest in strong social media presence

Primary Competition - Columbia Woodlands





Competitor Name:	Columbia Woodlands
Website:	https://columbiawoodlands.com/index.php
Summary:	This is a smaller, locally owned and operated wedding venue and glamping resort.
Location:	6593 McCracken Dr NW, Dover, Ohio 44622
Total Sites:	8
Breakdown:	4 cabins and 4 glamping tents
Road Paving:	Asphalt paved
Rates:	Low season rates for the glamping tents run from \$323 to \$474. The highest prices are during fall foliage season, when they rise to \$375 to \$576. Weddings can rent out the entire property for \$24,000 to \$34,000, inclusive of food and all rooms.
Current Est. Occupancy:	50%
Amenities:	This is a 400-acre property offering a wedding venue, fishing, 8 miles of trails for hiking, and canoeing. Weddings up to 150 guests in the winter and 175 guests in the summer can be accommodated. They are adding domes and more glamping tents; these are slated to be available in Fall 2023.

OVERALL QUALITY SCORE	4.0	Overall Quality of the Business
Rising Sun Cabin	4.6	Quality of the Structures
Quantity of Unit Type	1	
Bathroom	4.5	Private - Ensuite Bathroom
Bathroom	4.5	Yes, private ensuite bath, with shower and all luxury amenities
Quality of Structure	5.0	Sleeps 4-6, high quality structure
Heat/AC/Electricity/Water	5.0	All utilities and climate control in cabins; tents have dehumidifier/A/C combo
Indoor Area/Furnishing	4.5	Upscale furnishings
Outdoor Area	4.0	Private Deck
(#2) Property	4.0	Quality of the Property
Water/Natural Features	3.0	Stocked ponds (3)
Water/Natural Features	4.0	Wooded views, mountain and trail access
Property Size/Guest Density	5.0	Low density, 400 acres, 0.02 units per acre
Scenic Views from property	4.0	Wooded and water views
(#3) Property Amenities	4.0	Quality of the Property Amenities
Food/Restaurant	4.0	There lunch and dinner options on property
Food/Restaurant	4.0	Kitchenettes in each unit with included dish ware
Breakfast/Coffee	4.0	There are Keurigs in-unit; coffee offered at Spring House starting at 7am
Bar/Drinks	4.0	Yes-at the Spring House on weekends
On Property Activities	4.0	Fishing, hiking, canoeing, yoga, wine tasting, stargazing, 2 hot tubs, fire rings, grill and picnic area
(#4) Location	3.5	Quality of the Location
Accessibility from Airport/City	4.0	Less than 1 hour drive
Accessibility from Airport/City	2.5	Not part of a major MSA
Population Access	3.0	Within 2 hours of Columbus, Cleveland and Pittsburgh
Attractions within 30 minutes	4.0	Amish Town, and Canton area
Attractions within 2 hours	4.0	Mohican State Park
(#5) Brand Strength	4.0	Quality of the Brand Strength
# of Years Site Operating	4.0	6 years
# of Locations / Sites	2.5	1 location - Owner Operated
Quality of Website/Photos	4.0	Functional website, quality photos, professional
Awards & Press	4.5	Several awards: 2020 Ohio Travel Destination of the Year; 2019 TripAdvisor Certificate of Excellence; 2019 Wedding Wire Couple's Choice Award
Online Reviews	4.5	4.4 stars from 95 google reviews
Social Media	4.5	IG 540 posts, 2,343 followers; professional photos and content

Rising Sun Cabin	Low	Low	Shoulder	Shoulder	Peak	Peak	Annual	Annual
	ADR	Occ.	ADR	Occ.	ADR	Occ.	ADR	Occ.
# of Months	4	4	3	3	3	3	10	12
Week Day Avg.	\$323	25%	\$323	30%	\$375	60%	-	-
Weekend Avg.	\$423	60%	\$423	75%	\$576	90%	-	-
Average	\$352	35%	\$352	43%	\$432	69%	\$376	40%

Comparison to the Subject

Similarities

- High-end glamping offering in the central Ohio region.
- Has quality amenities, including a wedding venue.

Competitor Superiorities

- The grounds offer various water features that are more integrated into the property.
- The property offers both high quality cabins and glamping tents. It will also be offering 4 domes which will be available starting in September.
- Being the only existing glamping site in the area, the competitor has years of experience operating in the area, connecting with the community and building a client base.

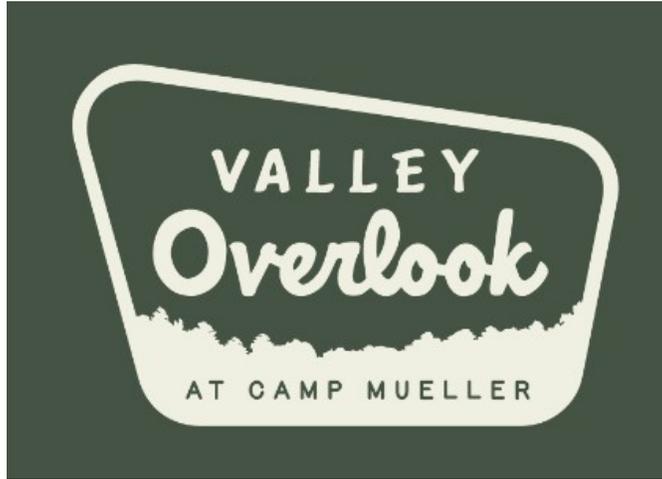
Competitor Inferiorities

- Competitor is further from population centers.
- Owner/operator facility - there is no professional management.

The subject offering will have a superior quality to this business, primarily because of its location along the Charles Mill Lake Dam. It is expected to price similarly to this competitor due to their high quality and unique units, but could easily out price this competition once the brand is better established. Due to ownership having more substantial outdoor recreation experience in the area, they are likely to outperform this property.



Primary Competition - Valley Overlook





Competitor Name:	Valley Overlook
Website:	https://www.valleyoverlook.com/#about
Summary:	This property was just opened in April, 2023, although it is a soft opening, as not all offerings were completed at the initial opening. It is a private campground run by a family, located within the Cuyahoga Valley National Park. It is situated on a 62-acre site formerly used as a summer camp for city kids.
Location:	4451 Akron Peninsula Rd, Peninsula OH 44264
Total Sites:	30
Breakdown:	6 4-season cabins, 16 glamping tents (canvas cabins) & 8 tent sites
Road Paving:	Paved roadways; many sites are not paved
Rates:	Glamping tents range from \$119-\$139/night; cabins are \$399/night
Current Est. Occupancy	50% as this property was recently opened
Amenities	Property includes 9 buildings, including a large brick dining hall, circa 1938, showers and bathrooms; it is purposefully designed not to have typical amenities, such as swimming pool, game rooms or shuffleboard courts. Due to its location within a national park, it is designed to use the park's hiking, biking and canoeing opportunities/amenities. The property is named for its hilltop overlook of the property, offering stunning sunset views. Glamping tents do not have electric, although they will at some point in the future as the property stabilizes.

OVERALL QUALITY SCORE	4.1 Overall Quality of the Business
Deluxe 4-Person King Cabin	4.3 Quality of the Structures
Quantity of Unit Type	1
Bathroom	4.5 Private - 2 Ensuite Bathrooms
Bathroom	4.5 Private bath, shower, soak tub, hot running water, linens
Capacity	4.5 4-6
Quality of Structure	4.5 Sleeps 4, 2 king bed suites 6" raised deck, timber framed, high quality
Heat/AC/Electricity/Water	4.0 Heat, electricity, lighting, hot running water, AC
Indoor Area/Furnishing	4.5 High quality furnishings, décor, kitchen, tables, chairs
Outdoor Area	3.5 Covered porch & large deck, fire pit, rocking chairs, porch bed
(#2) Property	4.8 Quality of the Property
Water/Natural Features	5.0 Property is located within Cuyahoga Valley National Park
Water/Natural Features	4.0 Pond on-site
Property Size/Guest Density	5.0 Property is approximately 62 acres; low guest density
Scenic Views from property	5.0 Excellent views of Cuyahoga Valley National Park
(#3) Property Amenities	3.1 Quality of the Property Amenities
Food/Restaurant	2.0 No food and beverage
Food/Restaurant	4.0 Cabins have kitchens
Breakfast/Coffee	2.5 Cabins have kitchens with coffee
Bar/Drinks	2.5 None
On Property Activities	4.5 Extensive outdoor recreation amenities: hiking trails, bike paths, river and lake kayaking and fishing, a swimming quarry, ski slopes
(#4) Location	4.8 Quality of the Location
Accessibility from Airport/City	5.0 20 minutes to Akron; 40 minutes to Cleveland
Accessibility from Airport/City	5.0 20 minutes from CLE (Cleveland International)
Population Access	5.0 Closest is Akron MSA is 702K; also Cleveland MSA is 2.1M
Attractions within 30 minutes	5.0 Property is situated within Cuyahoga Valley National Park
Attractions within 2 hours	4.0 Several local attractions outside of Cuyahoga Valley National Park: Cuyahoga Valley

		Scenic Railroad, Village of Peninsula, Peninsular Quarry, etc.
(#5) Brand Strength	3.3	Quality of the Brand Strength
Year Site Opened	5.0	2023
# of Locations / Sites	2.5	1 location - Owner Operated
Quality of Website/Photos	4.5	Excellent photos, functional, lots of good information, easy booking
Awards & Press	-	None yet
Online Reviews	4.0	5.0 of 16 Google reviews, 5.0 of one FB review (new property)
Social Media	4.0	IG 398 Followers, 9 posts, high quality content (new property)

	Low	Low	Shoulder	Shoulder	Peak	Peak	Annual	Annual
	ADR	Occ.	ADR	Occ.	ADR	Occ.	ADR	Occ.
Deluxe 4-Person King Cabin								
# of Months (out of 12)	5	5	3	3	3	3	11	12
Weekday Rate (5/7)	\$399	30%	\$399	80%	\$399	90%	\$399	55%
Weekend Rate (2/7)	\$399	60%	\$399	95%	\$399	99%	\$399	74%
Average (7/7)	\$399	39%	\$399	84%	\$399	93%	\$399	60%

*Operating season dates: Cabins are year-round; glamping tents close November 1.
Occupancy is estimated, given the recent opening of this property; ownership notes overwhelming summer demand for all units.*

Comparison to the Subject

Similarities

- High-end glamping offering located in central Ohio, adjacent / within a natural resource

Competitor Superiorities

- The property is located within Cuyahoga Valley National Park, which offers built-in demand and recognition.
- The property is located in close proximity to the Cleveland MSA.
- High quality website and increasing brand recognition across the outdoor industry.

Competitor Inferiorities

- The property offers no on-site amenities or wedding / event venue. It is likely to have a more distinct and thinner appeal - to predominantly outdoor enthusiasts already interested in using the national park.

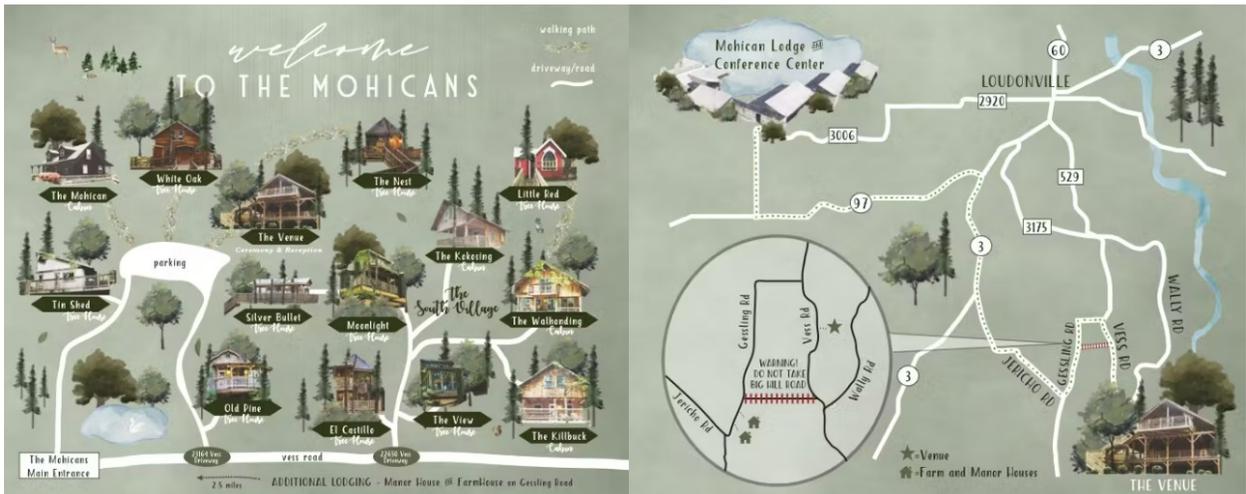
The subject offering will have a superior quality to this business, primarily because of its amenities offerings and event venues. However, this property will have higher occupancy due to its location within a national park. Pricing should be similar. Occupancy at the subject will be lower; however, this property is currently just opening and therefore its current occupancy is not stabilized.



Primary Competition - The Mohicans







As Seen In



Awards



Competitor Name:	The Mohicans Treehouse Resort and Wedding Venue
Website:	https://www.themohicans.net/
Summary:	This is a full-service resort & event facility located in a private wooded setting in the Mohican Valley area. It can accommodate 20-175 guests. This property gained notoriety after it was publicized that Matthew McConaughey stayed at this resort with his family.
Location:	23164-22650 Vess Rd, Glenmont, OH
Total Sites:	16
Breakdown:	6 cabins & 10 treehouses
Road Paving:	Mostly gravel; some roads are paved.
Rates:	Treehouses: \$250-\$550; cabins are \$225-\$590 (upper end of cabin rate is for 12-15 person capacity) Wedding Venue is \$2,000 to \$7,000.
Current Est. Occupancy	60%
Amenities	All rates include a welcome basket & firewood. Amenities include swimming pool, hot tub and game room.

OVERALL QUALITY SCORE	4.3	Overall Quality of the Business
White Oak Treehouse	5.0	Quality of the Structures
Quantity of Unit Type	1	
Bathroom	5.0	Private - Ensuite Bathroom
Bathroom	5.0	Private bathrooms with heated bathroom floors, indoor and outdoor showers
Capacity	5.0	5-6
Quality of Structure	5.0	High-quality, unique, well appointed
Heat/AC/Electricity/Water	5.0	Heat, A/C, indoor gas fireplace, electricity with outlets
Indoor Area/Furnishing	5.0	Very nice interior, queen size bed + upstairs loft (2 queens), kitchenette
Outdoor Area	5.0	Large private 3-sided wrap around porch with views; fire rings (some are stone)
(#2) Property	4.4	Quality of the Property
Water/Natural Features	4.0	The property does not include a water feature
Water/Natural Features	4.0	Trails, mountain views for some units
Property Size/Guest Density	5.0	77 acres

Scenic Views from property	4.5	Trees, night sky and stars
(#3) Property Amenities	3.8	Quality of the Property Amenities
Food/Restaurant	4.5	Dinner is not served but catering options are available for events
Food/Restaurant	3.0	None
Breakfast/Coffee	4.0	Coffee in units,
Bar/Drinks	3.0	Water tea and soda available in mini-bar; no on-site bar
On Property Activities	4.5	Biking, hiking, fishing, swimming, birdwatching, geocaching, stargazing (dark sky area)
(#4) Location	4.1	Quality of the Location
Accessibility from Airport/City	4.0	Less than 15 minute drive from Loudonville; 45 minutes from Mansfield
Accessibility from Airport/City	3.5	45 min to Akron-Canton Airport (CAK)
Population Access	4.0	1 hour 30 minutes to Columbus OH (population 2 million)
Attractions within 30 minutes	5.0	10 min to Mohican State Park, hiking trails, waterfalls and lakes
Attractions within 2 hours	4.0	Clear Fork Gorge, Mohican River, Mohican Caverns
(#5) Brand Strength	4.1	Quality of the Brand Strength
Year Site Opened	2.5	2012
# of Locations / Sites	2.5	1 location - Owner Operated
Quality of Website/Photos	4.5	High-quality website, aesthetically pleasing
Awards & Press	5.0	Matthew McConaughey stayed here w/his family & publicized it.
Online Reviews	5.0	4.7 stars of 283 Google reviews, 5 stars of 111 TripAdvisor reviews
Social Media	5.0	102K Facebook followers; 18K Instagram followers (1,026 posts), good quality, frequent posts, links

White Oak	Low	Low	Shoulder	Shoulder	Peak	Peak	Annual	Annual
Treehouse	ADR	Occ.	ADR	Occ.	ADR	Occ.	ADR	Occ.
# of Months (out of 12)	4	4	5	5	3	3	12	12
Weekday Rate (5/7)	\$424	30%	\$424	50%	\$424	75%	\$424	50%
Weekend Rate (2/7)	\$424	50%	\$424	90%	\$424	100%	\$424	79%
Average (7/7)	\$424	36%	\$424	61%	\$424	82%	\$424	58%
<i>Operating season dates: Year-round, except for Thanksgiving & Christmas</i>								

Comparison to the Subject

This property has 16 units - about half are treehouses. Most 4-day weekends are sold out for the summer season - they do a lot of weddings and retreats, where the whole property is booked. Matthew McConaughey brought notoriety to the property. Most treehouses are 1 or 2 bedroom w/loft; they sleep 4-6 and have a bathroom, hotplate sink/kitchen.

Similarities

- Large site with low guest density
- Treehouses, by their nature, offer enhanced views.
- Units are high quality, luxurious with private bathrooms and all utilities.



- The terrain of both properties is similar; the wedding venue has seating which is situated on a hill, offering a spectacular setting for a ceremony.
- All units are year-round.

Competitor Superiorities

- Property has had publicity due to the Matthew McConaughey video on YouTube.
- Competitor is closer to the well-known Mohican / Loudon area.

Competitor Inferiorities

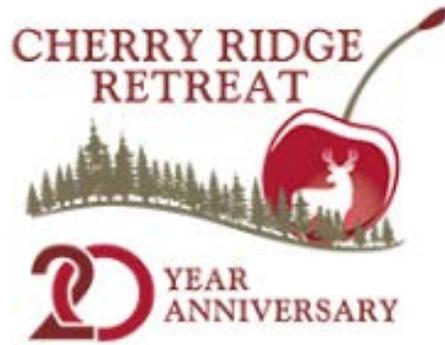
- No major waterfront; however, there is a small pond.
- Local owner/operator; no professional management

Summary

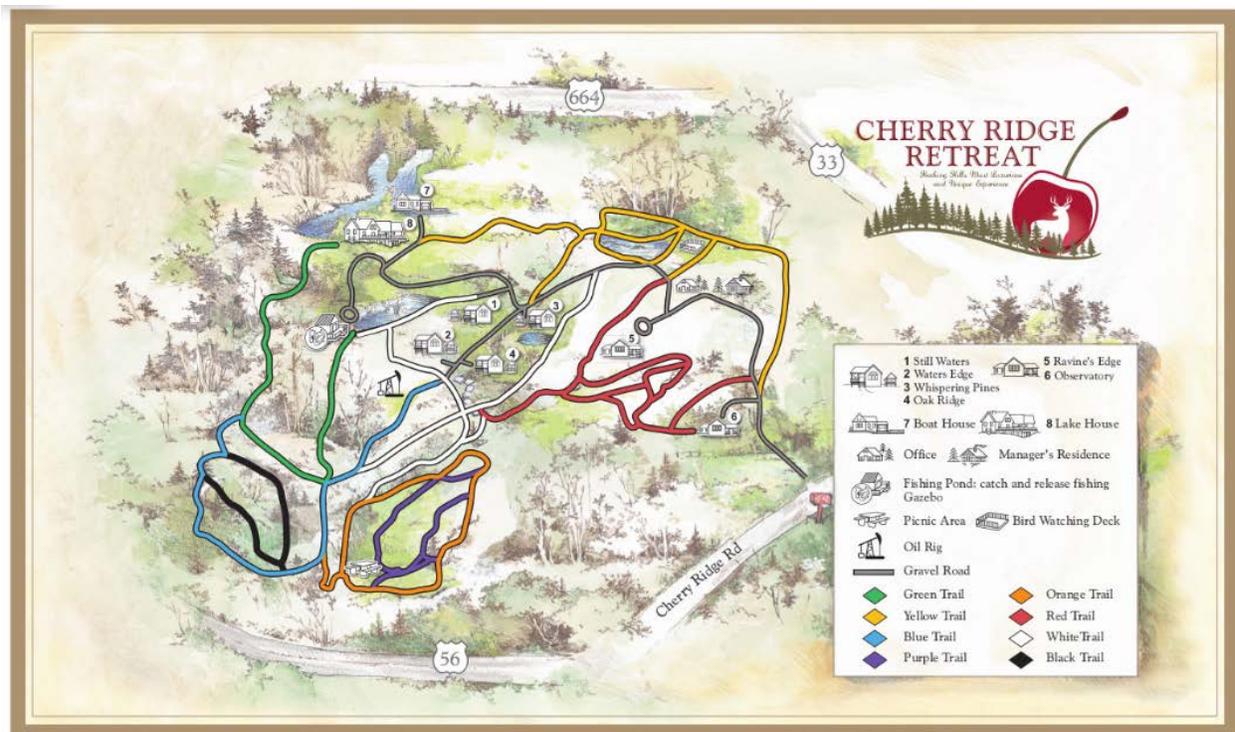
The subject is expected to price near this competitor. They both offer a highly luxurious glamping experience with units with private bathrooms and offering full F&B on site. Both are near major attractions.



Cherry Ridge







Competitor Name:	Cherry Ridge Retreat-Hocking Hills
Website:	https://cherryridgeretreat.com/
Summary:	140-acre property with unique cabins offering privacy.
Location:	22097 Cherry Ridge Road, New Plymouth OH 45654
Total Sites:	9 sites
Breakdown:	All cabins
Road Paving:	Paved
Rates:	\$389-\$498
Current Est. Occupancy	65%
Amenities	Pool, hiking, boating

Comparison to the Subject

Similarities

- Beautiful setting on a rolling landscape

Competitor Superiorities

- Cabins at competitor are large and spread out at the property. In addition, they are very functional for winter use.
- The competitor's location allows for easy access to Hocking Hills State Park.

Competitor Inferiorities

- There are no unique offerings.
- This is the only property owned and managed by ownership.
- This property is located further from major population centers.

Summary

The subject is expected to price in a similar range; while the competitor’s units are superior, the small capacity of the overall property limits some segments of demand. The competitor may have more consistent winter occupancy to their site due to their proximity to a major ski resort.



Primary Competition - Getaway

Getaway





Competitor Name:	Getaway Hocking Hills
Website:	https://getaway.house/hocking-hills
Summary:	This is a typical offering from the chain Getaway; it offers 40 cabins on 97 acres 1 hour from Columbus. This property opened in June 2018; it is the 3rd outpost of Getaway. Each cabin is 160 SF, equipped with queen bed, a 2-burner stove, a mini-fridge, a microwave & coffee maker.
Location:	38490 Todd Rd, Nelsonville, OH 45764
Total Sites:	40
Breakdown:	40 cabins
Road Paving:	Roads are paved; cabins are positioned on gravel sites.
Rates:	\$127-\$227
Current Est. Occupancy	50% - newer property not fully stabilized
Amenities	Fire pits, trails

Comparison to the Subject

Similarities

- Beautiful setting on a rolling landscape

Competitor Superiorities

- Brand recognition, with proven track record nationally; website
- The competitor's location allows for easy access to Hocking Hills State Park.

Competitor Inferiorities

- No on-site amenities
- No wedding / event venue

Summary

The subject is expected to price in a higher range; while the competitor enjoys a strong national brand image, the small capacity and limited amenity package of the comparable property diminishes the potential for some segments of demand.



Average Daily Rates

Sage Glamping Database

The Sage Glamping Database, which includes over 230 glamping businesses in the United States, can be assessed for additional insights. The first is the average ADR of glamping units that include en-suite (private) bathrooms.

<i>Bathroom Analysis</i>	Total Units	Annual Average ADR
Private	3,294	\$360
Shared	1,455	\$204
Grand Total	4,749	\$303

Across 4,749 glamping units with private bathrooms, the average ADR is \$360 vs. \$204 with shared bathrooms. The rates for units at sites that offer full food and beverage service can be seen below. 'Yes' or 'full F&B' is typically considered a restaurant serving three prepared meals a day and alcoholic drinks. 'Some' is considered anything less than that.

<i>On Site Food and Beverage</i>	Total Units	Annual Average ADR
Yes	2,102	\$488
None	1,015	\$226
Some	1,632	\$220
Grand Total	4,749	\$303

The ADR for glamping units at sites with no food and beverage service is \$226 vs. \$488 for full food and beverage service. In order to analyze the value of private hot tubs to guests, HipCampData was analyzed. Across 2,625 glamping units on HipCamp, units that offer a hot tub make nearly twice as much in ADR.

<i>Hot Tub Analysis</i>	Total Units	Annual Avg. ADR
Hot Tub absent	2,224	\$176.18
Hot Tub present	401	\$333.75
Grand Total	2,625	\$254.96

Since the subject will offer private ensuite bathrooms, some F&B and private hot tubs, this general data indicates the rates will fall somewhere between the \$220 and \$360.

The above data does not indicate that automatically by adding private bathrooms, F&B and hot tubs they will automatically earn these rates. There are many variables to consider, but this shows how these amenities affect rates when all other variables are held constant. This data does show a very high correlation between these amenities, guest demand and ADR potential.

A refined search criteria in the Sage Glamping Database is applied for a more specific analysis. The below table shows all the glamping businesses tracked in the Sage Database in the United States that are offering domes.

Business Name	Total Units on Property	State	Specific Unit Name	Quantity of Unit <==	Low Season ADR	Shoulder Season ADR	Peak Season ADR	Annual ADR
Asheville Glamping	9	NC	Ultimate Slide Dome	1	\$600	\$600	\$1,693	\$873
Asheville Glamping	9	NC	Slide Dome	1	\$550	\$550	\$1,521	\$793
Bolt Farm Treehouse	15	TN	XL Dome	2	\$654	\$789	\$824	\$741
Joshua Tree HAVN	7	CA	Desert Bubble Dome	1	\$1,246	\$1,058	\$822	\$1,078
Bolt Farm Treehouse	15	TN	Luxe Dome	6	\$554	\$654	\$724	\$629
Asheville Glamping	9	NC	Dome	4	\$250	\$250	\$711	\$365
Tennessee Glamping	3	TN	Dome	3	\$425	\$425	\$425	\$425
The Glamp Inn	4	GA	Domes	4	\$400	\$400	\$400	\$400
The Outlier Inn	7	NY	Geodesic Dome	1	\$379	\$379	\$379	\$379
Kimberly Creek Retreat	8	NE	The King Dome	1	\$279	\$279	\$279	\$279
Airydale Retreat	6	PA	Dome	2		\$242	\$242	\$182
Kimberly Creek Retreat	8	NE	The Queen Dome	1	\$239	\$239	\$239	\$239
The Outlier Inn	7	NY	Geodesic Dome 2	1	\$224	\$224	\$224	\$224
Timberline Glamping Co.	11	GA	Geodesic Dome	3	\$160	\$160	\$160	\$160
Emberglow Outdoor Resort	50	NC	Pods	2	\$107	\$124	\$138	\$121
Miracle and Banbury	21	ID	Domes	4	\$130	\$130	\$130	\$130
Max	50			6	Max	\$1,058	\$1,693	\$1,078
Minimum	3			1	Minimum	\$124	\$130	\$121
Average	12			2.3	Average	\$407	\$557	\$439

The table below includes dome units listed on HipCamp in the Midwest.

Name	State	Price	Est. Occupancy (%)	RevPAR
Thunder Dome	Tennessee	\$88.00	12	\$10.56
Dome 2 at Smoky Mountains Glamping	Tennessee	\$169.71	49	\$83.16
Dome 1 at Smoky Mountains Glamping	Tennessee	\$169.71	28	\$47.52
Lookout Ridge Retreat	Kansas	\$200.62	93	\$186.58
The Waterside Retreat	Kansas	\$200.62	93	\$186.58
The Country Dome Home	Michigan	\$311.50	100	\$311.50
Camp Wiigwaas (wigwam)	Michigan	\$53.10	100	\$53.10
Morning Mist at Five Meadows Farms	Tennessee	\$755.75	78	\$589.49
Twisting Twig Gardens Geodesic Dome	Wisconsin	\$135.45	100	\$135.45
Geode Nature Dome 36' Dome	Ohio	\$1,328.00	21	\$278.88
The Country Dome Home	Michigan	\$311.50	100	\$311.50
Geode Nature Dome 36' Dome	Ohio	\$1,328.00	20	\$265.60
Waterside Retreat	Kansas	\$201.75	93	\$187.63
Lookout ridge Suite	Kansas	\$201.75	93	\$187.63
Average		\$389.68	70	\$202.51

It is clear there is a wide range in annual ADR in both tables, but the averages at \$407 and \$389 shows rate potential and demand across the country for Dome units specifically.

Comparables - Rates

A summary table of each of the best competitors is shown below.

#	Name	Dist. (mi)	Unit Type(s)	State	Low Rate	Peak Rate	Avg. Rate	Private Bath	On Site Dining	Water Feature	Quality Score
1	Columbia Woodlands	50	Cabin	OH	\$352	\$432	\$376	Yes	No	No	4.0
2	Valley Overlook	65	Cabin	OH	\$399	\$399	\$399	Yes	No	No	4.1
3	The Mohicans	20	Treehouse	OH	\$424	\$424	\$424	Yes	No	No	4.3

The summary of the main rate indicators can be seen in the table below. The best comparable rates in bold are expected to be most similar to the subject.

Rate Primary Indicators	ADR
Glamping Units with Ensuite Bathrooms	\$360
Glamping Units with some F&B	\$220
Glamping Units with Private Hot Tubs	\$333
USA Glamping Domes Data	\$439
HipCamp Midwest Domes Data	\$390
Columbia Woodlands	\$376
Valley Overlook	\$399
The Mohicans	\$424
Average	\$368

It is expected that the subject rates will be similar to the average of the indicators above. Taking into account the previously described seasonality, the average rate projections can be seen below.

Rate Projections (Year 1)	Low Season Rates	Shoulder Season Rates	Peak Season Rates	Annual Average Rates
Domes	\$299.00	\$349.00	\$425.00	\$372.46

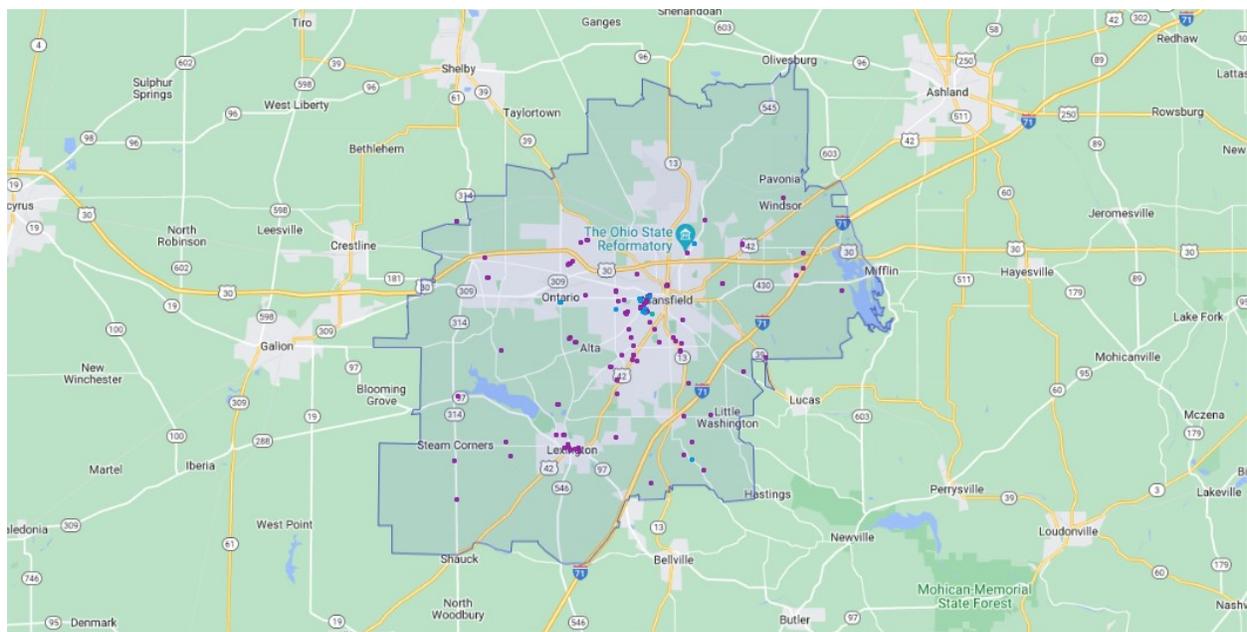
The Average Daily Rate (ADR) is expected to grow 3% each year with industry standards. The subject might need to offer more significant discounts in Years 1 and 2 in order to raise occupancy while building a brand presence in the market, but the difference in demand will be outlined in the occupancy stabilization explained in the next section.

Occupancy

Occupancy is more difficult to project because that information is not publicly available from competitors. However, it is possible to estimate the occupancy from several different methods. This includes interviewing booking managers, assessing public booking calendars, researching the hotel booking data and vacation rental booking data from AirDNA. Knowledge from past projects and regional averages from industry reports are also used to estimate these figures. The area's weather, attractions, trends, and seasonality are also factored in.

AirDNA Short Term Rental Data

The subject falls within the Mansfield, Ohio AirDNA short term rental market. This market dataset shown below pulls from 100 active short term rentals on AirBNB and VRBO. The Columbus market just south of the property pulls from 2,410 active rentals with similar figures which reinforce these number with a larger dataset.



VACATION RENTAL MARKET FOR MANSFIELD, OHIO (SOURCE: AIRDNA.CO)

As seen above, the annual occupancy for the market on AirDNA short term vacation rentals (STVR) is 57%. One important note about AirDNA occupancy is that it calculates the percentage occupancy of bookings of the days that rental is listed as available, not out of 365 days. Because of this, the data may

have some slight differences in comparison to 365 day occupancy. With that being said, this number represents the average rates of all rentals in the area, many of which are not professionally managed. We expect the subject business to perform above average by comparison due to amenities, unique units and professional management. The AirDNA data also indicates the average highest occupancy month is July at 74% and the lowest is February at 38%. Since most AirBNB are well insulated homes with HVAC, we expect the demand curve to be flatter than the subject. The subject is expected to have a higher peak season occupancy and a lower winter season occupancy.

The monthly visitation from the nearby national parks also help outdoor recreation demand and seasonality in the area. Visitation statistics for state parks were not available. For visitation data on national parks, please see that section of the Area Analysis.

Competitor Estimated Occupancy by Unit Type

#	Best Comps	Dist. (mi)	Unit Type(s)	Total Units	Low Occ	Peak Occ	Avg. Occ
1	Columbia Woodlands	40	Cabin	8	35.0%	68.6%	51.8%
2	Valley Overlook	37	Cabin	6	38.6%	99.0%	68.8%
3	The Mohicans	39	Treehouse	10	35.7%	82.1%	58.9%
	Minimum	37		6	35.0%	68.6%	51.8%
	Median	39		8	35.7%	82.1%	58.9%
	Maximum	40		10	38.6%	99.0%	68.8%
	Average	39		8	36.4%	83.2%	59.8%

Of the competitors above, all of them are at least partially open for the winter season between November and March. Columbia Woodlands and Valley Overlook keep their cabins open during the winter months, but disassemble their glamping tents, which are not winter-proof. All properties reported there was some winter occupancy for their cabin units. It is expected that the subject occupancy will be near the competitive set due to a robust investment in high quality amenities and design in all of their units. This projection assumes the subject will keep their domes open during some or all of the winter. As previously noted in the Area Analysis, the winter season in this region is gaining popularity. This should be monitored for opportunity going forward.

Occupancy Indicators	Low	High	Annual Avg.
AirDNA STVR	38.0%	74.0%	57.0%
Cuyahoga Valley National Park*	27.7%	100.0%	63.8%
Best Comps	36.4%	83.2%	59.8%
Average	34.0%	85.7%	60.2%

*NOTE: CUYAHOGA VALLEY NATIONAL PARK 'OCCUPANCY' IS BASED OFF VISITATION AS A PERCENTAGE OF JULY VISITATION

Summary

The subject occupancy is expected to be a blend of the data above. The Cuyahoga Valley National Park visitation data informs the seasonal demand of the 'outdoorsy' customer segment expected of the subject, and this is not likely fully captured in traditional hotels and short-term rentals.

The type of structures used will have the most significant effect on occupancy. Hotels and short term rentals have little to no exposure to the elements, while camping or outdoor hospitality will be much more significantly impacted by weather. The subject's glamping structures are projected to have a higher peak season occupancy and lower low season occupancy compared to hotels and short-term rentals due to the favorable weather and outdoor driven nature of the customer segment.

Occupancy Projection

Projected Year 3 Stabilized Occupancy	Low Season Occup.	Shoulder Season Occup.	Peak Season Occup.	Annual Average Occup.
# of Months	4	5	3	12
Domes	25.0%	65.0%	95.0%	59.2%
Actual Annual Occupancy	Year 1 Occup.	Year 2 Occup.	Year 3 Occup.	Year 4 Occup.
Domes	32.5%	47.3%	59.2%	59.2%

The subject offering will be starting a new business at a new site, therefore, it will take time to build a customer base and become known as an option in the market. It is recommended to make significant investments in advertising, PR and marketing pre-construction and in Years 1 and 2 to start to build market awareness and brand strength. It is projected that the occupancy will stabilize in Year 3 once the subject has an established presence and returning customers.

Revenue Projection

Miscellaneous Revenue

The subject is expected to have the following revenue generators in excess of the overnight lodging revenue: food and beverage, a variety of equipment rentals (pontoon boats, paddleboards, etc.), events and weddings. It is anticipated that as the property is further developed and community relations are built, there will be additional revenue sources that could include guided tours, spa treatments, locally sourced gift stores and more.

Based on our experience with past projects, this number typically falls within 2-20% of total lodging revenue (net of costs of goods sold and other expenses). Given that the business is new and there is no financial history to base our projections, our analysis includes a projection of 17% of lodging revenue. Since the subject site plans on offering a year round event space, general store, some F&B and equipment rentals, it is expected this will fall toward the higher end of this range.

20 Year Revenue Projection

The total revenue for the business Years 1-20 can be seen in the table below.

INCOME	Year	1	2	3	4	5	10	15	20
Dome Units		40	40	40	40	40	40	40	40
ADR	3.0%	\$372.46	\$383.64	\$395.15	\$407.00	\$419.21	\$485.98	\$563.39	\$653.12
Occupancy	365	32.5%	47.3%	59.2%	59.2%	59.2%	59.2%	59.2%	59.2%
Site Nights	365	4,751	6,911	8,638	8,638	8,638	8,638	8,638	8,638
Lodging Revenue		\$1,769,611	\$2,651,199	\$3,413,419	\$3,515,822	\$3,621,296	\$4,198,075	\$4,866,720	\$5,641,862
Misc. Income	17.0%	\$300,834	\$450,704	\$580,281	\$597,690	\$615,620	\$713,673	\$827,342	\$959,117
TOTAL INCOME		\$2,070,445	\$3,101,903	\$3,993,700	\$4,113,512	\$4,236,917	\$4,911,748	\$5,694,062	\$6,600,978

NOTE: YEARS HIDDEN FOR PURPOSES OF DOCUMENT DISPLAY; OCCUPANCY STABILIZATION OCCURS IN YEAR 3 WHILE RATES INCREASE BY 3% PER YEAR



Operating Expenses

Operating expenses for resorts have both fixed and variable elements. Variable expenses include lodging expenses (including payroll), general and administrative, marketing and advertising, repairs and maintenance, utilities and management fees. These expenses tend to vary more based upon occupancy levels at the property. Management and payroll expenses can vary greatly depending on whether a property is owner managed. Payroll and utilities tend to be the largest variable expenses.

Fixed expenses such as insurance, real estate taxes, other taxes, franchise fees and miscellaneous expenses do not vary much with changes in occupancy. Real estate taxes may vary greatly from one location to another, depending on the assessment practices and tax rates driven by each county and municipality.

In order to provide more insight into typical expenses at glamping resorts, Sage searched for expense data for an existing property that is similar to what the subject wants to offer. Given how new and small the glamping industry is, there is not an abundance of data available. That said, Sage was able to pull data from a luxury cabins glamping site in Washington. This property was built in 2010, with renovations occurring in 2021. There are 10 units at the property and no on-site restaurant or bar. This is summarized in the following table.

INCOME / EXPENSE DATA		
Year: 2022 ACTUAL		
Income:		% (GS)
Room Revenue	\$ 1,002,555	100.00%
Other Income	\$ -	0.00%
Gross Sales	\$ 1,002,555	100.00%
Operating Expenses:		% (GS)
Advertising	\$ 35,290	3.52%
* Auto & Travel	\$ 37,496	3.74%
Bank & Merchant Fees	\$ 34,342	3.43%
* Capital & One-Time	\$ 17,403	1.74%
COGS - F&B	\$ 8,086	0.81%
COGS - Other	\$ 50,258	5.01%
Commission	\$ 12,992	1.30%
Dues & Subscriptions	\$ 2,646	0.26%
Guest Refunds	\$ (786)	-0.08%
Insurance	\$ 9,417	0.94%
Kitchen Supplies	\$ 38,067	3.80%
Licenses & Permits	\$ 1,808	0.18%
Miscellaneous	\$ 9,506	0.95%
Office Expenses	\$ 5,359	0.53%
* Owner Expenses	\$ 102,682	10.24%
Professional Fees	\$ 8,795	0.88%
Repairs & Maintenance	\$ 16,542	1.65%
Supplies	\$ 7,424	0.74%
Taxes - Lodging	\$ 95,533	9.53%
Taxes - Property	\$ 7,500	0.75%
Taxes - Sales	\$ -	0.00%
Utilities	\$ 25,315	2.53%
Wages with Taxes	\$ 201,987	20.15%
Total Operating Expenses	\$ 727,662	72.58%
* Expense Adjustments	\$ 157,581	15.72%
Operating Income	\$ 432,475	

2022 EXPENSE COMPARABLES (SOURCE: CRYSTAL INVESTMENT PROPERTY LLC.)

INCOME / EXPENSE DATA		
Year: 2021 ACTUALS		
Income:		% (GS)
Room Revenue	\$ 1,121,855	100.00%
Other Income	\$ -	0.00%
Gross Sales	\$ 1,121,855	100.00%
Operating Expenses:		% (GS)
Advertising	\$ 27,095	2.42%
* Auto & Travel	\$ 22,370	1.99%
Bank & Merchant Fees	\$ 35,319	3.15%
* Capital & One-Time	\$ -	0.00%
COGS - F&B	\$ 17,045	1.52%
COGS - Other	\$ 61,082	5.44%
Commission	\$ 15,029	1.34%
Dues & Subscriptions	\$ 628	0.06%
Guest Refunds	\$ 723	0.06%
Insurance	\$ 10,397	0.93%
Kitchen Supplies	\$ 39,825	3.55%
Licenses & Permits	\$ 768	0.07%
Miscellaneous	\$ 764	0.07%
Office Expenses	\$ 6,629	0.59%
* Owner Expenses	\$ 124,061	11.06%
Professional Fees	\$ 20,028	1.79%
Repairs & Maintenance	\$ 28,618	2.55%
Supplies	\$ 10,249	0.91%
Taxes - Lodging	\$ 100,050	8.92%
Taxes - Property	\$ 7,500	0.67%
Taxes - Sales	\$ -	0.00%
Utilities	\$ 20,420	1.82%
Wages with Taxes	\$ 281,929	25.13%
Total Operating Expenses	\$ 830,528	74.03%
* Expense Adjustments	\$ 146,431	13.05%
Operating Income	\$ 437,758	

2021 EXPENSE COMPARABLES (SOURCE: CRYSTAL INVESTMENT PROPERTY LLC.)

The expense estimates in our pro forma consider our experience with other resorts, industry standards, and the unique aspects of the proposed business model. The expense estimates for Year 1 - 20 can be seen below.

EXPENSE	p. Site Yr 1	1	2	3	4	5	10	15	20	% Yr 3 Rev
Payroll / Payroll Tax Expense & Linens	\$16,369	\$458,325	\$589,275	\$654,750	\$671,119	\$687,897	\$778,292	\$880,566	\$996,280	16.4%
Room Turn Over Service	\$1,699	\$67,940	\$98,823	\$123,528	\$126,616	\$129,782	\$146,836	\$166,132	\$187,963	3.1%
Credit Card Processing Fee	\$1,553	\$62,113	\$93,057	\$119,811	\$123,405	\$127,108	\$147,352	\$170,822	\$198,029	3.0%
General / Admin. Expenses	\$4,000	\$160,000	\$164,000	\$168,100	\$172,303	\$176,610	\$199,818	\$226,076	\$255,784	4.2%
Marketing / Advertising	\$3,750	\$150,000	\$150,000	\$119,811	\$123,405	\$127,108	\$147,352	\$170,822	\$198,029	3.0%
Repairs and Maintenance	\$3,000	\$120,000	\$123,000	\$126,075	\$129,227	\$132,458	\$149,864	\$169,557	\$191,838	3.2%
Utilities and Internet	\$4,500	\$180,000	\$184,500	\$189,113	\$193,840	\$198,686	\$224,795	\$254,335	\$287,757	4.7%
Management Fee	\$3,106	\$124,227	\$186,114	\$239,622	\$246,811	\$254,215	\$294,705	\$341,644	\$396,059	6.0%
Real Estate Taxes	\$4,808	\$187,644	\$192,335	\$197,143	\$202,072	\$207,124	\$234,342	\$265,136	\$299,977	4.9%
Insurance	\$3,000	\$120,000	\$123,000	\$126,075	\$129,227	\$132,458	\$149,864	\$169,557	\$191,838	3.2%
Legal / Professional	\$1,000	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153	\$49,955	\$56,519	\$63,946	1.1%
Total Expense	\$46,784	\$1,670,250	\$1,945,104	\$2,106,053	\$2,161,101	\$2,217,596	\$2,523,175	\$2,871,165	\$3,267,500	52.7%
Replacement Reserves	\$8,277	\$331,067	\$339,343	\$347,827	\$356,523	\$365,436	\$413,457	\$467,789	\$529,260	8.7%
TOTAL EXPENSE INCL. RESERVES	\$55,061	\$2,001,316	\$2,284,447	\$2,453,880	\$2,517,623	\$2,583,032	\$2,936,631	\$3,338,953	\$3,796,760	61.4%
NET OPERATING INCOME (NOI)		\$69,129	\$817,456	\$1,539,820	\$1,595,888	\$1,653,885	\$1,975,116	\$2,355,109	\$2,804,219	38.6%
NOI % of Total Revenue		3.3%	26.4%	38.6%	38.8%	39.0%	40.2%	41.4%	42.5%	38.6%

NOTE: YEARS HIDDEN TO ENLARGE TABLE; YEAR 3 IS STABILIZATION YEAR



Payroll / Payroll Tax Expense

The projected payroll costs needed to handle all guest reception, check in, guest experience, the general store and equipment rentals can be seen below. For a park of this size and quality, it is expected that there will be 12 hour guest support and more on the weekends.

Minimum wage in Ohio is \$10.10 per hour which equates to \$21,008 per year. Salary compensations are higher than minimum wage because it is anticipated that additional compensation will be needed due to prevailing wage requirements and a talent premium to hire excellent staff. Guest services should be available at least 12 hours per day, every day, to best accommodate guests. Cost of employment includes average employment tax costs, benefits, hiring costs, training and insurance. These expenses will be slightly lower before stabilization to account for lower occupancy. This expense grows at 2.5% annually with industry norms.

Estimated Payroll Costs	Quantity	Annual Pay Each
Front Desk / Guest / Support Staff	10	\$32,000
Full Time Camp Manager Salary	1	\$85,000
Peak Season Support Staff	5	\$16,000
Total Staffing Pay	16	\$485,000
Cost of Employment @ 35%	35.0%	\$169,750
Total Payroll Costs - Year 3		\$654,750

Room Turn Over Service and Linens

This expense totals the cost to turn over, clean and launder one unit. This assumes the time necessary to clean a unit with 1 bedroom, 1 bathroom and a kitchen. The cost per room service is multiplied by the number of site nights per year divided by average nights per booking. The linens cost assumes laundry is done on site and linens will be replaced every six months.

Room Turnover Service & Linens	
Time to Clean Unit (hrs)	1.0
Housekeeping Staff Hourly Rate	\$16.00
Cost of Employment @35%	\$5.60
Staff Cost Per Room Turnover	\$21.60
Linens Cost per Room Turnover	\$7.00
Total Turnover Cost per Booking	\$28.60
Year 3 Site Nights	8,638
Average Nights per Booking	2.0
Annual Room Turnovers - Year 3	4,319
Total Turnover and Linens Expense - Year 3	\$123,528

General and Administrative Expenses

This expense includes the administrative services and supplies, auto, travel and meals, and any applicable licenses and permits. This project's general and administrative expense is expected to fall within typical industry expense averages.

Marketing / Advertising

Since this business has no existing customer base and following, the marketing advertising expenses are expected to be near the average of a typical resort once stabilized. The Year 1 and Year 2 expenses are higher to help the property reach stabilization quickly.

Repairs and Maintenance

A new or thoroughly renovated property is protected for several years by modern equipment and manufacturers' warranties. However, as a property becomes older, maintenance expenses escalate. A well-organized preventive maintenance system often helps delay deterioration, but most facilities face higher property operations and maintenance costs each year, regardless of what the occupancy trend might be. The subject property will be new and in excellent condition upon completion. This expense is projected to fall on the lower end of industry averages. Retaining a maintenance tech, either part-time or full time for minor repairs, such as plumbing, road and unit repair, facility maintenance and groundskeeping is recommended.

Utilities and Internet

Utilities expenses include service for water, sewer, trash and electricity. This category also includes good quality internet / Wi-fi service. All the glamping units will use well water and be connected to the on-site water filtration facility so these costs will be minimal on a monthly basis. The electricity and propane usage is expected to be higher than average due to the cold weather. Factoring Wi-Fi and trash service, the total monthly cost per site per month is expected to be \$375, which is equivalent to \$4,500 per year per site.

Management Fees

Management fees typically range from 3.0% to 8.0% of total revenue. The subject's proposed business operations are considered to be of average complexity due to the unit mix and amenities, and thus this expense is projected to fall near the industry average.

While this project could be owner-managed, this line item is kept because in the event of a sale, the buyers will include a cost to manage the property, which influences the final sale price in later feasibility calculations.

Real Estate Taxes

The county tax assessor was contacted in order to calculate the expected property taxes. These calculations can be seen below.

Real Estate Taxes	
Total Project Cost incl. Land	\$11,490,989
Less Units, Decks, FF&E Cost	\$1,271,500
Total Assessed Value	\$10,219,489
Assessment Ratio	35%
Projected Assessed Value	\$3,576,821
Projected Tax Rate	5.25%
Previous Annual Taxes Due	\$84
Post Dev. Annual RE Tax Proj.	\$187,644

In Ashland County Ohio, the assessed value is calculated for all properties at 35% of fair market value. It is worth noting that the Assessor indicated that this method would be at the maximum range of potential taxes. It could actually be assigned a lower tax rate and incur lower taxes overall.

Insurance

Insurance companies in the outdoor resort industry estimate that business insurance can range anywhere from 1% to as high as 10% of annual revenue, but most commonly it falls between 1-3% of revenue. The subject offering is expected to be above industry averages due to the lake access and types of activities offered on the property. We have estimated this expense near the average. Insurance rates range widely, therefore it is strongly recommended to secure insurance quotes specific to the state, amenities and coverage options.

Legal and Professional Fees

This expense includes the administrative services and supplies, legal and professional fees, travel and meals, and any applicable licenses and permits. The subject is expected to fall within industry averages for this expense.

Reserves for Replacement

In order to maintain the quality of the property infrastructure, units and furnishings, it is typical to include expense reserves to replace items at the end of their useful life. Although this is assumed to be a capital item by most income property investors, typical practice usually provides for inclusion of a replacement reserve line item. It is noted that as the subject property starts to age, repairs and maintenance expenses may grow at a rate that exceeds inflation. This also depends on how well the property is maintained and if regular replacements are made on a timely basis. The useful life of each item and annual replacement reserves cost can be seen in the table below.

Annual Replacement Reserves Cost	Cost	(Yrs)	Annual Reserve
Dome Units	\$20,000	20	\$1,000
32'x36' Composite Deck (installed)	\$40,000	30	\$1,333
HVAC / Insulation	\$4,000	20	\$200
Kitchen	\$15,000	20	\$750
Bathroom	\$12,000	20	\$600
All Other Furnishing	\$12,300	7.5	\$1,640
Annual Reserves Cost per Unit	\$103,300		\$5,523
Number of Units			40
Total Units Annual Reserve Cost			\$220,933
Additional Buildings Replacement			
Amphitheater Hall Renovation (100-200 cap.)	\$1,500,000	30	\$50,000
Welcome Center	\$500,000	30	\$16,667
Winter Amenities: Skating Rink / Toboggan	\$50,000	30	\$1,667
FF&E	\$313,500	7.5	\$41,800
Add. Buildings Total Annual Reserve Cost	\$2,363,500		\$110,133
Total Annual Reserve Cost			\$331,067

Expense Growth

Unless otherwise noted, expenses are projected to grow at 2.5% per year, in line with normalized inflation. The current high inflationary environment is expected to be temporary.

20 Year Pro Forma

Utilizing the income and the expenses explained in previous sections, we have compiled a forecast of income and expenses for the proposed glamping resort.

The forecast of income and expense is expressed in current dollars for each year. Income and expense estimates from the stabilized year forward exclude from consideration any abnormal relationship between supply and demand, as well as any non-recurring conditions that may result in unusual revenues or expenses. The 20-year projection period reflects the projected holding period. In addition, the 20-year period provides for the stabilization of income streams and comparison of yields with alternate types of real estate. The forecasted income streams reflect the future benefits of owning specific rights in income-producing real estate.

To project future income and expenses for the proposed resort, we have utilized our experience in the industry and a variety of data in our files. The projections are featured below.



INCOME	Year	1	2	3	4	5	10	15	20
Dome Units		40	40	40	40	40	40	40	40
ADR	3.0%	\$372.46	\$383.64	\$395.15	\$407.00	\$419.21	\$485.98	\$563.39	\$653.12
Occupancy	365	32.5%	47.3%	59.2%	59.2%	59.2%	59.2%	59.2%	59.2%
Site Nights	365	4,751	6,911	8,638	8,638	8,638	8,638	8,638	8,638
Lodging Revenue		\$1,769,611	\$2,651,199	\$3,413,419	\$3,515,822	\$3,621,296	\$4,198,075	\$4,866,720	\$5,641,862
Misc. Income	17.0%	\$300,834	\$450,704	\$580,281	\$597,690	\$615,620	\$713,673	\$827,342	\$959,117
TOTAL INCOME		\$2,070,445	\$3,101,903	\$3,993,700	\$4,113,512	\$4,236,917	\$4,911,748	\$5,694,062	\$6,600,978

EXPENSE	p. Site Yr 1	1	2	3	4	5	10	15	20	% Yr 3 Rev
Payroll / Payroll Tax Expense & Linens	\$16,369	\$458,325	\$589,275	\$654,750	\$671,119	\$687,897	\$778,292	\$880,566	\$996,280	16.4%
Room Turn Over Service	\$1,699	\$67,940	\$98,823	\$123,528	\$126,616	\$129,782	\$146,836	\$166,132	\$187,963	3.1%
Credit Card Processing Fee	\$1,553	\$62,113	\$93,057	\$119,811	\$123,405	\$127,108	\$147,352	\$170,822	\$198,029	3.0%
General / Admin. Expenses	\$4,000	\$160,000	\$164,000	\$168,100	\$172,303	\$176,610	\$199,818	\$226,076	\$255,784	4.2%
Marketing / Advertising	\$3,750	\$150,000	\$150,000	\$119,811	\$123,405	\$127,108	\$147,352	\$170,822	\$198,029	3.0%
Repairs and Maintenance	\$3,000	\$120,000	\$123,000	\$126,075	\$129,227	\$132,458	\$149,864	\$169,557	\$191,838	3.2%
Utilities and Internet	\$4,500	\$180,000	\$184,500	\$189,113	\$193,840	\$198,686	\$224,795	\$254,335	\$287,757	4.7%
Management Fee	\$3,106	\$124,227	\$186,114	\$239,622	\$246,811	\$254,215	\$294,705	\$341,644	\$396,059	6.0%
Real Estate Taxes	\$4,808	\$187,644	\$192,335	\$197,143	\$202,072	\$207,124	\$234,342	\$265,136	\$299,977	4.9%
Insurance	\$3,000	\$120,000	\$123,000	\$126,075	\$129,227	\$132,458	\$149,864	\$169,557	\$191,838	3.2%
Legal / Professional	\$1,000	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153	\$49,955	\$56,519	\$63,946	1.1%
Total Expense	\$46,784	\$1,670,250	\$1,945,104	\$2,106,053	\$2,161,101	\$2,217,596	\$2,523,175	\$2,871,165	\$3,267,500	52.7%
Replacement Reserves	\$8,277	\$331,067	\$339,343	\$347,827	\$356,523	\$365,436	\$413,457	\$467,789	\$529,260	8.7%
TOTAL EXPENSE INCL. RESERVES	\$55,061	\$2,001,316	\$2,284,447	\$2,453,880	\$2,517,623	\$2,583,032	\$2,936,631	\$3,338,953	\$3,796,760	61.4%
NET OPERATING INCOME (NOI)		\$69,129	\$817,456	\$1,539,820	\$1,595,888	\$1,653,885	\$1,975,116	\$2,355,109	\$2,804,219	38.6%
NOI % of Total Revenue		3.3%	26.4%	38.6%	38.8%	39.0%	40.2%	41.4%	42.5%	38.6%

NOTE: YEARS HIDDEN TO ENLARGE TABLE; YEAR 3 IS STABILIZATION YEAR

Net Operating Income and Expense Ratio

Our experience has indicated expense ratios for all types of outdoor resorts range from 30% to 70% depending on the type and size of resort as well as the number of amenities. Given the unit quantity, unit types and offering, it is expected that the subject would slightly above the average of the expense ratios. The projections appear reasonable based upon the subject's offering, number of units, quality and condition.



Feasibility Conclusion

Return on investment can be defined as the future benefits of an income-producing property relative to its acquisition or construction cost. The first step in performing a return on investment analysis is to determine the amount to be initially invested. For a proposed property, this amount is most likely to be the development cost. Based on the total development cost, an investor will utilize a return on investment analysis to determine if the future cash flow from a current cash outlay meets the investment criteria and at what level above or below this amount such an outlay exceeds or fails to meet these criteria.

As an individual or company considering an investment in resort real estate, the decision to use cash equity, external capital or lender financing will be an internal one. The construction cost estimate for the project was previously presented. The feasibility conclusion herein is subject to change based on changes in development costs. As such, it is recommended that actual construction bids or validation of these costs be secured by a third-party (if they have not yet been obtained).

Financing -

Realty Rates Q2 2023 market financing indexes for the Full Service Lodging segment were used to estimate the project financing characteristics.

RealtyRates.com INVESTOR SURVEY - 2nd Quarter 2023*						
LODGING FACILITIES - FULL SERVICE						
Item	Input					OAR
Minimum						
Spread Over 10-Year Treasury	1.22%	DCR Technique	1.05	0.057625	0.80	4.84
Debt Coverage Ratio	1.05	Band of Investment Technique				
Interest Rate	4.97%	Mortgage	80%	0.057625	0.046100	
Amortization	40	Equity	20%	0.073547	0.014709	
Mortgage Constant	0.057625	OAR				6.08
Loan-to-Value Ratio	80%	Surveyed Rates				5.72
Equity Dividend Rate	7.35%					
Maximum						
Spread Over 10-Year Treasury	5.70%	DCR Technique	2.60	0.124945	0.60	19.33
Debt Coverage Ratio	2.60	Band of Investment Technique				
Interest Rate	9.45%	Mortgage	60%	0.124945	0.074342	
Amortization	15	Equity	41%	0.174346	0.070610	
Mortgage Constant	0.124945	OAR				14.50
Loan-to-Value Ratio	60%	Surveyed Rates				13.63
Equity Dividend Rate	17.43%					
Average						
Spread Over 10-Year Treasury	3.46%	DCR Technique	1.31	0.083692	0.70	7.65
Debt Coverage Ratio	1.31	Band of Investment Technique				
Interest Rate	7.21%	Mortgage	70%	0.083692	0.058375	
Amortization	28	Equity	30%	0.118906	0.035969	
Mortgage Constant	0.083692	OAR				9.43
Loan-to-Value Ratio	70%	Surveyed Rates				10.54
Equity Dividend Rate	11.89%					

The following financing assumptions were used to complete the feasibility analysis.

Financing Assumptions	
Interest Rate (Annual)	7.39%
Interest Rate (Monthly)	0.62%
Term (Years)	28
Total Construction Development Cost	\$11,490,989
Land Cost Basis	\$0
<i>Total Dev + Land Cost</i>	<i>\$11,490,989</i>
Equity Investment	100%
Equity Investment	\$11,490,989
LTC or % Financed	0%
Mortgage Amount	\$0
Monthly Payment	\$0
Annual Debt Service	\$0

Assuming a Year 20 sale, the returns to the lender and amortization table of the loan can be seen below.



Return Rate Analysis

The following is an estimate of the cash-on-cash return of the owner equity investment . No debt service has been factored in, due to the investment parameters of MWDC, which do not involve debt financing:

YEAR	1	2	3	4	5
NOI	\$69,129	\$817,456	\$1,539,820	\$1,595,888	\$1,653,885
Less: Debt Service	\$0	\$0	\$0	\$0	\$0
NET INCOME TO EQUITY	\$69,129	\$817,456	\$1,539,820	\$1,595,888	\$1,653,885
Cash on Cash Return	0.6%	7.1%	13.4%	13.9%	14.4%
Payback Total:	\$69,129	\$886,585	\$2,426,405	\$4,022,294	\$5,676,178
YEAR	6	7	8	9	10
NOI	\$1,713,874	\$1,775,923	\$1,840,099	\$1,906,472	\$1,975,116
Less Debt Service	\$0	\$0	\$0	\$0	\$0
NET INCOME TO EQUITY	\$1,713,874	\$1,775,923	\$1,840,099	\$1,906,472	\$1,975,116
Cash on Cash Return	14.9%	15.5%	16.0%	16.6%	17.2%
Payback Total:	\$7,390,053	\$9,165,976	\$11,006,074	\$12,912,547	\$14,887,663
YEAR	11	12	13	14	15
NOI	\$2,046,106	\$2,119,519	\$2,195,434	\$2,273,936	\$2,355,109
Less Debt Service	\$0	\$0	\$0	\$0	\$0
NET INCOME TO EQUITY	\$2,046,106	\$2,119,519	\$2,195,434	\$2,273,936	\$2,355,109
Cash on Cash Return	17.8%	18.4%	19.1%	19.8%	20.5%
Payback Total:	\$16,933,769	\$19,053,288	\$21,248,722	\$23,522,658	\$25,877,767
YEAR	16	17	18	19	20
NOI	\$2,439,040	\$2,525,822	\$2,615,547	\$2,708,313	\$2,804,219
Less Debt Service	\$0	\$0	\$0	\$0	\$0
NET INCOME TO EQUITY	\$2,439,040	\$2,525,822	\$2,615,547	\$2,708,313	\$2,804,219
Cash on Cash Return	21.2%	22.0%	22.8%	23.6%	24.4%
Payback Total:	\$28,316,807	\$30,842,629	\$33,458,175	\$36,166,488	\$38,970,707
PAYBACK PERIOD	9 Years				
EQUITY INVESTMENT	\$11,490,989				

In order to calculate the equity component yield, the reversionary sale price of the subject is projected. The most recent *Realty Rates Investor Survey* was utilized to estimate overall capitalization rates ranging from 5.72% to 13.63%, with an average of 10.54%. Terminal capitalization rates are typically slightly higher than overall (going-in) rates. Considering the current market for such resort investments and also considering the subject property's attributes and its proposed nature, it is expected that the subject will fall near the industry average. With an estimated selling and closing cost based on the sales price, the reversionary value and sales proceeds are estimated as follows:



Reversion Calculation	
Year 20 NOI	\$2,804,219
Cap Rate	10%
Sales Price	\$28,042,187
% Selling Costs	4.0%
Less: % Selling Costs	\$1,121,687
Reversion / Sale Proceeds	\$26,920,500

Inputting the sale proceeds in Year 20, the IRR on equity component yield is calculated as follows:

Equity Component Yield

Year	Net Income to Equity*	IRR @ 14.5%	Discounted Cash Flow
Equity:	-\$11,490,989		
1	\$69,129	x 0.873667 =	\$60,396
2	817,456	x 0.763294 =	\$623,959
3	1,539,820	x 0.666865 =	\$1,026,852
4	1,595,888	x 0.582618 =	\$929,793
5	1,653,885	x 0.509014 =	\$841,851
6	1,713,874	x 0.444709 =	\$762,175
7	1,775,923	x 0.388527 =	\$689,995
8	1,840,099	x 0.339444 =	\$624,610
9	1,906,472	x 0.296561 =	\$565,385
10	1,975,116	x 0.259095 =	\$511,743
11	2,046,106	x 0.226363 =	\$463,163
12	2,119,519	x 0.197766 =	\$419,169
13	2,195,434	x 0.172782 =	\$379,331
14	2,273,936	x 0.150954 =	\$343,259
15	2,355,109	x 0.131883 =	\$310,599
16	2,439,040	x 0.115222 =	\$281,031
17	2,525,822	x 0.100666 =	\$254,263
18	2,615,547	x 0.087948 =	\$230,033
19	2,708,313	x 0.076837 =	\$208,100
20	29,275,608 *	x 0.067130 =	\$1,965,283
Equity Value			\$11,490,989

**20TH YEAR NET INCOME PLUS SALE PROCEEDS*

The Internal Rate of Return of the project is considered favorable, and the project is considered feasible.



Conclusion

We analyzed the outdoor resort market, researched the area's economics, projected estimated development costs, and prepared a 20-year forecast to determine the potential feasibility of the subject resort. This was based on our review of the current and historical market conditions, as well as comparable income and expenses in our files.

The subject development is concluded to be feasible, as the rates of return are well within market parameters. The proposed subject resort has an opportunity to capitalize on a strong tourism market in an area of excess demand and inadequate supply. Based on our market analysis, there is sufficient market support for the proposed resort.

This analysis is based on the extraordinary assumption that the described improvements have been completed within the previously described development timeline. The reader should understand that the completed subject property does not yet exist as of the date of this report. Our feasibility study does not address unforeseeable events that could alter the proposed project, and/or the market conditions reflected in the analyses; we assume that no significant changes, other than those anticipated and explained in this report, shall take place between the date of inspection and stated date of opening. Further refinement of the planned improvements may impact both costs and revenues, and actual cost quotes are recommended based on a full scope of the planned improvements. The use of this extraordinary assumption may have affected the assignment results. We have made no other extraordinary assumptions specific to this feasibility study. However, several important general assumptions have been made that apply to this feasibility study and our studies of proposed resorts in general. These aspects are set forth in the Assumptions and Limiting Conditions section of this report.



Assumptions and Limiting Conditions

1. We have no present or contemplated future interest in the property appraised nor any personal interest or bias on the subject matter or the parties involved in the study.
2. No responsibility is assumed for matters legal in nature. No investigation has been made of the title to or any liabilities against the property appraised. The study presumes, unless otherwise noted, that the owner's claim is valid, the property rights are good and marketable, and there are no encumbrances which cannot be cleared through normal processes. It is assumed that no private deed restrictions exist which limit the subject in any way.
3. All data set forth in this report are true and accurate, to the best of our knowledge. Although gathered from reliable sources, no guarantee is made, nor liability assumed for the accuracy of any data, opinions, or estimates identified as being furnished by others which have been used in formulating this analysis. It is assumed that all factual data furnished by the client, property owner, owner's representative, or persons designated by the client or owner to supply said data are accurate and correct unless otherwise specifically noted in the feasibility report. Information and data referred to in this paragraph include, without being limited to: numerical street addresses, lot and block numbers, Assessor's parcel numbers, land dimensions, square footage area of the land, dimensions of the improvements, gross building areas, net rentable areas, usable areas, unit count, room count, rent schedules, income data, historical operating expenses, budgets, and related data. Any material error in any of the above data could have a substantial impact on the conclusions reported. Thus, Sage Outdoor Advisory (hereinafter referred to as "SOA") reserves the right to amend conclusions reported if made aware of any such error. Accordingly, the client-addressee should carefully review all assumptions, data, relevant calculations, and conclusions within 30 days after the date of delivery of this report and should immediately notify SOA of any questions or errors.
4. The value estimate contained within this report specifically excludes the impact of structural damage or environmental contamination resulting from earthquakes or other causes. It is recommended that the reader of this report consult a qualified structural engineer and/or industrial hygienist for the evaluation of possible structural/environmental defects, the existence of which could have a material impact on market value.
5. Land areas and descriptions used in this study were obtained from public records and have not been verified by legal counsel or a licensed surveyor. The land description is included for identification purposes only and should not be used in a conveyance or other legal document without proper verification by an attorney.
6. Unless otherwise specified, a survey indicating the specific flood zone location on the subject site has not been provided. It is assumed accurate, and we reserve the right to revise our opinion of value should a survey be provided that indicates the specific location of a flood zone on the site.
7. No soil analysis or geological studies were ordered or made in conjunction with this report, nor were any water, oil, gas, coal, or other subsurface mineral and use rights or conditions investigated. Substances such as asbestos, urea-formaldehyde foam insulation, other chemicals, toxic wastes, or other potentially hazardous materials could, if present, adversely affect the value of the property. Unless otherwise stated in this report, the existence of hazardous substance,

which may or may not be present on or in the property, was not considered by the appraiser in the development of the conclusion of fair market value. The stated value estimate is predicated on the assumption that there is no material on or in the property that would cause such a loss in value. No responsibility is assumed for any such conditions, and the client has been advised that the appraiser is not qualified to detect such substances, quantify the impact on values, or develop the remedial cost.

8. No environmental impact study has been ordered or made. Full compliance with applicable federal, state, and local environmental regulations and laws is assumed unless otherwise stated, defined, and considered in this report. It is also assumed that all required licenses, consents, or other legislative or administrative authority from any local, state, or national government or private entity organization either have been or can be obtained or renewed for any use which the report covers.
9. Maps, plats, sketches, graphs, photographs and exhibits included in this report are presented only as aids in visualizing the property and its environment. Although the material was prepared using the best available data, it should not be considered as a survey or scaled for size. Data relative to size and area of the subject and comparable properties has been obtained from sources deemed accurate and reliable, unless specifically stated otherwise. Exhibits are not to be relied upon or removed from this report for separate utilization.
10. Unless a nonconformity has been stated, defined, and considered in the feasibility report, it is assumed that all applicable zoning, use regulations, licenses, certificates of occupancy and restrictions have been complied with and will be renewed. Further, it is assumed that the utilization of the land and improvements is within the boundaries of the property described and that no encroachment or trespass exists unless noted in the report. Unless otherwise noted within the body of the report, it is assumed that no changes in the present zoning ordinances or regulations governing use, density, or shape are considered.
11. The following is assumed, unless otherwise specifically noted within the body of this feasibility report: the existing improvements on the property or properties being appraised are structurally sound, seismically safe and code conforming; all building systems (mechanical/electrical, HVAC, elevator, plumbing, etc.) are in good working order with no major deferred maintenance or repair required; the roof and exterior are in good condition and free from infraction by the elements; the property or properties have been engineered in such a manner that the improvements, as currently constituted, conform to all applicable local, state, and federal building codes and ordinances. SOA professionals are not engineers and are not competent to judge matters of an engineering nature. SOA has not retained independent structural, mechanical, electrical, or civil engineers in connection with this study and, therefore, makes no representations relative to the condition of improvements. Unless otherwise specifically noted in the body of the report: no problems were brought to the attention of by ownership or management; SOA inspected less than 100% of the entire interior and exterior portions of the improvements; and SOA was not furnished any engineering studies by the owners or by the party requesting this study. If questions in these areas are critical to the decision process of the reader, the advice of competent engineering consultants should be obtained and relied upon. It is specifically assumed that any knowledgeable and prudent purchaser would, as a precondition to closing a sale, obtain a satisfactory engineering report relative to the structural integrity of the property and the integrity of building systems. Structural problems and/or building system problems may not be visually detectable. If engineering consultants retained should report negative factors of a material nature, or if such are later discovered, relative to the condition of

improvements, such information could have a substantial negative impact on the conclusions reported in this study. Accordingly, if negative findings are reported by engineering consultants, SOA reserves the right to amend the study conclusions reported herein.

12. Unless otherwise stated, all furnishings, equipment and business operations, except as specifically stated and typically considered as part of real property, have been disregarded with only real property being considered in the report. Any existing or proposed improvements, on or off-site, as well as any alterations or repairs considered, are assumed to be completed in a workmanlike manner according to standard practices based upon the information submitted to SOA. This report may be subject to amendment upon re-inspection of the subject subsequent to repairs, modifications, alterations and completed new construction. Any estimate of market value is as of the date indicated; based upon the information, conditions and projected levels of operation.
13. The value or values presented in this report are based upon the premises outlined herein and are valid only for the purpose or purposes stated.
14. The date of value to which the conclusions and opinions expressed apply is set forth in this report. Unless otherwise noted, this date represents the last date of our physical inspection of the property. The estimate of market value is subject to change with market fluctuations over time. The value opinion herein rendered is based on the status of the national business economy and the purchasing power of the U.S. dollar as of that date. This study is based on market conditions existing as of the date of this study. Per our engagement terms, we are under no obligation to revise this report to reflect conditions or events which occur subsequent to the date of this study. If such revisions are requested, a new engagement is required. We assume no responsibility for changes in market conditions or for the inability of the owner to obtain financing or to locate a purchaser at the appraised value. We do not warrant that the subject property will sell at our final conclusion of value.
15. Testimony or attendance in court or at any other hearing is not required by reason of this study unless arrangements are previously made within a reasonable time in advance.
16. One or more of the signatories of this feasibility report is a member or associate member of the Appraisal Institute. The Bylaws and Regulations of the Institute require each member and candidate to control the use and distribution of each feasibility report signed by them.
17. Possession of this report or any copy thereof does not carry with it the right of publication. No portion of this report (especially any conclusion to use, the identity of the appraiser or the firm with which he/she is connected, or any reference to the Appraisal Institute, or the designations awarded by this organization) shall be disseminated to the public through prospectus, advertising, public relations, news, or any other means of communication without the written consent and approval of SOA.
18. The report is for the sole use of the client; however, the client may provide only complete, final copies of the feasibility report in its entirety (but not component parts) to third parties who shall review such reports in connection with loan underwriting or securitization efforts. The appraiser is not required to explain or testify as to feasibility results other than to respond to the client for routine and customary questions. Please note that our consent to allow a feasibility study prepared by SOA or portions of such report, to become part of or be referenced in any public offering, the granting of such consent will be at our sole discretion and, if given, will be on condition that we will be provided with an Indemnification Agreement and/or Non-Reliance letter, in a form and content satisfactory to us, by a party satisfactory to us. We do consent to

your submission of the reports to rating agencies, loan participants or your auditors in its entirety (but not component parts) without the need to provide us with an Indemnification Agreement and/or Non-Reliance letter.

19. Client shall not indemnify Appraiser or hold Appraiser harmless unless and only to the extent that the Client misrepresents, distorts, or provides incomplete or inaccurate study results to others, which acts of the Client approximately result in damage to Appraiser. Notwithstanding the foregoing, Appraiser shall have no obligation under this Section with respect to any loss that is caused solely by the active negligence or willful misconduct of a Client and is not contributed to by any act or omission (including any failure to perform any duty imposed by law) by Appraiser. Client shall indemnify and hold Appraiser harmless from any claims, expenses, judgments or other items or costs arising as a result of the Client's failure or the failure of any of the Client's agents to provide a complete copy of the feasibility report to any third party. In the event of any litigation between the parties, the prevailing party to such litigation shall be entitled to recover, from the other, reasonable attorney fees and costs.
20. The Americans with Disabilities Act (ADA) became effective January 26, 1992. We have not made a specific compliance survey and analysis of this property to determine whether or not it is in conformity with the various detailed requirements of the ADA. It is possible that a compliance survey of the property together with a detailed analysis of the requirements of the ADA could reveal that the property is not in compliance with one or more of the requirements of the act. If so, this fact could have a negative effect upon the value of the property. Since we have no direct evidence relating to this issue, we did not consider possible noncompliance with the requirements of ADA in estimating the value of the property.
21. SOA assumes that the subject of this feasibility report will be under competent and prudent management and ownership; neither inefficient nor overly efficient.
22. Any value estimate provided in the report applies to the entire property, and any division or pro ration of the title into fractional interests will invalidate the value estimate, unless such pro ration or division of interests has been set forth in the report. Further, the distribution of the total valuation in this report between land and improvements applies only under the existing program of utilization. Component values for land and/or buildings are not intended to be used in conjunction with any other property or study and are invalid if so used.
23. Acceptance of, and/or this feasibility report constitutes acceptance on the above conditions.

Qualifications

Sage Outdoor Hospitality Appraisal and Consulting Engagements

Job #	Property	State	Type
20-106A-01	Legacy Lane RV Resort	AL	Proposed 587-Site RV Resort
ARG	Bella Terra Resort	AL	Permitted 171-Site Luxury RV Resort
19-117A-04	Grand Riviera RV Resort	AL	Permitted 400-Site RV Resort
21-224A-08	Windemere Cove RV Resort	AL	Partially Constructed 216-Site RV Resort
19-134A-06	To Be Determined	AR	Proposed RV Resort / RV Storage
22-193A-05	Contentment Resort	AR	Proposed 31-Unit Glamping Resort
21-106A-02	Benton County RV Resort	AR	Proposed 100-Site RV Resort
17-121A-03	Buckeye RV Park	AZ	Permitted 800-Site RV Resort
21-311A-12	River Dreamers RV Park	AZ	Proposed 60-Site RV Park
17-136A-06	Sonora Lake RV Resort	AZ	Proposed 70-Site RV Resort
21-122A-04	Neon Ranch RV Resort	AZ	Proposed 518-Site RV Resort
20-309A-09	Arroyos Preserve RV Resort	AZ	Proposed 325-Site RV and Glamping Resort
19-112A-02	London Bridge RV Resort	AZ	Proposed 56-Site Deeded Lot RV Resort
18-110A-03	ILA RV Resort	AZ	Proposed 54-Site RV Resort
19-168A-09	Pinetop RV Resort	AZ	Proposed 161-Site RV and Cabin Resort
20-270A-01	Peralta Pass RV Resort	AZ	Proposed 274-Site RV Resort
20-325A-11	Mountain View RV Resort	AZ	Proposed 150-Site Deeded RV Resort
19-167A-09	To Be Determined	AZ	Proposed RV and Park Model Resort
22-105A-02	Old Trails Bridge RV Resort	AZ	Proposed 347-Site RV Resort
19-113A-03	Two Guns Glamping RV Resort	AZ	Proposed 760-Unit RV and Glamping Resort
19-180A-09	Bradford Run	CA	Permitted 179-Site Park Model RV Resort
20-356A-11	Madrone Tree Hill	CA	Proposed 30-Unit Glamping Resort
16-216A-11	Tower Park Marina & Resort	CA	Existing 352-Site Campground & 80-Slip Marina
21-140A-05	Crossings RV Resort	CA	Proposed 215-Site RV Resort
ARG	Durango RV Resort	CA	Permitted 174-Site RV Park
19-169A-09	Confidential	CA	Proposed 460-Site RV Resort
21-294A-11	Geocamp Colorado	CO	Proposed 12-Unit Glamping Resort
19-120A-04	To Be Determined	CO	Proposed RV Resort
21-233A-08	Falvey RV Park	CO	Proposed 25-Site RV Park
20-278A-07	Trail & Hitch Hotel & RV Park	CO	Existing 42-Unit Tiny Home Hotel and RV Resort
20-340A-11	Riverwalk RV Resort	FL	Proposed 363-Unit RV Resort w/ Marina
21-123A-04	Margaritaville RV Resort	FL	Proposed 400-Site RV & Cabin Resort
22-110A-03	Island Time RV Resort	FL	Proposed 40-Site RV Resort
19-215C-12	To Be Determined	FL	Proposed 300-Site RV and Park Model Resort
20-243B-05	To Be Determined	FL	Proposed RV Resort
20-284A-08	To Be Determined	FL	Proposed 439-Site RV Resort
20-252A-05	To Be Determined	FL	Proposed RV Resort
21-135A-05	Tallahassee West RV Resort	FL	Proposed 70-Site RV Resort
ARG	Moore Haven Lake Estates	FL	Proposed 250-Site Deeded Lot Luxury RV Resort
20-102A-01	Bienville RV Resort	FL	Proposed RV Resort with Park Model Cabins
ARG	Pegasus Landing	GA	Proposed Luxury RV Park
22-164A-04	Rising Sun Ridge	GA	Proposed 16-Unit Glamping Resort



Job #	Property	State	Type
21-131A-04	Yogi Bear's Jellystone Park	IA	Existing 283-Site RV Park
21-127A-04	To Be Determined	ID	Proposed 250-Site RV Resort
	Stateline RV Resort	ID	Proposed RV Resort
22-163A-03	Lake Louise RV Resort	IL	Existing 282-Site RV Resort
21-206A-07	To Be Determined	IL	Proposed 275-Site RV and Cabin Resort
19-144A-07	Leisure Lake Resort	IL	Existing 265-Site RV Resort
21-228A-08	Crystal Lake RV Park	IL	Existing 42-Site RV Park
20-310C-09	Evening Star Campground	IL	Existing Campground
21-214A-08	Be Determined	IN	Proposed 97-Site RV Resort
20-310B-09	Tall Sycamore Campground	IN	Existing Campground
21-172A-06	To Be Determined	KS	Proposed 60-Site RV Resort
17-182A-11	Lakeside RV Resort	KS	Permitted 550-Site Luxury RV Resort w/ Hotel
ARG	Ashland/Huntington KOA	KY	Existing 103-Site RV Park
20-359A-12	Yogi Bear's Jellystone Park	KY	Existing 320-Site RV Park
17-128A-05	Belle Cypress RV Resort	LA	Permitted 181-Site RV Resort
18-188A-12	Pelican Point RV Park	LA	Permitted 62-Site RV Park
16-202A-10	Double Down RV Park	LA	Proposed 97-Site RV Park
21-274A-10	Prospect Lake Park	MA	Proposed 50-Unit Glamping Resort
22-110A-03	Roaring Point Campground	MD	Proposed Campground Redevelopment
21-230A-08	Coal Burned Spoon Sanctuary	ME	Proposed 32-Unit Glamping Resort
20-310A-09	Tyler Creek Campground	MI	Existing Campground and Golf Course
19-186A-10	Camp Matziv	MI	Existing 50-Acre Campground
20-236A-04	To Be Determined	MI	Proposed 489-Site RV Resort
18-114A-03	LaPorte Road RV Park	MI	Proposed 220-Site RV Resort
21-167A-10	To Be Determined	MI	Proposed Glamping Resort
19-135A-06	Table Rock Canyon	MO	Proposed RV & Retirement Home Resort
20-347A-11	Shawnee Bend Recreation Area	MO	Proposed 300-Site RV and Cabin Resort
21-116A-03	Circle G Ranch RV Resort	MS	Proposed 125-Site RV Resort
19-214A-12	Riverbend Glamping Resort	MT	Proposed 57-Site Glamping Resort
21-302A-12	To Be Determined	NC	Proposed Glamping Resort
ARG	Willow Creek RV Park	NC	Proposed 215-Site RV Park
21-313A-12	To Be Determined	NC	Proposed 60-Site Eco Glamping Resort
20-116A-01	Ragged Mountain RV Resort	NH	Proposed RV and Glamping Resort
22-113A-03	River Beach Resort	NJ	Existing 136-Site RV Resort with Marina
21-109A-02	To Be Determined	NV	Proposed 100-Site RV Resort
ARG	Catskill Adventure Resort	NY	Existing 241-Site RV Park
21-121A-04	RV Lakefront Resort	OK	Proposed 946-Site RV Resort
21-225A-08	To Be Determined	OK	Proposed 75-Site RV Resort
20-245A-05	Delaney Road RV Park	OR	Proposed 153-Site RV Resort
21-226A-08	To Be Determined	PA	Proposed 330-Site RV Resort
22-171A-04	Tiger Cove RV Resort	SC	Proposed 135-Unit Redevelopment of RV Park
20-339A-11	To Be Determined	SC	Proposed 539-Unit RV and Mobile Home Resort
21-275A-10	To Be Determined	TN	Proposed Glamping Resort
17-195A-12	St. Ives RV Park	TX	Proposed 296-Site RV Resort
21-105A-02	To Be Determined	TX	Proposed 120-Site RV Resort
19-204A-11	Sugar Hill RV Ranch	TX	Proposed 78-Site RV Resort
20-257A-06	Confidential	TX	Proposed RV and Glamping Resort
21-157A-06	Sunsets RV Park	TX	Existing 45-Site RV Park
21-156A-06	To Be Determined	TX	Proposed 65-Site RV and Cabin Resort
21-103A-01	The Marbella	TX	Proposed Glamping Resort



Job #	Property	State	Type
21-181A-07	Peninsula Lakefront RV Resort	TX	Proposed 146-Site RV Resort
21-130A-04	Country Blossom RV Resort	TX	Proposed 140-Site RV and Model Cabin Resort
20-230A-03	Stinson RV Park	TX	Expansion / Upgrade of RV Resort
20-116A-02	To Be Determined	TX	Proposed RV and Glamping Resort
19-185A-10	Post Oak Creek RV Resort	TX	Proposed 161-Unit RV and Glamping Resort
18-167A-10	Cottonwood Creek RV Resort	TX	Proposed 211-Site RV Resort
20-110A-01	Fredericksburg RV Resort	TX	Proposed 160-Unit RV and Glamping Resort
21-256A-10	To Be Determined	TX	Proposed 123-Site RV Park
19-123A-04	Open Air Resort	TX	Proposed 150-Site RV Resort
20-323A-10	Walden Retreats	TX	Expansion of Existing 2-Unit Glamping Resort
21-322A-12	Real Tejas RV Resort	TX	Proposed 786-Site RV Resort
20-318A-10	Llano Landing RV Resort	TX	Proposed 150-Site RV and Glamping Resort
20-332A-10	Manor Tiny Wildlife Resort	TX	Proposed 314-Unit RV and Tiny Home Resort
19-207A-11	Southern Escape RV Resort	TX	Proposed 160-Site RV Resort
20-115A-02	To Be Determined	TX	Redevelopment of RV Park
19-163A-08	Sundowner RV Park	TX	Proposed 102-Site RV Park
20-299A-08	Finding Medina RV Resort	TX	Proposed 120-Site RV Resort
20-231A-03	Loop 363 RV Park	TX	Proposed 207-Site RV Park
20-319A-10	Tiger Creek RV Resort	TX	Proposed 415-Unit RV and Cabin Resort
21-240A-09	Castle Gate RV Park	UT	Existing 106-Site RV Park
20-313A-09	South Gate's Big Rig RV Resort	UT	Proposed 130-Site RV Resort
21-183A-07	Valley RV Resort at Tonaquint	UT	Proposed 100-Site RV Resort
21-191A-11	Open Sky Zion	UT	Expansion of Existing 3-Unit Glamping Resort
22-156A-03	To Be Determined	UT	Proposed 135-Site RV Resort
22-178A-05	To Be Determined	VA	Proposed 125-Site RV and Tiny Home Resort
19-107A-02	Kingdom Campground	VT	Proposed 100-Site RV Park
21-294A-11	Columbia Gorge Getaways	WA	Proposed 19-Unit Glamping Resort
22-115A-03	To Be Determined	WA	Proposed 120-Site RV Resort
21-147A-05	The Wilds	WA	Proposed Glamping Resort
20-338A-11	To Be Determined	WA	Proposed 165-Site RV Resort
19-219A-12	Port of Olympia RV Resort	WA	Proposed 25-Site RV Resort
20-118A-02	Sindey Park RV Park	WA	Proposed 105-Site RV Park
20-107A-01	Purple Sage RV Resort	WA	Proposed 189-Site RV Resort
19-133A-06	Riverview/Stateline RV Resort	WA	Proposed RV Resort
20-226A-03	Chippewa Ranch Camp	WI	Existing Camp with 16 Cabins
21-295A-11	Island Camping and Marina	WI	Existing 109-Site RV Park with Marina
ARG	Jellystone Park Camp-Resort	WI	Existing 587-Site RV Park with Water Park
19-150A-09	Royal York Golf Course	BC, CAN	Proposed RV Resort (Existing Golf Course)



Shari L. Heilala, MAI Qualifications

SAGE OUTDOOR ADVISORY PRESIDENT

As the principal of Sage Outdoor Advisory, Shari brings over 30 years of commercial real estate experience with extensive experience in appraisal and feasibility studies, as well as development, corporate real estate, brokerage, hospitality management and property management. Shari's experience includes all property types located throughout the United States, involving hundreds of different investment grade properties totaling over 25 million SF, valued at over \$2.0 billion. She has developed specific expertise in many areas, but particularly sports and leisure properties including resorts / campgrounds, marinas, golf courses and sports complexes.

Ms. Heilala has been working in the outdoor resorts segment for over 15 years. Initially, she was involved in appraising existing and proposed RV resorts, with her comprehensive appraisal reports also meeting lender's needs for a feasibility study. In 2019, she started offering feasibility studies as a separate service to the industry, to meet growing demand. To date, more than 50% of her outdoor resort services are feasibility studies. In total, Shari has worked on outdoor resort projects in 35 different states and Canada. A comprehensive list of projects is provided herein.

Prior to establishing Sage Commercial Advisory in 2011, Ms. Heilala was an Executive Vice President at Argianas & Associates for 10 years. In this role she provided appraisal services, served as the primary liaison for three major bank clients and managed a team of up to five appraisers. Her management duties included training, appraisal review and client communication. During this time, she established herself as an expert in leisure and entertainment properties, with a particular focus on RV resorts and marinas.

Shari's prior appraisal positions were with the Valuation Advisory Group of C&W and the Real Estate Advisory Group of American Appraisal. Before joining Argianas & Associates, she was a director in the Global Corporate Services Group of Cushman & Wakefield (C&W). In this position, she was responsible for the implementation and ongoing delivery of real estate services to their corporate clients in the Midwest region, as well as portfolio administration on a national basis. She had direct involvement in over 20 accounts, with clients such as American Express, General Motors, Kemper Insurance, Kraft Foods and Lucent. She managed teams around the region to deliver global transaction, lease administration, appraisal, strategic planning, property, facility and construction management services. Ms. Heilala has managed more than 100 commercial real estate transactions in 20 different countries, totaling over 3 million square feet.



Education

Shari graduated from the University of Wisconsin-Madison with a bachelor's degree in Business Administration in Real Estate and Finance. She holds her Masters of Corporate Real Estate from CORENET Global. She has also attended classes at Northwestern's Kellogg School for Management. She has completed the following Appraisal Institute courses, in addition to more than a dozen additional courses through McKissock Real Estate Education:

- Uniform Standards of Professional Practice
- Business Practices and Ethics
- Real Estate Appraisal Principles
- Basic Valuation Procedures
- Residential Case Studies
- Highest & Best Use and Market Analysis
- Basic Income Capitalization
- Advanced Applications
- Advanced Cost and Sales Approach
- Advanced Income Capitalization
- Report Writing and Valuation Analysis
- An Introduction to Valuing Commercial Green Buildings
- Appraising the Appraisal: Appraisal Review - General
- Fundamentals of Separating Real and Personal Property from Intangible Business Assets

Professional Affiliations, Licenses, Awards and Speaking Engagements

Ms. Heilala is a designated Member of the Appraisal Institute and an active member of ARVC and the American Glamping Association. She is a Certified General Real Estate Appraiser in the States of Arizona, Illinois, Indiana, Iowa, Florida, Michigan, New York, Pennsylvania, Utah, Washington and Wisconsin. Shari is also a licensed real estate managing broker in Illinois. Early in her career in 1996, she was honored as Cushman & Wakefield's National Outstanding Corporate Services Professional. Ms. Heilala was recently chosen as a speaker at the Glamping Show USA, sharing her expertise on feasibility studies for glamping resorts. In 2022, she was chosen to present at the national Appraisal Institute meeting as a subject matter expert on the topic of valuation of outdoor resorts.



Connor Schwab, MBA Qualifications

SAGE OUTDOOR ADVISORY VICE PRESIDENT, OUTDOOR RESORTS

As the Vice President of Outdoor Resorts of Sage Outdoor Advisory, Connor brings over 8 years professional business development experience, 4 years specializing in outdoor resorts, and an MBA thesis focused on nature-based hospitality.

Prior to joining Sage Outdoor Advisory, Mr. Schwab was a Principal Consultant at S Three for 4 years. In this role he provided strategic market analysis, growth consulting, and client services. He earned his MBA from Acton with a focus in nature-based hospitality. This included extensive research on the outdoor resort competitive landscape, analyzing pro formas and financial projections, and reviewing and creating business models. Connor has performed site visits for over 40 outdoor resorts throughout the United States and globally. His knowledge of the industry is derived from extensive research of the competitive landscape, different lodging types, and financial models for outdoor based businesses. Connor's experience includes all property types located throughout the United States that feature campsites, canvas tents, yurts, tiny homes, domes, RV resorts and treehouses.

Education

Connor graduated from Santa Clara University with a bachelor's degree in Mechanical Engineering. He earned his Master in Business Administration from the Acton MBA program. This Master's Degree included a thesis focus in nature based hospitality and the following courses:

- Business Valuation and Determination Modeling
- Business Accounting and Finance
- Business Pro Forma Financial Analysis
- Unit Economics Financial Analysis
- Cash Flow Financial Analysis
- Customer Evaluation
- Market Competition Analysis

Professional Affiliations

Active member of the American Glamping Association



Industry Overview

Overview

This section analyzes the state of the economy, tourism and the glamping industry on a global, national, regional and local level. This starts with an overview of the United States' economy to provide overarching context. Since glamping is a small and new industry, there is limited up-to-date data readily available tracking its progress, especially at the regional and local level. Glamping closely resembles a combination of outdoor recreation and hospitality tourism; therefore, the trends of these two larger industries are closely correlated with the trends of glamping. These two industry trends will be utilized when glamping specific data is limited. This section will also include how COVID-19 has affected the industry and expectations moving forward.

For the purposes of this report, the term 'local' defines an area within a 30-minute drive radius of the subject, and the term 'regional' refers to anything greater than a 30-minute drive radius up to 5 hours. Anything greater than a 5-hour drive radius of the subject is considered easier to reach by flight and is considered 'national.'

The data presented in this section has been gathered from the following market research sources:

- KOA / Sage 2022 North American Glamping Report
- KOA – 2022 North America Camping Report
- KOA – 2019 North America Glamping Report
- ARVC – 2022 Trends and Insights Report – Outdoor Hospitality Industry
- RMS – 2022 State of the Industry Outdoor Hospitality Report
- RVIA – 2021 and 2022 Market Reports
- Grand View Research (GVR) – 2020 Global Glamping Report
- Arizton Advisory & Intelligence – 2021 U.S. Glamping Market Industry Outlook & Forecast
- IMarc – 2021 Glamping Market – Global Industry Trends and Forecast
- Bea.gov
- Bls.gov
- Usaspending.gov
- Tradingeconomics.com
- Fred.stlouisfed.org
- Gasbuddy.com
- Bloomberg.com
- Americanexpress.com
- CDC.com



U.S. Economy

Since ‘The Great Recession’ ended in mid-2009, the United States has experienced one of its longest periods of economic growth expanding for over 10 years at an average rate of 2.3% per year. Unemployment followed a similar pattern starting as high as 10% in 2009 and steadily decreasing to 3.5% in February 2020.

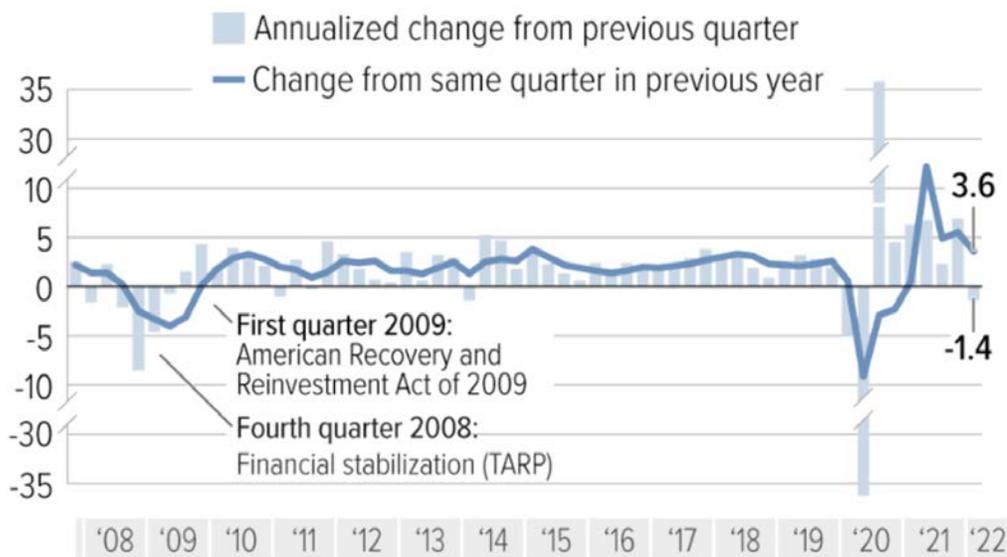
This extended period of growth snapped and drastically contracted at historic levels in March 2020 with the outbreak of the global COVID-19 pandemic and ensuing global lockdowns. This started a sharp and record-breaking recession in March and April 2020 as economic growth went negative and unemployment spiked to 14.7%, the highest since the Great Depression.

This would be considered the shortest recession on record due to the quick economic recovery which returned to positive growth in May 2020. The U.S. GDP still decreased by a net of 3.4% in 2020 due to the magnitude of the initial drop, but bounced back with 5.7% growth in 2021. The post COVID-19 outbreak period of growth continued for 24 months until April 2022. During this 2-year period, unemployment steadily recovered from 14.7% to 3.6% in April 2022, back to pre-pandemic levels.

The economic growth and unemployment rates from 2008 to 2022 can be seen in the charts below.

Economy Recovering From Short, Deep Recession That Ended Long 2009-19 Expansion

Percent change in real GDP



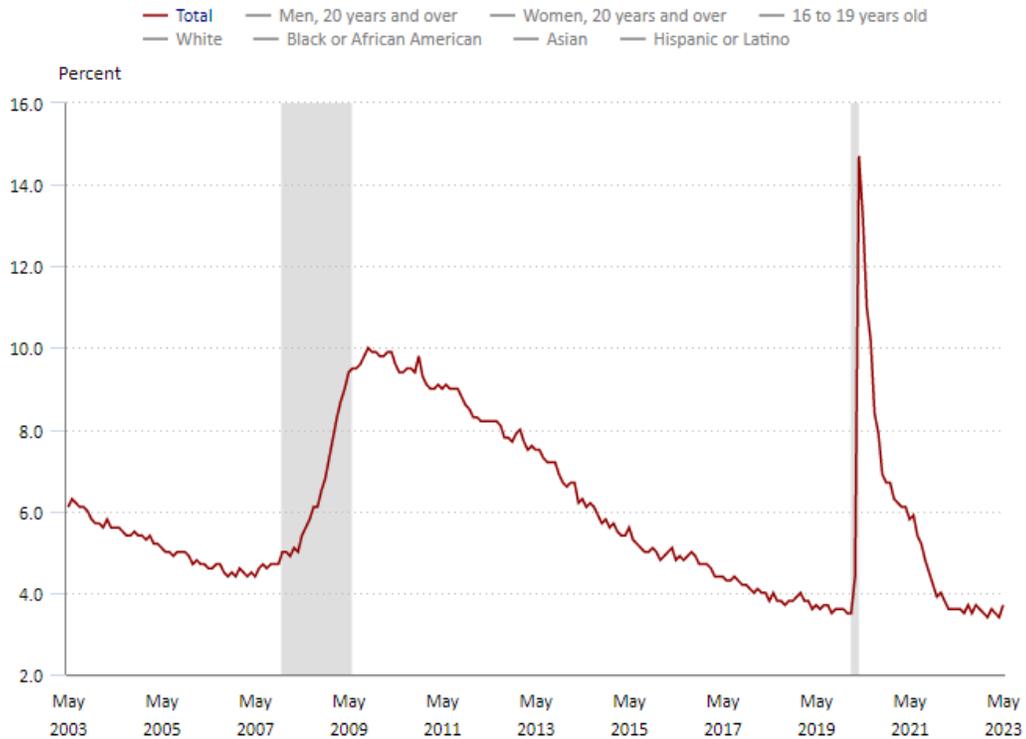
Note: Data are seasonally adjusted at annual rates.

Source: Bureau of Economic Analysis



Civilian unemployment rate, seasonally adjusted

Click and drag within the chart to zoom in on time periods



20 YEAR CHART OF U.S. UNEMPLOYMENT RATE (SOURCE: BUREAU OF LABOR STATISTICS)

The economic growth from May 2020 to April 2022 took place while the world’s businesses grappled with operating amidst new COVID-19 health restrictions, labor shortages and global supply chain disruptions. Due to these stresses on business, much of this economic recovery is attributed to government policy and intervention. This includes government COVID-19 relief spending and a decrease in interest rates. From March 2020 to March 2022, the U.S. government spent a record-breaking \$4.6 trillion to support citizens and businesses, shown below.

Date through 3/31/2022

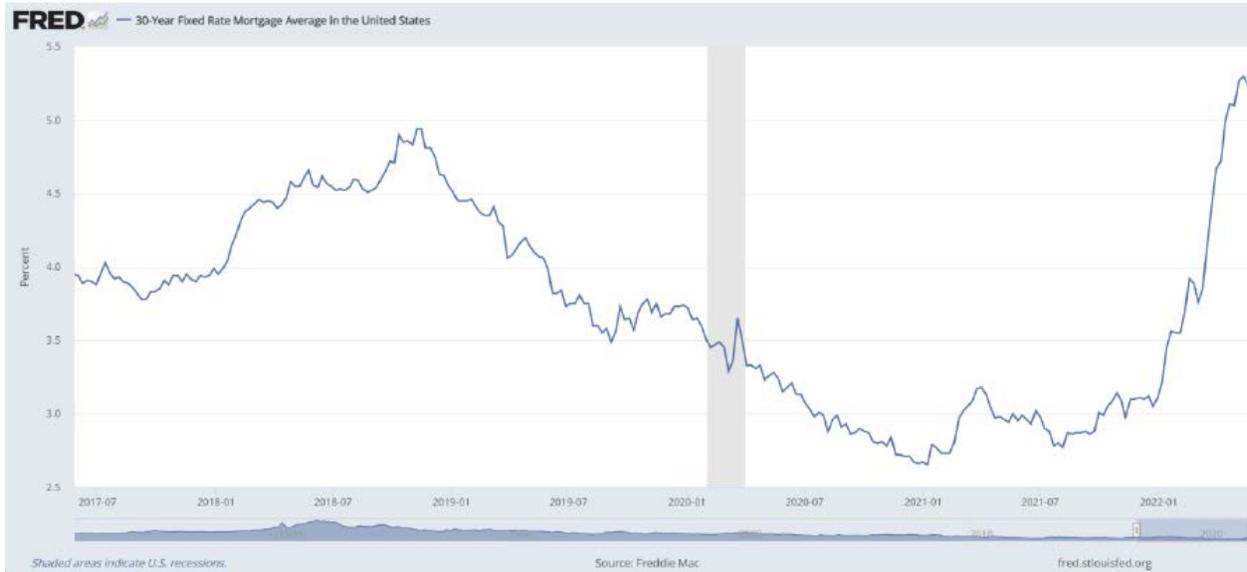
This is how much was spent so far in response to COVID-19



U.S. GOVERNMENT SPENDING ON COVID-19 RELIEF MARCH 2020 TO MARCH 2022

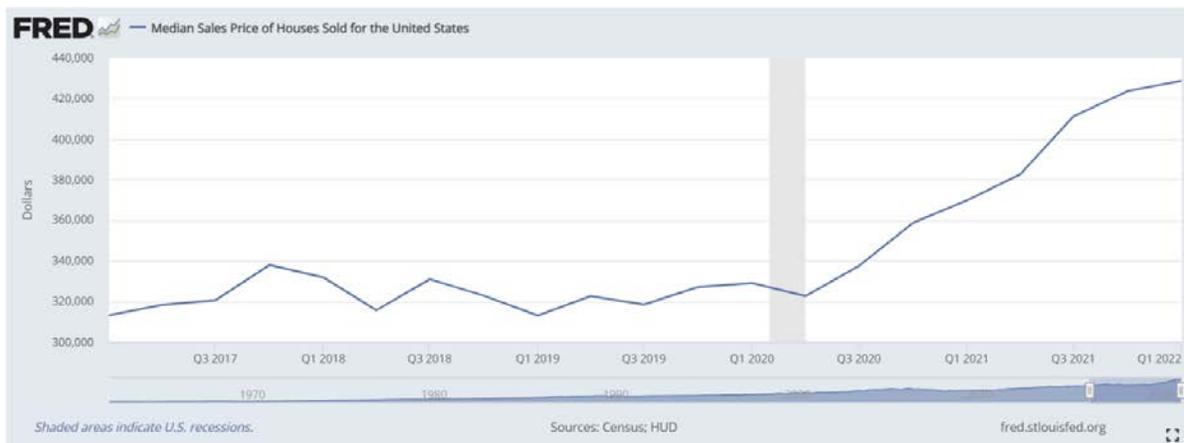


On top of this relief spending, the Federal Reserve lowered interest borrowing rates to new lows from April, stimulating the economy further. The chart of interest rates can be seen below.



U.S. 30 YEAR FIXED RATE MORTGAGE; COVID-19 MARCH/APRIL RECESSION HIGHLIGHTED IN GRAY (SOURCE: FREDDIE MAC)

These measures have affected all areas of the economy. In particular, low interest rates have driven up real estate prices. The median home price in the U.S. has seen a sharp increase, rising 30% since June 2020.



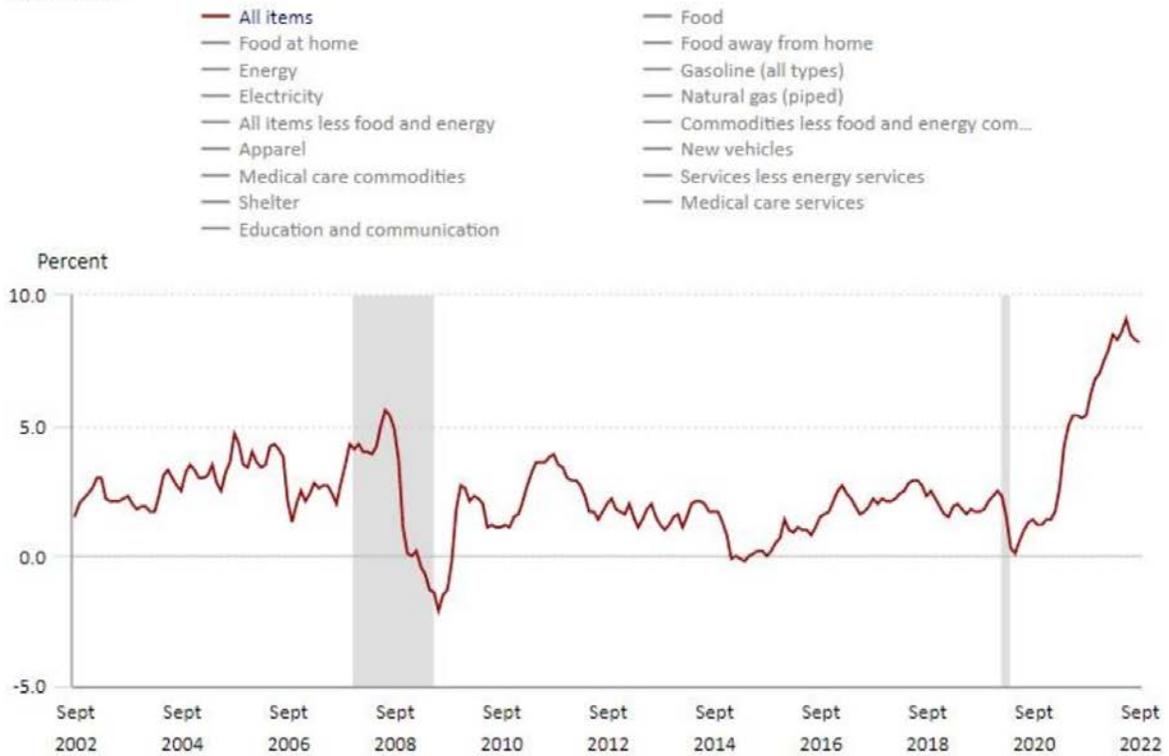
U.S. MEDIAN HOME PRICE; COVID-19 MARCH/APRIL RECESSION HIGHLIGHTED IN GRAY (SOURCE: FREDDIE MAC)

The U.S. stock market has followed a similar growth pattern, rising approximately 50% since the outbreak of the COVID-19 Pandemic up until January 2022.

Despite a strong economic recovery since the COVID-19 outbreak, low interest rates and high government spending has had problematic consequences in the U.S. economy as well. Inflation, measured by Consumer Price Index (CPI), has risen sharply. As of April 2022, the 12-month CPI grew 8.3% up from April 2021.



12-month percentage change, Consumer Price Index, selected categories, not seasonally adjusted



CPI INDEX CHART (SOURCE BLS.GOV)

This negatively affects consumers as the cost of living outpaces wages. Rising gas prices have also contributed to an increase in cost of living, creating a compounding effect. Gas prices have fluctuated sporadically the past ten years as geopolitical forces impact the global oil supply. The result is that average gas prices dropped as low as \$1.69 per gallon in mid-2015 and reached a high of \$4.87 per gallon in June 2022.





SOURCE: GASBUDDY.COM

The rise in gas prices impacts everything in the economy, from the cost of living of civilians to the cost to do business commercially. Rising gas prices greatly impact the camping industry, and particularly the RV industry. This will be discussed further in later sections.

The increase in CPI and gas prices impact businesses heavily as their cost to operate outpaces income. The Federal Reserve has taken an aggressive stance to counteract these effects. Starting in Q3 of 2021, the Fed started to increase interest rates, with their most aggressive 0.5% increase in April of 2022.

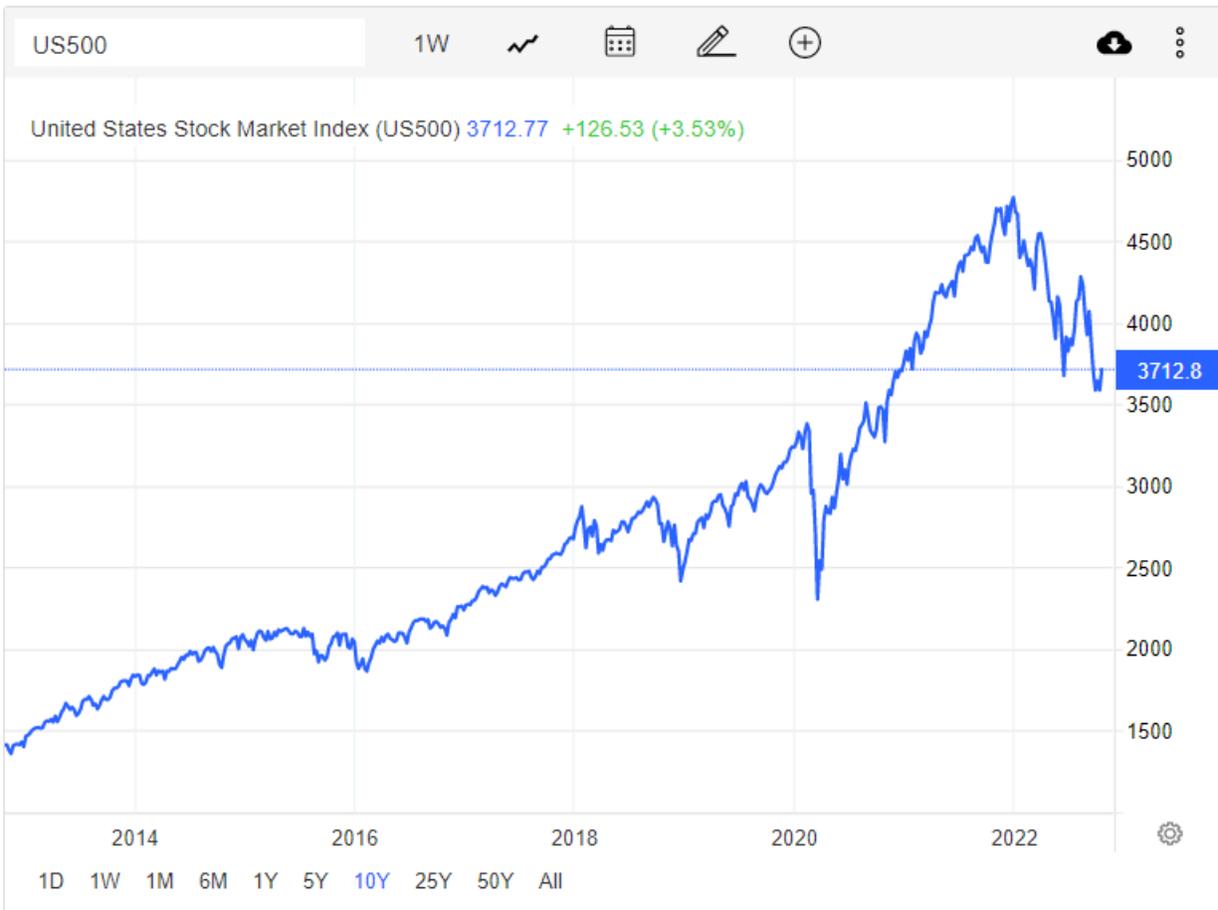
According to the Federal Reserve Chairman, Jerome Powell, the desired effect of these rate hikes is to “cool the economy” and curb rising inflation. The stock market and housing markets reached their peak in Q1 of 2022. Since the 0.5% rate hike in April 2022 and 0.75% hike in June 2022, the stock and real estate markets have begun to slow or decline.

The Fed has commented that they will raise or hold interest rates until the CPI reaches a normalized 2-3% growth rate. This indicates that the economic growth will continue to slow or even decline in the



near term. As COVID-19 restrictions ease and the travel industry recovers, this is expected to ease the economic cool down.

Overall, the U.S. stock market has seen a 14-year growth period, with the exception of COVID-19 in 2020. This momentum appears to be slowing as the stock market retracts approximately 20% since January of 2022 seen below. The U.S. economy nears recession as the government attempts to stabilize a myriad of economic factors.

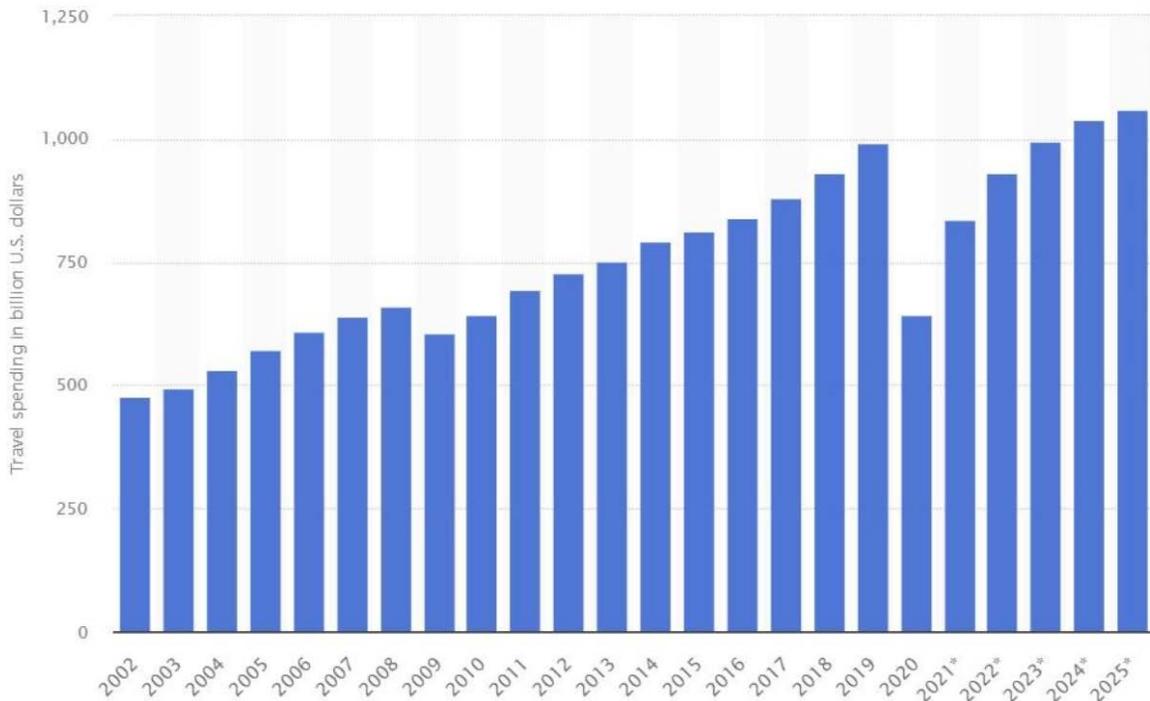


Travel & Tourism Industry

U.S. Domestic Tourism

The U.S. travel and tourism industry has experienced steady growth over the past two decades. Domestic travel spending in the U.S. doubled between 2002 and 2019 nearly reaching \$1 trillion. The only decrease took place in post 'Great Recession' recovery in 2009 and 2010. Due to the COVID-19 lockdowns and travel bans, domestic travel experienced a 30% decrease in 2020. According to Statista, domestic travel is projected to make a full recovery and continue its growth in 2022 as seen in the chart below. This recovery is being led by outdoor recreation and rural area tourism. The slowest areas of recovery are taking place in urban areas or tourism largely dependent on air and international travelers.





DOMESTIC TRAVEL SPENDING IN THE U.S. (SOURCE: STATISTA.COM)

Looking at some of the most recent domestic travel data according to dataanalyst.com, here are some U.S. travel trends from May 2022:

- For the first time, since the start of the pandemic, travel spending reached \$100 billion in April 2022, 3% above April 2019.
- 28% of travelers plan to spend significantly more during the summer of 2022 over their 2019 travel budgets for marquee trips, due to higher prices as well as accumulated savings.

American Express polled their users and generated similar findings:

<p>86%</p> <p>of respondents expect to spend more or the same on travel in 2022 compared to a typical year before the pandemic¹</p>	<p>65%</p> <p>of respondents agree they would rather take their dream vacation than purchase a new car¹</p>	<p>58%</p> <p>of Millennials surveyed agree they would be willing to travel solo now to visit their dream destination¹</p>
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POLL OF USERS ON 2022 TRAVEL PLANS (SOURCE: AMERICANEXPRESS.COM)

U.S. domestic travel projections are optimistic by several sources and expected to reach pre-pandemic levels and stabilize in 2022. Business travel is projected to have mixed effects. Here are few insights on business travel from dataanalyst.com:

- Nearly two-thirds of American travelers feel it's likely companies will require more employees to return to the office in the remainder of the 2022 year.

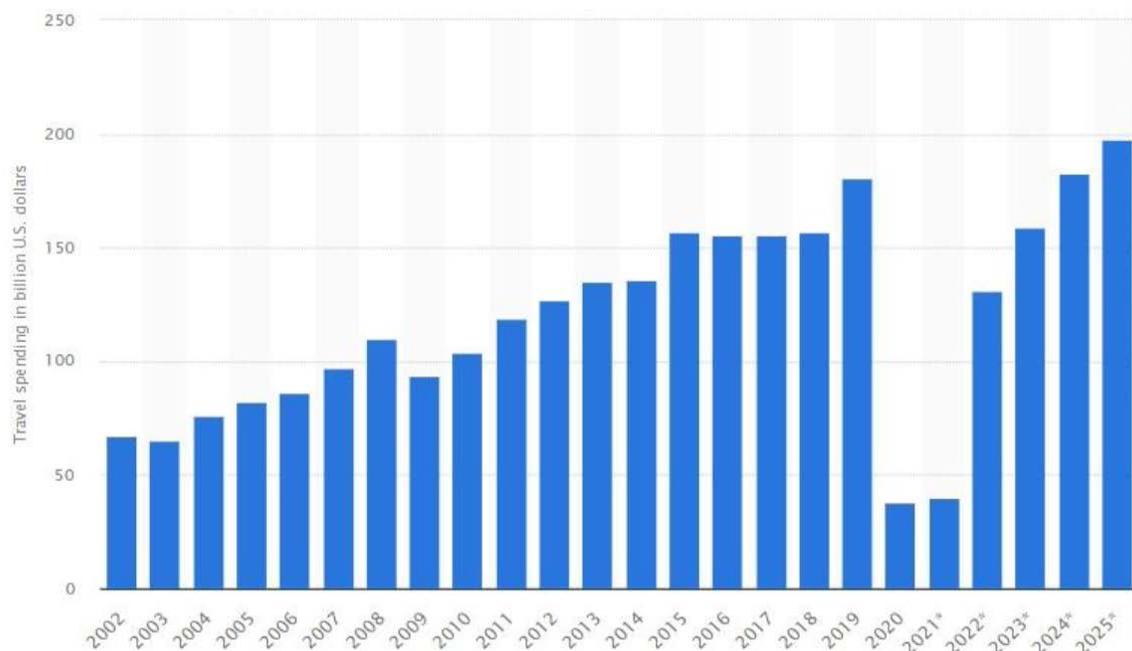


- Over half of business travelers will take a business trip in the next 3 months - 1.3 of these trips on average.

As more businesses return to the office, this will limit people's flexibility to travel as freely as before. However, as required business travel returns, these will have mixed effects on overall travel.

U.S. International Tourism

International tourism in the U.S. is a much smaller industry, only about a fifth compared to domestic travel. Nonetheless, it is still significant to the economy, and it tripled from 2002 to 2019 reaching \$180 billion in travel spending. The only negative years took place in 2009-2010 post 'Great Recession'. Not surprisingly, the COVID-19 pandemic hit international travel the hardest, dropping nearly 80% in 2020 and 2021 due to global travel bans and border restrictions amidst health concerns. International spending is expected to recover fully and continue its growth by 2024 according to Statista's forecasts pictured below.



INTERNATIONAL TRAVEL SPENDING IN THE U.S. (SOURCE: STATISTA.COM)

The World Travel and Tourism Council (WTTC), projects many aspects of the tourism industry will be recovering. Here are the WTTC travel forecasts for 2022:

- U.S. domestic Travel & Tourism spending is forecast to reach more than \$1.1 trillion for the year, surpassing pre-pandemic levels by 11.3%.
- International traveler spending in the U.S. could see growth of \$113 billion, compared to 2020, reaching nearly \$155 billion, slightly below (14%) 2019 levels.
- Employment in the sector could also surpass pre-pandemic levels, reaching nearly 16.8 million jobs, above pre-pandemic levels by almost 200,000 jobs.



Although international travel has been slower to recover, 2022 forecasts are showing signs of returning to pre-pandemic levels. It is important to note that international tourism will fluctuate most sharply with COVID-19 changes. If new variants arise, it is expected that international travel will again be hit hardest.

Outdoor Tourism

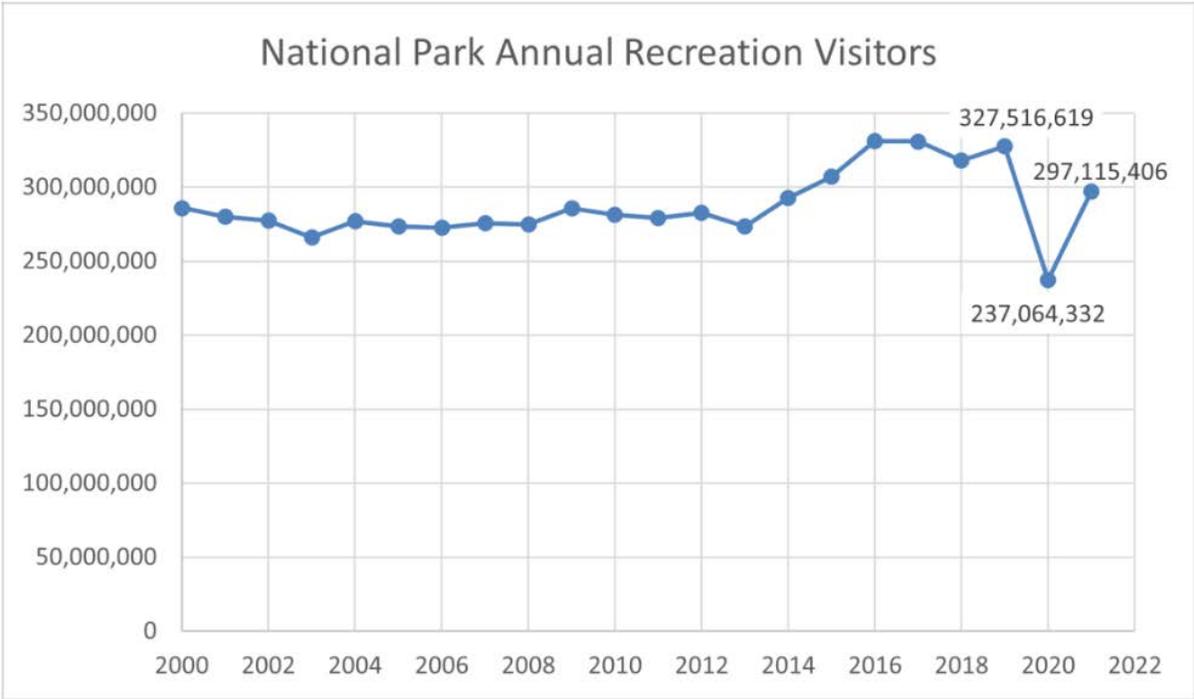
Outdoor tourism has led the recovery for U.S. tourism. Once COVID-19 transmission was linked closely to respiration, indoor spaces were swiftly either closed or restricted. This resulted in people flocking to the outdoors in every possible way. One of the leading indicators of this has been growth in visitors to national and state park areas. The national parks service was quick to recover with 44 parks setting a record for recreation visits in 2021. The top 20 national parks and their 2021 annual visitation can be seen below.

1. Blue Ridge Parkway: 15.9 million
2. Great Smoky Mountains National Park: 14.1 million
3. Golden Gate National Recreation Area: 13.7 million
4. Gateway National Recreation Area: 9.1 million
5. Lake Mead National Recreation Area: 7.6 million
6. George Washington Memorial Parkway: 6.8 million
7. Natchez Trace Parkway: 6.4 million
8. Lincoln Memorial: 5.8 million
9. Gulf Islands National Seashore: 5.5 million
10. Zion National Park: 5 million
11. Chesapeake and Ohio Canal National Historical Park: 5 million
12. Yellowstone National Park: 4.9 million
13. Grand Canyon National Park: 4.5 million
14. Rocky Mountain National Park: 4.4 million
15. Delaware Water Gap National Recreation Area: 4.3 million
16. Acadia National Park: 4 million
17. Cape Cod National Seashore: 4 million
18. Grand Teton National Park: 3.9 million
19. World War II Memorial: 3.7 million
20. Vietnam Veterans Memorial: 3.6 million

TOP 20 NATIONAL PARKS 2021 ANNUAL VISITATION NUMBERS (SOURCE: NPS.GOV)

Not all national parks have returned to pre-pandemic levels. Some are still experiencing COVID-19 restrictions, which caused a lag in recovery. The total NPS visits in 2021 were 237 million, a sharp increase from 2020, but still below the 327 million peak visitors received in 2019. Projections indicate 2022 visitation will be near pre-pandemic levels.





SOURCE: NPS.GOV



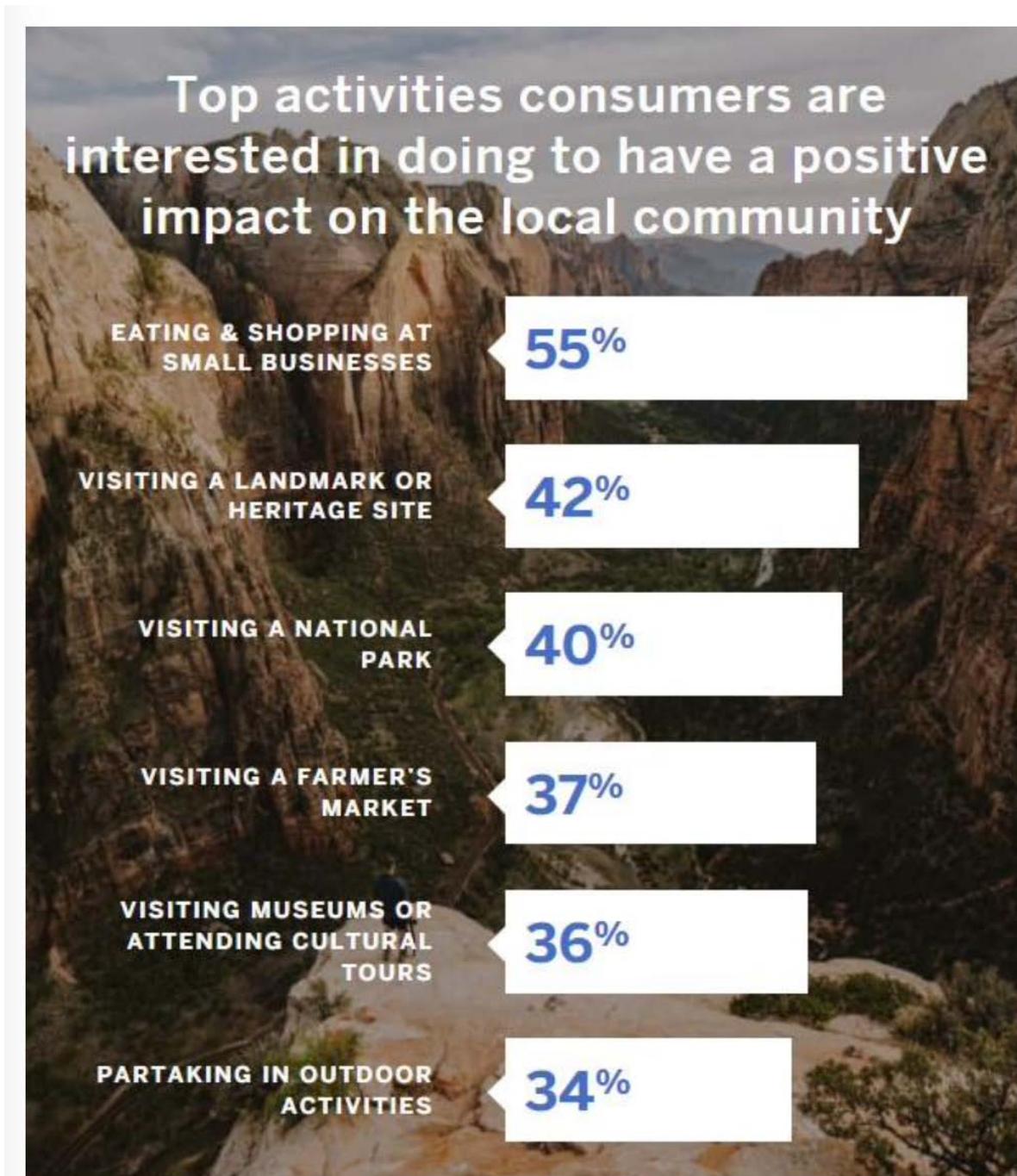
RMS’s Outdoor Hospitality Report attributes much of the tourism recovery to national parks, camping and the RV industry as seen below.



DRIVERS LEADING THE TRAVEL RECOVERY IN THE U.S. (SOURCE: RMS OUTDOOR HOSPITALITY REPORT)



In the COVID-19 recovery, outdoor recreation has begun to dominate the motivation and focus of vacations. American Express polled their users and found that 3 of the top 6 motivators behind vacations are correlated with outdoor recreation as depicted below.



MOTIVATIONS FOR VACATIONERS (SOURCE: AMERICANEXPRESS.COM)

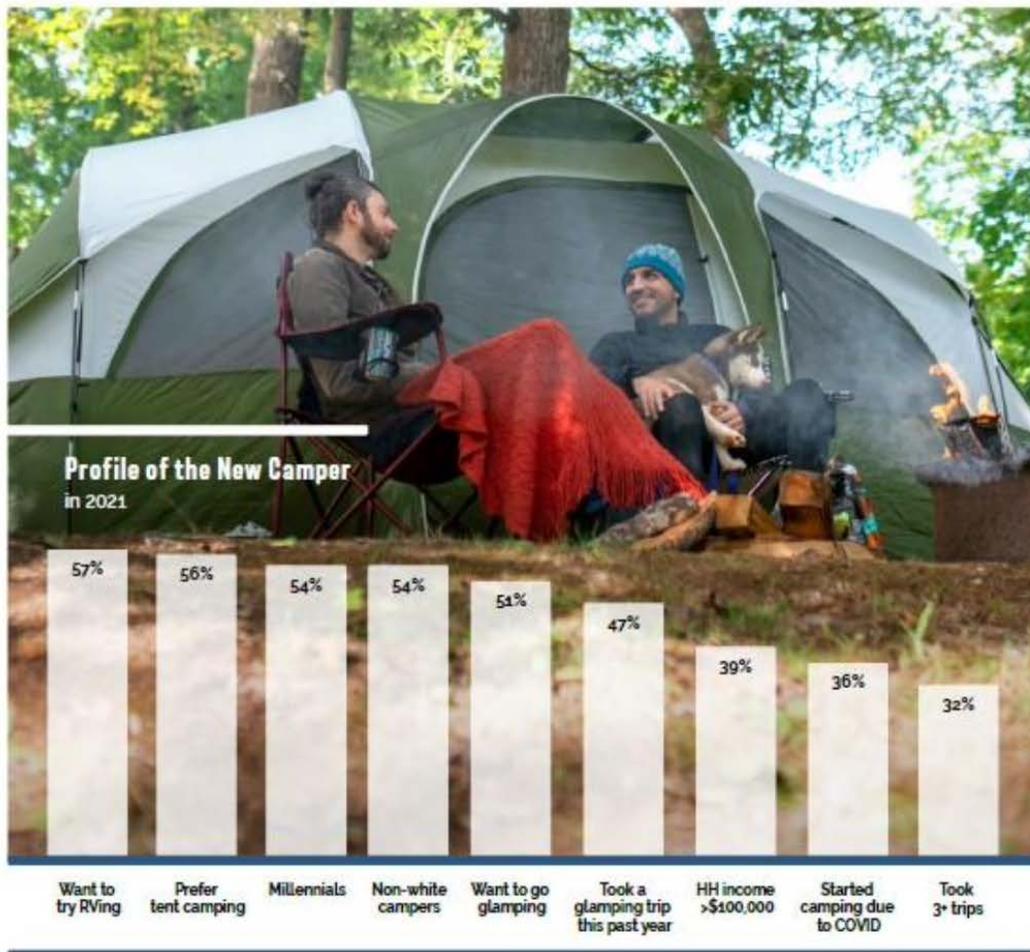


Much of the growth in outdoor recreation is due to a whole new segment of vacationers who formerly did not consider themselves outdoor enthusiasts. Due to the COVID-19 restrictions in other forms of travel, many people turned to the outdoors for the first time as one of the few available options. KOA's North America Survey breaks down the profile of this new camper below.

Who is the New Camper?

The new camper in 2021 tends to be somewhat similar to what was observed in 2020 but, in some ways, has less variability to the more experienced camper. In particular, the new camper is:

- More likely to include a majority of non-whites (54%), including 22% Black campers
- Comprised of a majority of millennial campers (54%)
- Nearly 4-in-10 have a household income of \$100,000+
- Camped more often in 2021 than experienced campers (32% took 3+ trips compared to 23% of experienced campers), spending an average of almost nine nights camping (compared to seven nights among experienced campers)
- More than half (56%) prefer to camp in tents
- More likely than experienced campers to have listed their RV on a peer-to-peer rental site
- Nearly half went glamping in 2021 (47%), and the remainder (51%) plan to glamp in 2022, though 57% also want to try RVing
- More than a third (36%) said that COVID was the impetus for starting to camp



SOURCE: KOA 2022 CAMPING REPORT



Overall, outdoor tourism growth has been record-breaking due to COVID-19. That growth is expected to slow, but continue overall. Risks that could dampen growth are attrition in new campers and an aging population.

Rising Inflation and Fuel Prices

Inflation and gas prices are expected to have a negative effect on both international and domestic travel. As both automotive gasoline and jet fuel prices climb, travel becomes more expensive and cost prohibitive to some. Furthermore, as the cost of living rises in the U.S., fewer households will have discretionary income set aside for travel. According to datanalyst.com reports:

- Nearly 6 in 10 American travelers say rising gas prices will impact their decision to travel in the next six months.
- Inflation in consumer prices has led 23.2% of American travelers to cancel an upcoming trip, while 38.3% of American travelers agree that high prices have kept them from traveling in the past month.
- If gasoline prices don't come down, 58.0% of American travelers predict they will be taking fewer road trips this spring and summer, and 60.4% predict they will be staying closer to home on their road trips.
- Nevertheless, Americans are still prioritizing their leisure travel. Nearly 90% have trips planned—3.0 trips on average. And despite the economic concerns, 60.6% continue to say their leisure travel is a high priority in their budget for the next 3 months. Americans recorded another record level of excitement about their leisure travel, as well. Over 80% did some trip dreaming and planning just in the last week alone.



A STRONGER OUTLOOK FOR FALL

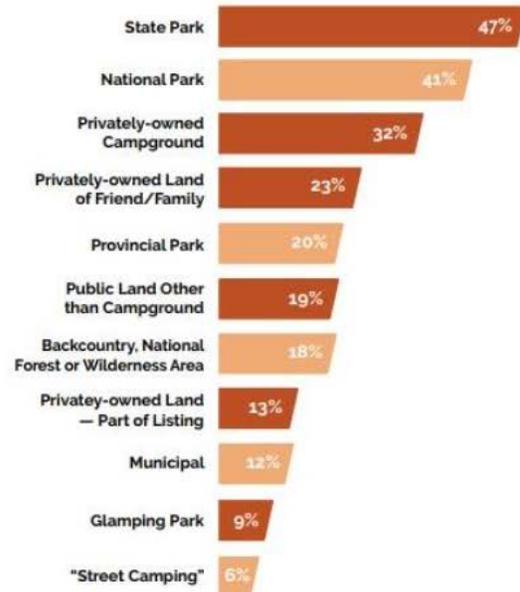
A steady decline in gas prices over the past 90 days, combined with many campers having delayed at least some of their trips due to high gas prices and concerns for overcrowding, have resulted in a favorable outlook for Fall camping. Fall camping incidence continues to outpace last year, with 47% of camping households planning to get out and enjoy the change in seasons. State and National parks remain a top destination for campers and with gas prices falling, cancellation rates have dropped from 23% over the summer to just 12% moving into the fall.

Spending time in the outdoors continues to be a resilient leisure travel option during times of economic uncertainty. Our research shows that 33% of campers over the summer cancelled other vacation plans and replaced those with more camping trips in 2022. We've also been tracking new campers that began camping in 2020 and 2021 specifically due to COVID. For those that began in 2020, 58% plan to continue camping in the future versus 40% from 2021. In contrast, 65% of new campers that tried camping not specifically due to COVID in 2020 or 2021 plan to continue their outdoor adventures in the future. This result indicates that COVID brought in many new campers who were looking for a travel option, but are still drawn to their previous travel preferences. However, as the 2020 set of campers is now coming back, we anticipate that the 2021 COVID campers will also come back into the fold once they are able to revisit some of their previous travel patterns. Year-to-date camping incidence to date is at 55.4 million.

28.8 MILLION CAMPERS
PROJECTED TO CAMP THIS SEPTEMBER



Top Camping Locations for September



47%
of North American camping households intend to camp this fall

23%
plan to camp more than they did in 2021

Will campers that began camping due to COVID continue to camp in the future?



Camped for the first time in 2020 due to COVID and plan to continue



Camped for the first time in 2021 due to COVID and plan to continue



Started camping in 2020 or 2021, not due to COVID and plan to continue

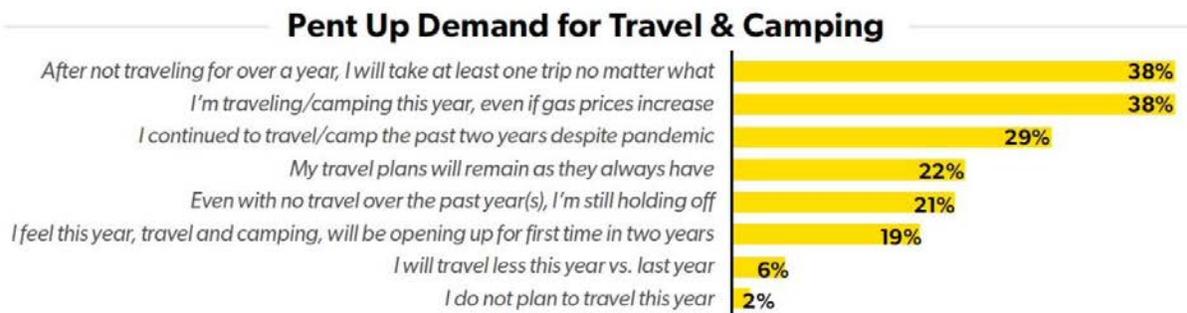
SOURCE: KOA SEPTEMBER 2022 REPORT

COVID-19

COVID-19 deaths also spiked in January of 2022, although the percentage of deaths per case drastically fell. Since January of last year, the number of deaths has been on a sharp decline.

Dataanalyst.com polled American travelers and gathered the following feedback:

- More than half of American travelers—and over 60% of those Millennial or Gen Z age—feel largely that there is normalcy, a 20+ point climb from the start of the year.
- Now only one-third of American travelers feel COVID-19 will have a meaningful impact on their travel experiences, and fewer than one-in-five recent travelers felt pandemic anxiety on their last trip.
- Interestingly, after more than two years of COVID-19, American travelers do reveal a wariness about the pandemic's future. Over 45% of American travelers feel it's likely that a dangerous new variant of COVID-19 will emerge in the U.S. in the remainder of this year. In addition, those that feel the pandemic situation will get worse in the next month has more than doubled over the course of May 2022—to 21.5% from 8.7%. However, this wariness has not currently impacted their excitement for travel nor their confidence in their ability to travel safely.



SOURCE: KOA MAY 2022 REPORT

Domestic Travel:

Even with declining COVID cases, people still prefer to stay local. Domestic travel, especially within 300 miles, offers guests the chance to see more in a shorter time frame. It also allows travelers to spread their time off over more trips. However, with the rising return-to-office rates, people will be more selective with their vacation time.

Driving instead of flying provides extra safety measures for those still worried about air travel, since they can control the size of their group and avoid crowded airports.



59% of travelers plan to only travel domestically¹



48% of survey respondents plan on taking more road trips in 2022, up by 16% compared to last year's survey

2

SOURCE: RMS 2022 STATE OF THE INDUSTRY REPORT

Pandemic Trends That are Here to Stay

Mask mandates, travel bans, and occupancy restrictions may be slowly going down, but expect some reminders of the pandemic to stick around. Increased cleaning protocols and self-service technology, like contactless check-in, are still in demand.

Over the past year, many changes were implemented at campgrounds and RV parks in response to COVID-19. Which features would you like to see continue after the pandemic?



SOURCE: RMS 2022 STATE OF THE INDUSTRY REPORT

Conclusion

There are mixed forces in effect in the travel industry:

- U.S. domestic tourism has made a near full recovery in 2022.
- International tourism is slower in its recovery, but still nearly back to pre-pandemic levels.
- Outdoor tourism is making the strongest recovery and experiencing record growth.
- COVID-19 concerns in the U.S. and globally are slowly dissipating, but still at risk.
- Rising inflation, gas and fuel prices have increased the cost of all types of travel and limited discretionary income.



- Many people have limited their vacations and travel for two years and have 'pent-up' desire and savings.

Overall, tourism projections for the U.S. in the near term are cautiously optimistic.

Camping Industry

Overview

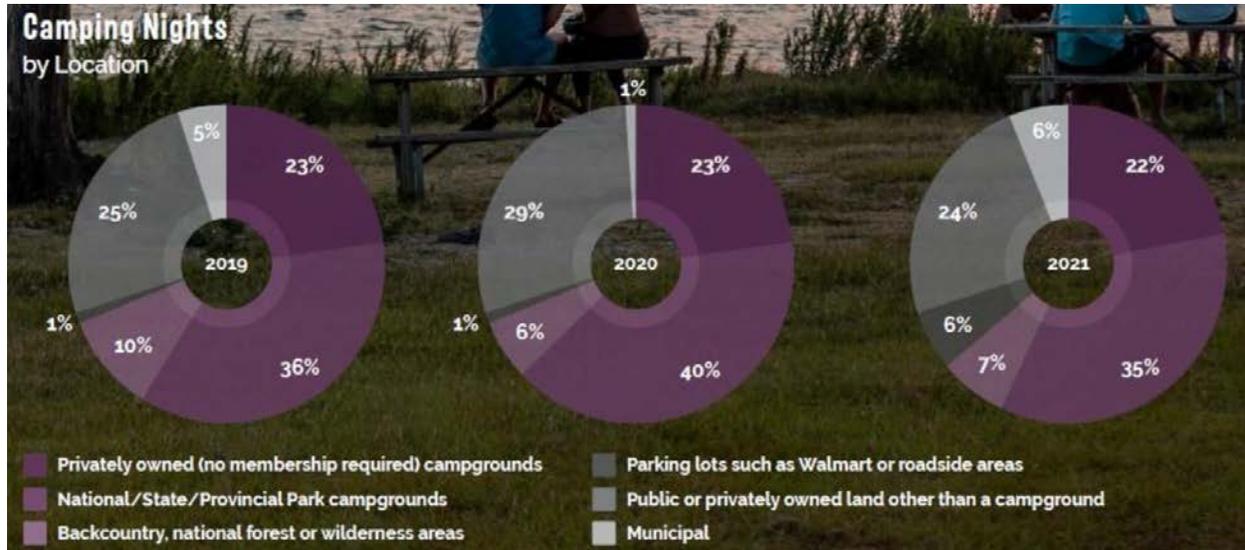
There are two main segments of campers: Tent and RVs. As the names suggest, tent campers will sleep in their tents, while the RV segment will travel and sleep in their RV. These two segments have the same interests in outdoor recreation, but are different in their vehicle type and where they sleep. The majority of campers who travel by RV will stay in a designated campground. This is because their vehicles are large and harder to navigate, so it is easier for them to stay in an area that is designed to accommodate their vehicles. They also have the ability to connect to water, electrical and sewage hookups in many campgrounds, which provides most comforts of home while they travel.

The majority of tent campers also stay in designated campgrounds, but a significant portion will camp outside of designated areas. This is because it is easier to access more remote places with a car or even a 4-wheel drive vehicle. Tent campers also have the flexibility to set up tents in more places than one can park an RV.

According to KOA, 57% of all campers pay to stay at government or private campgrounds. Typically, campground customers will have access to a designated campsite area that includes 1-2 parking spaces, a picnic table and campfire ring. They also typically have RV hookups or access to water, trash receptacles and communal restrooms. The level of quality and services vary from site to site and cost tends to fall between \$10-\$50 per night for a basic tent site. Sites designed for RVs can range anywhere from \$25-\$100 per night. Sites that are paved, offer full hookups and campground amenities have rates on the higher end of that range. Designated campgrounds are available to both RV and tent campers, although some campgrounds might cater more to one type of visitor.

Usually, government campgrounds are more affordable but also more popular. Many government campgrounds will be fully booked 6 months in advance in peak season. Private campgrounds tend to be on the higher end of the cost spectrum, and even still, the popular sites are fully booked several months in advance. 35% of campers in 2022 stayed within state and national government areas, the largest segment. Private campgrounds, like the industry leader, Kampgrounds of America (KOA), tend to have a similar offering, but are privately owned and on private land making up 22% of campers in 2022.





SOURCE: KOA 2022 NORTH AMERICA CAMPING REPORT

There are also technological innovations that are spurring growth and changes in the industry. One is the rise in private landowners making their land available to campers on a smaller scale made possible through hosting services such as AirBNB, Hip Camp, the Dyrt and Tentrr. Other technological innovation services have spurred interest and growth in the industry, such as RV sharing and service platforms like Outdoorsy, RV share and Sekr. These platforms are making it easier for people to try different areas of outdoor hospitality for the first time. These leading tech companies have all been experiencing steady growth in recent years.

Outdoorsy

- Marketplace for campsites and outdoor accommodations
- \$57m raise (\$300m+ valuation) in January 2021, existing investors include Andreessen Horowitz and Index Ventures

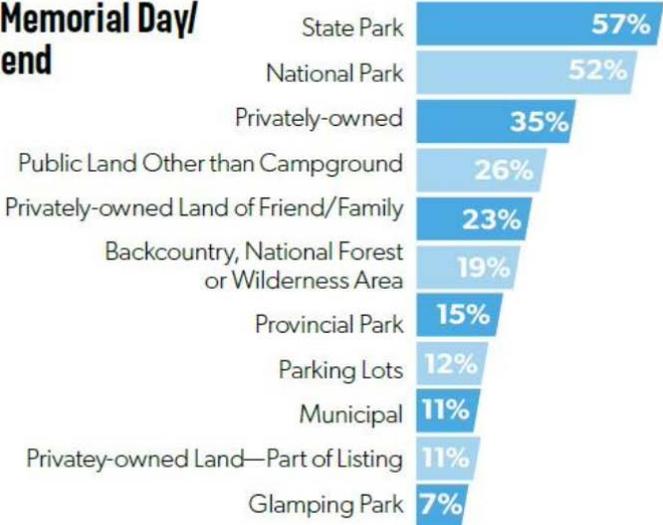
HIPCAMP

- Marketplace for RVs and campers
- \$120m raise in June 2021, existing investors include Moore Strategic Investors, Pernod Ricard

SOURCE: OUTSIDE CAPITAL



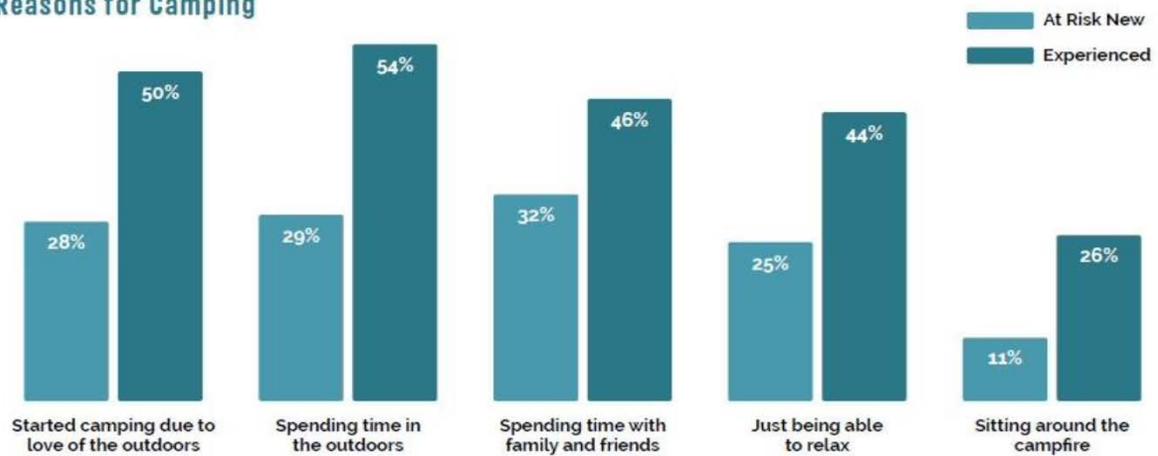
Camping Locations/ Campgrounds for Memorial Day/ Victoria Day Weekend



SOURCE: KOA MAY 2022 REPORT

The motivation that leads people to camp is different and can vary from experienced to new campers. People also perceive varying benefits of camping. A breakdown of these can be seen below.

Reasons for Camping



The Benefits of Camping

Overwhelmingly, respondents believe that camping offers many benefits, including stress-relief (75%) and improvements to emotional well-being (75%).

Agree About Camping	Overall
Camping is a great way for me to escape the stress of everyday life	75%
Camping helps with my emotional well-being	75%
Camping is a time to just relax and not feel like I have to be somewhere or do something	74%
Camping helps to improve relationships with family and friends	66%
I used camping in 2021 as a way to help improve my mental health	63%

SOURCE: KOA 2022 CAMPING REPORT



As explained in previous sections, camping is closely tied with outdoor recreation and typically the primary driver. Campers have a wide variety of outdoor recreation desires. The breakdown can be seen below.

Recreation

Hiking and backpacking (37%) rival fishing (36%) for the most popular camping activity. Notably, 18% participate in organized team sports while camping.



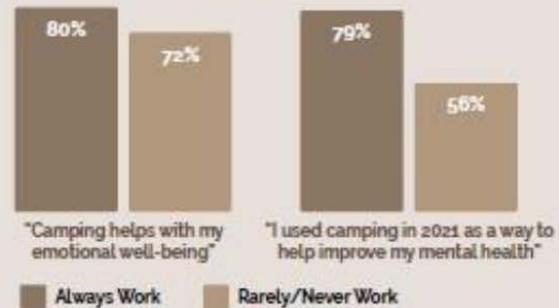
Recreation	2021
Hiking / Backpacking	37%
Fishing	36%
Biking	33%
Canoeing / Kayaking	31%
Bird Watching	29%
Taking Scenic Drive / Sight-Seeing	21%
Mountain Biking	19%
Organized Team Sports	18%
Motor Sports	17%
Running / Trail Running	17%
Visit Historical Sites	16%
Hunting	12%
Rock Climbing or Bouldering	10%
Water Sports	9%
Horseback Riding	8%
Golfing or Tennis	7%
Snow Skiing or Snowboarding	7%
Stand-Up Paddle Boarding	7%
Geo-Caching / Orienteering	6%
Pickleball	6%
White Water Rafting / Kayaking	6%
Motor Boating or Jet Skiing	5%

SOURCE: KOA 2022 CAMPING REPORT

The rise of the digital nomad has changed the way people view spending time outdoors. The ability to work remotely was already a rising trend in the workforce, and then COVID-19 made this a necessity for many businesses. The ability to work remotely has allowed vacationers to camp without necessarily needing to take PTO. This has also contributed to people's ability to camp more days per year. This has greatly shifted people's desire for access to Wi-Fi while vacationing outside. A large population prefers to spend more days camping while working, than fewer days camping without working.

With a large proportion of campers working while camping, it appears that the camping experience offers the benefit of improved overall well-being and emotional wellness. Most notably, campers who work while camping are also more likely to say that camping helps to improve their mental health, offers relaxation and provides an escape. This suggests that even though these campers are not fully immersed in the camping experience due to the necessity of work during their trips, the balance of being outdoors and spending time with their friends and family offers them a much-needed respite.

Impact of Camping on Emotional Well-Being By Those Who Work While Camping

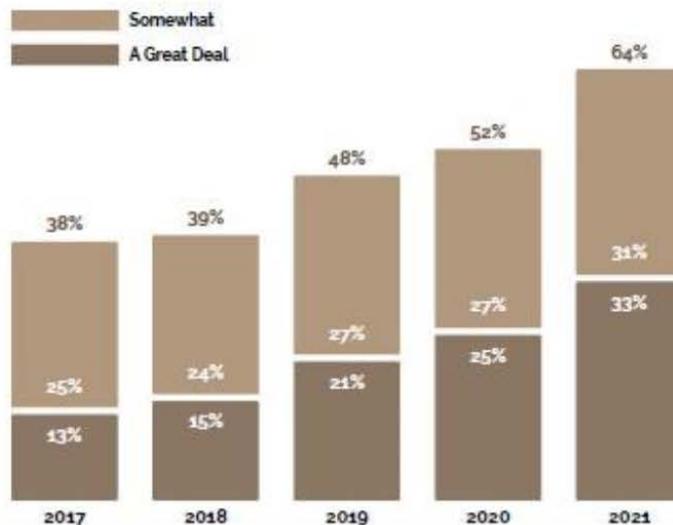


The "great resignation" is also pushing campers to camp more often with 40% of campers indicating that they camped more in 2021 after leaving or changing jobs.

Up somewhat since last year, close to half of all campers and more than half of the newest campers rate having WiFi as important while camping. In a steady increase since 2017, the percentage of campers who say that having WiFi has greatly impacted their ability to camp more often has doubled. Impressively, among those who say that WiFi affects their camping, these campers spend an additional six days camping, with those who say it has a great deal of impact camping an additional 8.6 days, on average.

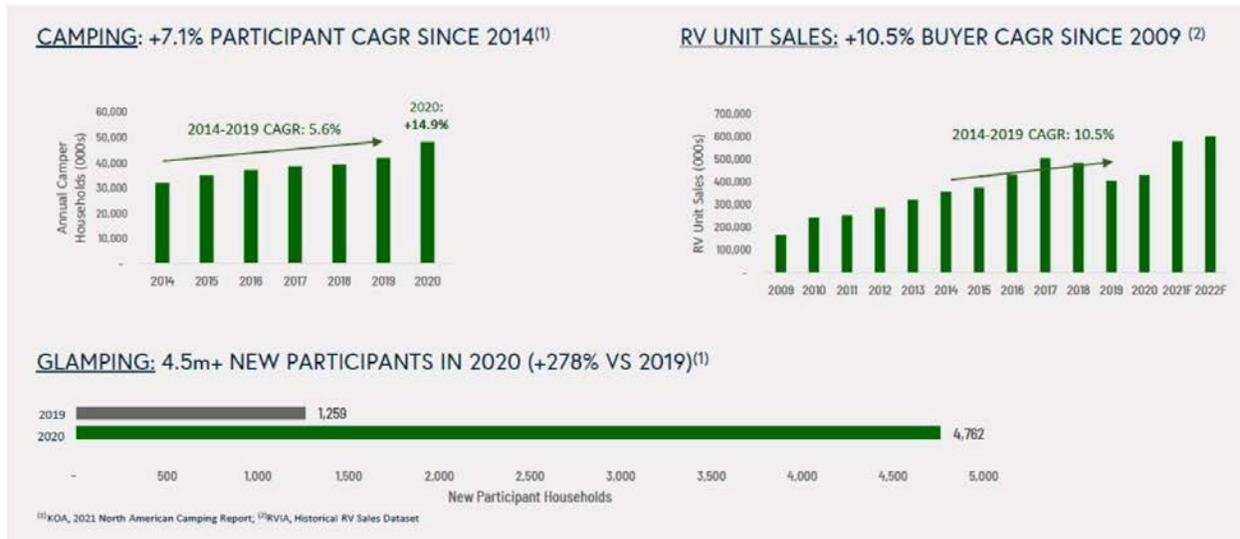


The Impact of WiFi on Camping



SOURCE: KOA 2022 NATIONAL CAMPING REPORT





SOURCE: OUTSIDE CAPITAL

According to a compilation of data prepared by Outside Capital, an investment firm that targets opportunities in the outdoor hospitality sector, each segment of camping has experienced consistent growth in the past decade with increased demand spikes since 2020.

Tent Campers

Tent campers are the other primary segment of the camping industry. The majority of tent campers also stay in designated campground areas. However, 37% of tent campers stay outside designated campgrounds, a much larger percentage than the RV segment. Camping outside designated campgrounds is typically free or the cost of a cheap permit. These customers forgo conveniences like bathrooms, water and trash receptacles in exchange for an experience that is more wild or free from crowds. 24% of these campers will stay on land managed by the National Forest, State Forest or Bureau of Land Management (BLM). This option is often free, and campers must be entirely self-sufficient. This includes the over landing customers who travel in a 4x4 vehicle. There are also tent campers who will stay in the 'backcountry' of state and national land. These campers tend to have to hike in for this option and bring their tents on their backs.

Tent camping is the most financially accessible option for people seeking time experiencing the outdoors. The costs to participate include a one-time purchase of basic equipment like a tent and sleeping bags. The campground nightly rates tend to be less than \$50 per night for a site that can accommodate a small group.

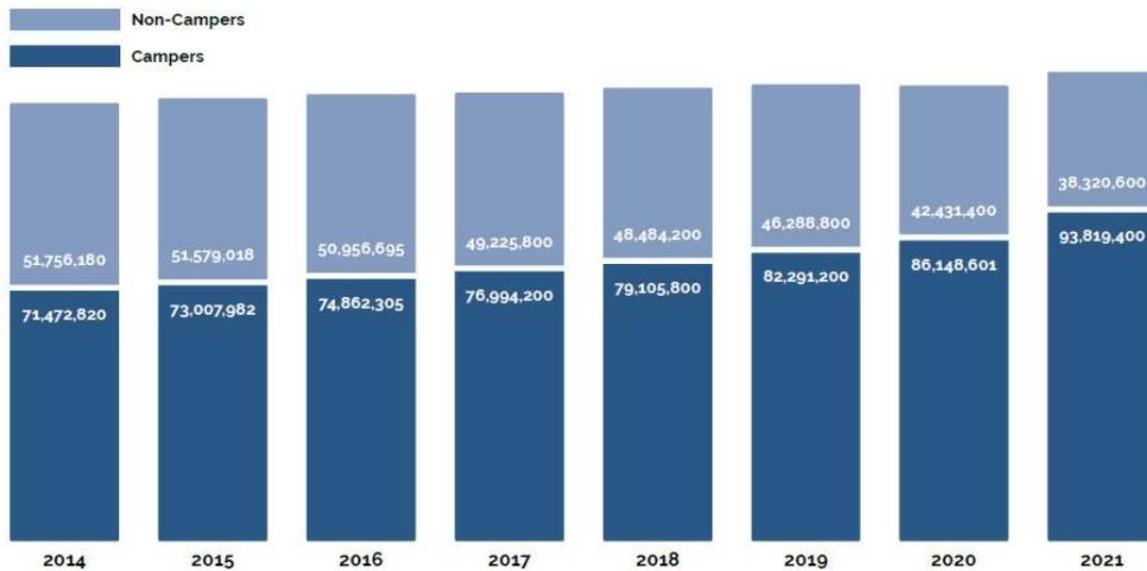
Camping demand has been growing steadily year-over-year as can be seen below from 2014 to 2019. The number of camping households jumped dramatically in 2020 and 2021 largely due to COVID-19. As people's traditional international or urban travel plans were canceled or restricted due to regulations, more vacationers turned to camping as their best vacation plan option. KOA expects this number to grow further in 2022 to reach 61 million households, a nearly 50% increase since 2019 and 100% increase from 2014.



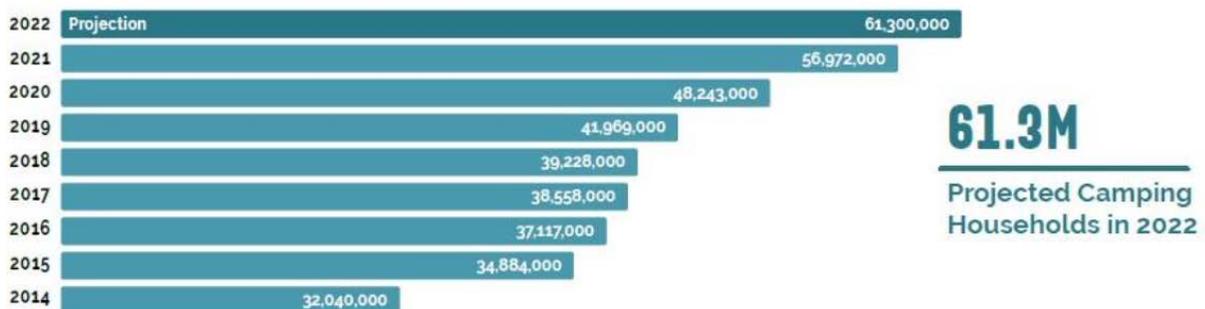
Growth in Camping

Camping was already growing steadily year-over-year pre-pandemic – both in terms of how many households actively participated in camping and in how much time people spent camping each year. However, the pandemic dramatically impacted camping and outdoor recreation over the last two years. Camping, and the embracing of glamping, is becoming a part of travel culture at a faster pace since the onset of the COVID-19 pandemic. As of 2021, 7-in-10 households identify themselves as at least occasional campers or glampers (93.8 million).

Active Camper Households 2014 to 2021



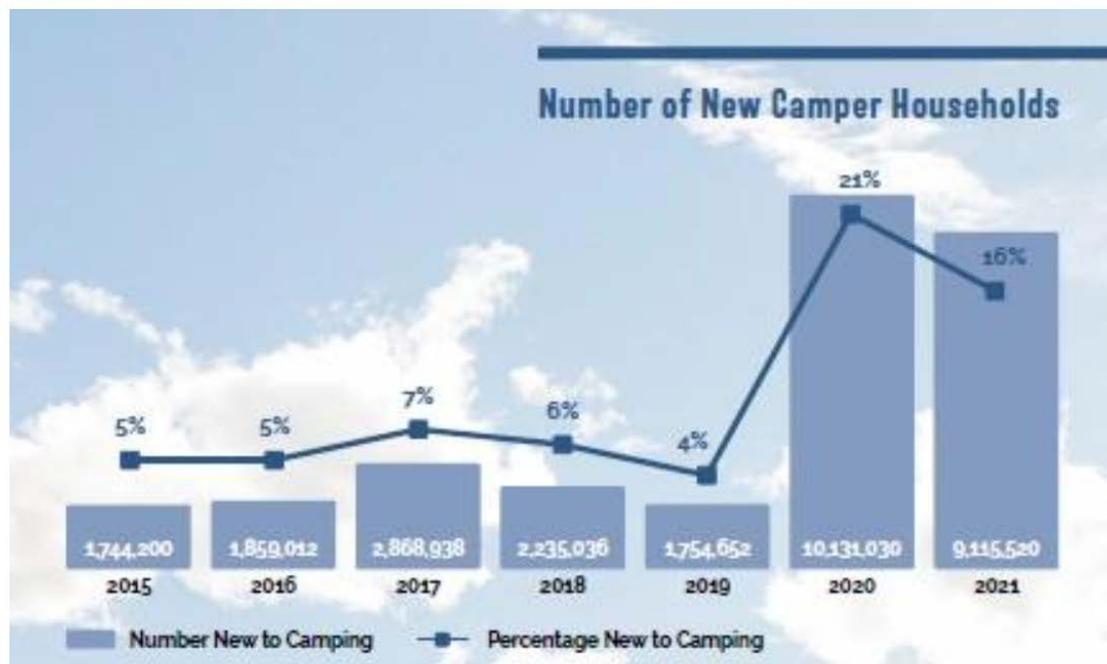
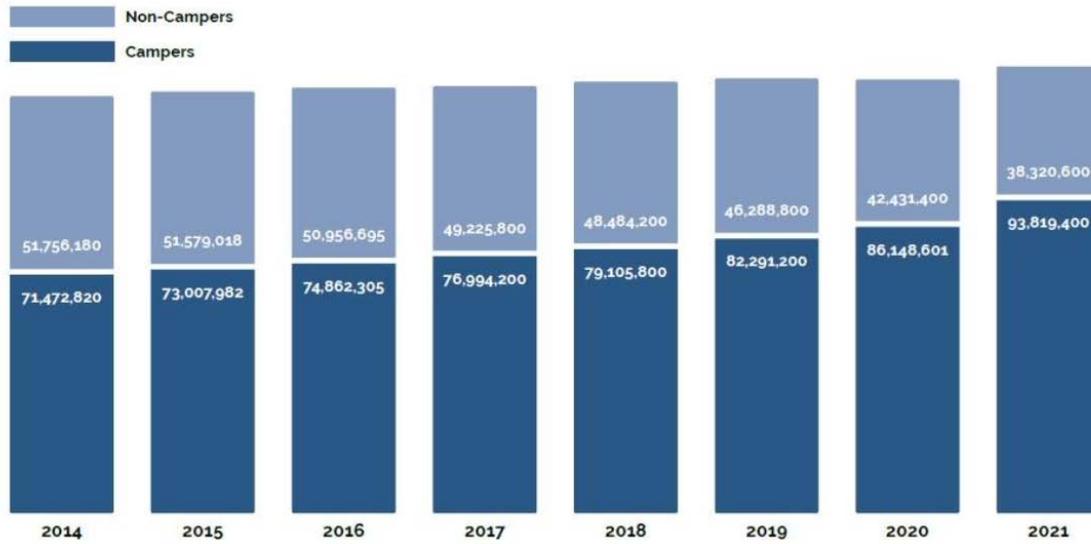
Camping Projection for 2022



SOURCE: KOA 2022 CAMPING REPORT



Active Camper Households 2014 to 2021



SOURCE: KOA 2022 CAMPING REPORT

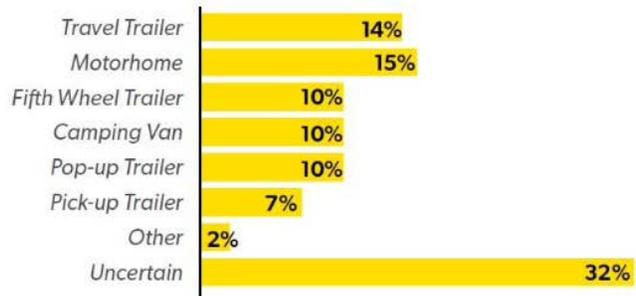


RV Campers

RV campers share many parallels with tent campers, with a few fundamental differences. The RV camper tends to be more popular with the older demographic. This is due to a couple of reasons. Purchasing an RV is a significant investment. The price range varies drastically. The cheapest RVs start at about \$10,000, but can quickly exceed \$500,000 for today's modern big rigs. This barrier can be cost prohibitive to younger campers. Furthermore, the older demographic is typically less tolerant of sleeping on the ground in a tent due to the physical discomfort. RV camping also has a major appeal for retirees who can spend many months living on the road without the restriction of work.



Interest in Future Purchase by RV Type



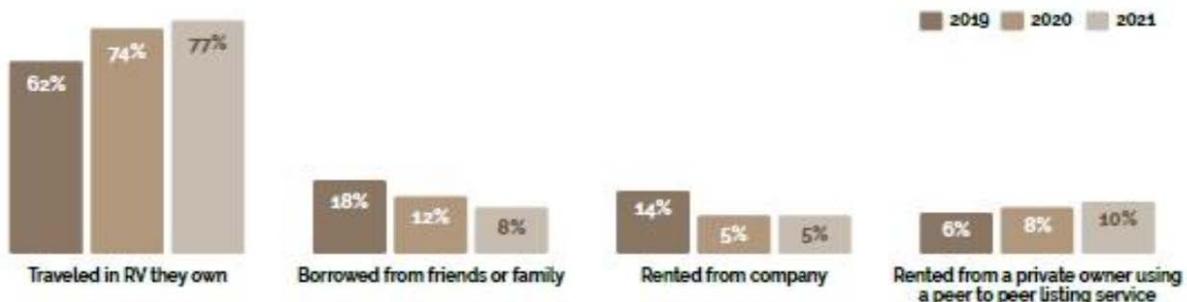
SOURCE: KOA APRIL 2022 MONTHLY REPORT

The RV Boom Continues

Even though RVing remained relatively consistent over last year, interest in RVs (including RV sales) is at an all-time high nationally. In 2021, with the overall increase in the number of camping households, there was a corresponding increase in usage of all forms of accommodation, including an additional two million RVers.

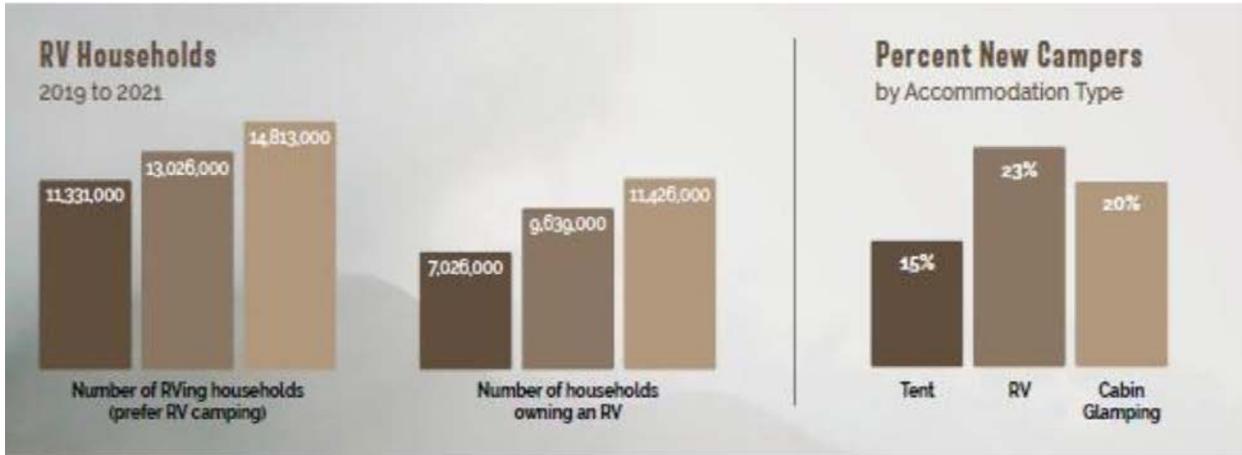
RV Usage

Ownership, Renting, and Peer-to-Peer Listing Service



SOURCE: KOA 2022 CAMPING REPORT

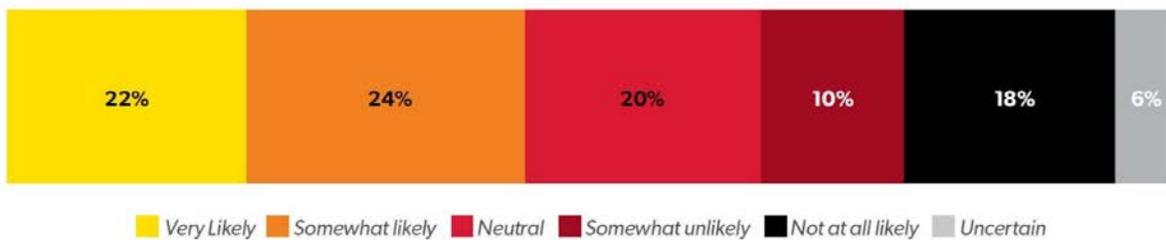




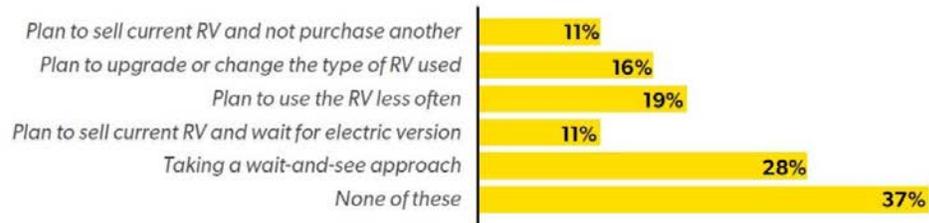
SOURCE: KOA 2022 CAMPING REPORT

The RV industry is expected to be affected by the rise in gasoline prices. RV trips are often hundreds of miles with large vehicles with low gas mileage. Once an RV is purchased, gasoline is often one of the largest expenses for RV based trips. Gas prices are expected to have the following effects on campers.

RV Purchase Intent for 2022



Changes to RV Ownership If Gas Prices Continue to Increase

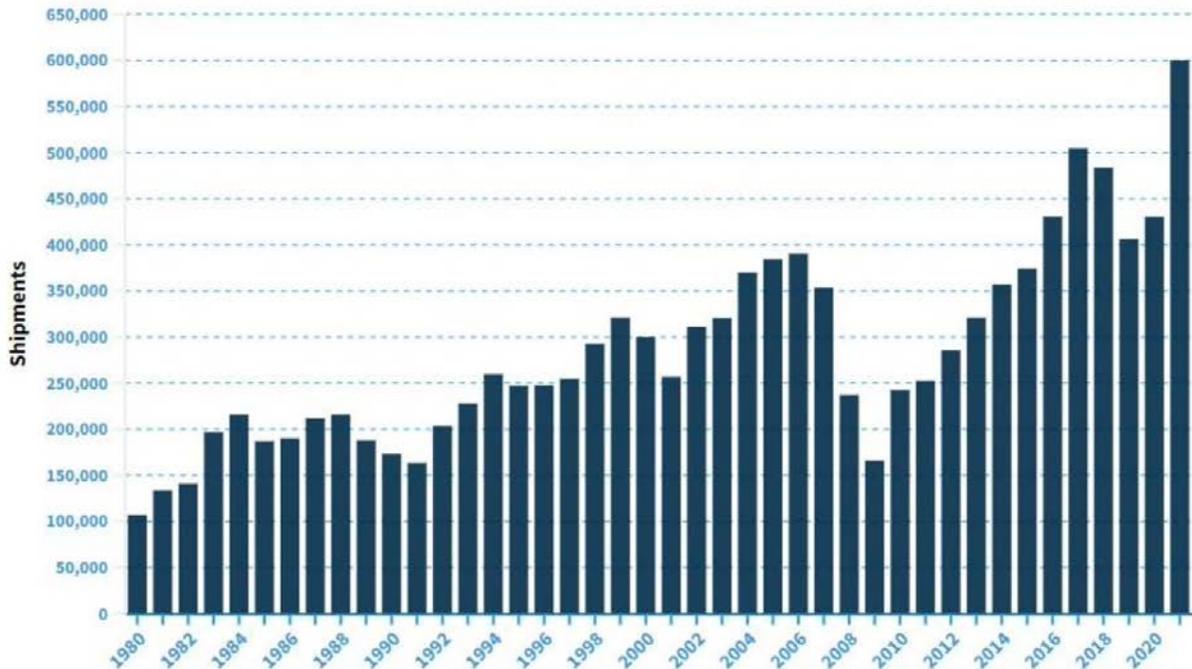


SOURCE: KOA MAY 2022 MONTHLY REPORT



The RV industry has experienced steady growth for decades and this growth was amplified by COVID-19. One industry trend to predict future RV demand is the number of shipments produced by manufacturers. RVIA tracks these statistics and the historical shipments statistics can be seen below.

RV Shipments 1980 - 2021



HISTORICAL RV SHIPMENTS CHART (SOURCE: RVIA)

The following is a detail breakdown of the most recent history of RV shipments:



RV Shipment History

Year	RV Shipments	% Change
<i>2023 Projected</i>	<i>391,499</i>	<i>-20.90%</i>
<i>2022 Projected</i>	<i>495,300</i>	<i>-17.50%</i>
2021	600,420	39.50%
2020	430,412	5.90%
2019	406,070	-16.00%
2018	483,672	-4.10%
2017	504,599	17.20%
2016	430,691	15.10%
2015	374,246	4.90%
2014	356,735	11.10%
2013	321,127	12.40%
2012	285,749	13.30%

SOURCE: WWW.RVIA.ORG

Reflective of younger, first-time buyers interested in RVing and the continued rise in the #Vanlife phenomenon, Folding Camping Trailers and Type B RVs in the motorhome market have seen strong gains year-to-date compared to last year.

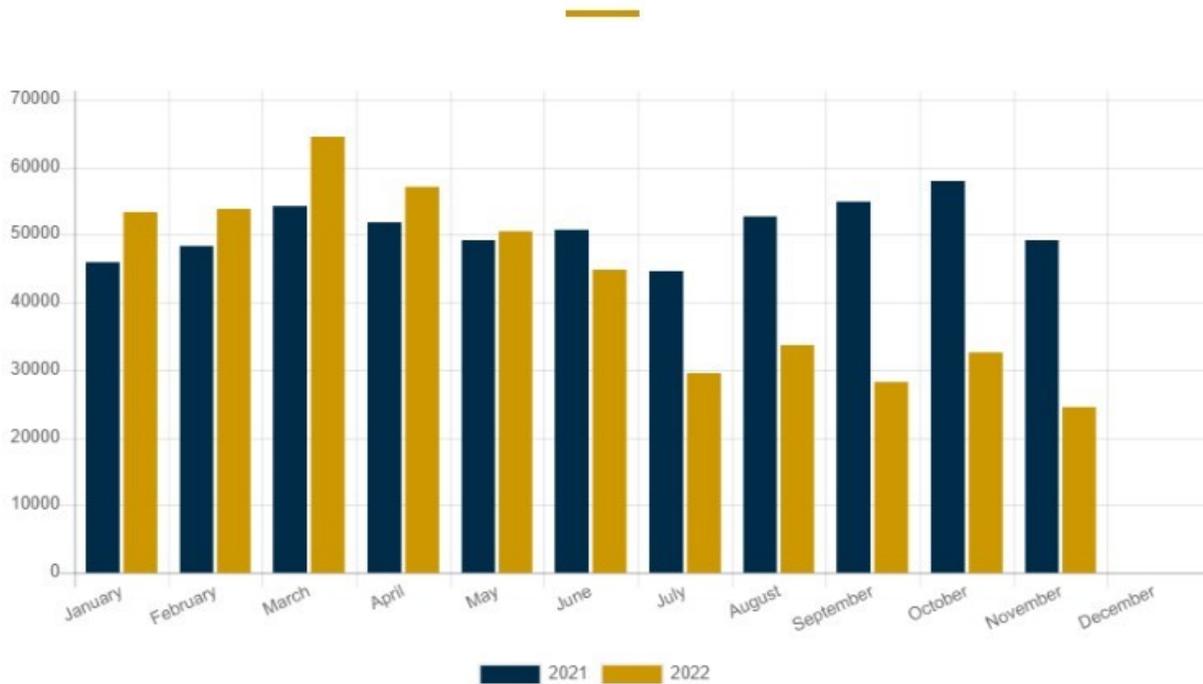
The most recent monthly RV shipment summary is as follows:



Wholesale RV Shipments

	NOV 2021	NOV 2022	YOY Last Year	YTD 2021	YTD 2022	YOY To Date
Towables						
Travel Trailers (ALL)	35,184	15,756	-55.2%	395,225	323,473	-18.2%
Travel Trailers - 5th Wheel	7,776	3,879	-50.1%	100,353	81,695	-18.6%
Folding Camping Trailers	645	355	-45.0%	7,233	7,256	0.3%
Truck Campers	444	512	15.3%	4,309	5,179	20.2%
All Towable RVs	44,049	20,502	-53.5%	507,120	417,603	-17.7%
Motorhomes						
Conventional (Type A)	1,321	1,101	-16.7%	14,449	14,293	-1.1%
Van Campers (Type B)	1,645	1,047	-37.5%	12,915	16,072	24.4%
Mini (Type C)	2,240	1,795	-19.9%	25,409	24,723	-2.7%
All Motorhomes	5,236	3,943	-24.7%	52,773	55,088	4.4%
Total RV Shipments	49,285	24,445	-50.4%	559,893	472,691	-15.6%

Total Shipments Monthly vs. Last Year



Results for the RV Industry Association’s November 2022 survey of manufacturers determined that total RV shipments ended the month with 24,445 units, a decrease of (-50.4%) compared to the record 49,285 units shipped in November 2021. Through November, RV shipments are down (-15.6%) compared to the same point last year with 472,691 wholesale shipments.

“RV shipments are continuing to normalize off of last year’s record numbers and 2022 is looking to be the third-highest year for RV shipments, in spite of challenging macroeconomic factors impacting the industry and economy at large,” according to RV Industry Association President & CEO Craig Kirby. “The industry remains focused on serving our existing customers, many who have entered the RV lifestyle for the first time in the past few years and expanding the pool of consumers interested in purchasing a new RV in the coming years.”

Towable RVs, led by conventional travel trailers, ended the month down (-53.5%) against last November with 20,502 shipments. Motorhomes finished the month down (-24.7%) compared to the same month last year with 3,943 units.

Park Model RVs finished November up 35.9% compared to the same month last year, with 394 wholesale shipments. To date, park model RVs are up 18.0% with 4,341 shipments:



Park Model RV Shipments

	NOV 2021	NOV 2022	YOY Last Year	YTD 2021	YTD 2022	YOY To Date
Park Model RVs	290	394	35.9%	3,679	4,341	18.0%

RV wholesale shipments are expected to normalize to pre-pandemic levels in 2023, according to the December 2022 issue of RV RoadSigns, the quarterly forecast prepared by ITR Economics for the RV Industry Association. The new forecast projects 2023 RV shipments to range from 379,200 to 403,600 units in 2023 with a most likely year-end total of 391,499 units. This would represent a 20.9% decline from the expected 2022 year-end total of 495,300 units. The 2023 forecast would be in line with the shipment total of 406,070 in 2019.

"While the RV industry is not immune from the effects of larger macroeconomics factors impacting consumers and the economy, this forecast shows the RV industry is continuing to normalize to pre-pandemic shipment levels," said RV Industry Association President & CEO Craig Kirby. "The long-term health of the industry remains strong thanks to the droves of younger and more diverse buyers who have entered the RV lifestyle over the past few years."

RV shipments are expected to continue to retreat through the first half of 2023 due to economic headwinds to consumer finances stemming from inflation, financial market weakness, and higher interest rates. The RV sales industry will begin to recover in the latter half of 2023 with shipments expected to trend upward.

According to RVIA (Recreational Vehicle Industry Association), the RV industry, which includes both motorhomes and trailers of all sizes, has over a \$140 billion economic impact in the U.S. The RV industry contributes more than 678,114 jobs and \$48 billion in wages to the U.S. economy.

Even in an economic slowdown, RVIA believes that RV demand will remain, since it is one of the most economically feasible vacation options for families.



Family Vacation Cost Comparison

A 2018 study conducted by CBRE Hotels Advisory Group that compares the cost of eight of the most popular vacation types using a hypothetical family of four, consisting of two adults and two children. The study determined that RV vacations are by far the most economical – on average 27% to 62% less expensive on a per day basis compared to other vacation options analyzed.

[LEARN MORE →](#)

SOURCE: RVIA



Conclusion

The entire camping industry for both tent campers and RV has seen steady growth over the past decade and record growth since 2020 due to COVID-19. Projections indicate that growth might slow but still continue as COVID-19 restrictions subside and people return to normal vacation patterns. It is expected that a significant portion of new customers are expected to continue camping. Most industry projections predict positive growth, despite increases in gasoline prices and inflation. It is anticipated that RVers will take trips closer to home, or their trips will include fewer locations, instead of canceling them altogether. It is possible that rising prices will affect all kinds of camping positively because rising prices will push traditionally more expensive vacationers into this more affordable vacation option.

The overall outlook for the camping industry is cautiously optimistic.

Glamping

Overview

At the most fundamental level, glamping can be described as camping that doesn't require you to bring a tent or an RV. It often comes with many other desirable amenities, depending on the level of luxury. Glamping fulfills the desire to be immersed in nature while not sacrificing the comforts typically lost while camping. It combines the wilderness and space of camping with the luxuries and service of a hotel.

Glamping comprises a wide variety of unit types and styles. Some of the most popular are canvas glamping (safari) tents, yurts, domes, tipis, treehouses, covered wagons, vintage campers, tiny homes and cabins. Structure types with a shared wall and traditional vacation rental homes are not considered glamping. Glamping resorts are typically set on larger properties, with ample space between units and a layout that highlights the natural features of the properties.

Industry Leaders

The glamping industry is still in its infancy as an industry. Currently, there are an estimated 300 to 500 currently operating glamping locations in the United States. This assessment only considers businesses with their own website as legitimate. Locations that only have an AirBNB, Hipcamp, The Dyrtr or Tentrr are not considered legitimate hospitality businesses. It is estimated that approximately 80% of legitimate glamping business locations have been operating for less than 5 years, and 95% of them have been operating for less than 10 years.

There are only 8 major players in the glamping resort industry with 5 or more locations. These 8 businesses are clear industry leaders and are listed below.

The largest player in the industry is Tentrr, boasting over 1,000 locations, but these sites operate more like a franchise model. Tentrr partners with landowners and sends them startup tents and startup glamping kits in exchange for a higher percentage booking fee. Tentrr also offers its own booking platform similar to AirBNB and Hipcamp. Tentrr doesn't own its own properties and locations, but it is the largest, fastest growing and most influential industry player.



The oldest and perhaps most iconic glamping business is Under Canvas. Under Canvas is considered the pioneer of U.S. glamping. Launched in 2009, they brought African safari style tent accommodations to most popular national parks in the U.S. They are the strongest glamping brand in the U.S. Their tents typically book for between \$300 to 500 a night and sometimes reach over \$1,000 a night for premium tents in peak season. They were acquired for an unknown amount by SBJ Capital in 2017 marking the largest M&A deal in the glamping industry. Since their acquisition, Under Canvas has been expanding steadily to more locations outside of premier national parks.

In June 2022, the co-founder of Under Canvas, Sarah Dusek, announced a new glamping specific investment fund called the Quiver Tree Collection. This fund raised \$600 million in assets and will be deploying them into outdoor hospitality over the next 3 years, with an emphasis on eco-friendly and environmentally sustainable outdoor resorts. This marks the largest glamping specific investment fund in the industry's history by about 5 times.

Started in 2015, Getaway House is the fastest growing tiny home cabin glamping company, expanding to 20 sites in 7 years. Getaway has a well-defined and straight forward model. They have simple, yet luxury and self-contained tiny home cabins. Cabins are self-sufficient and offer self check-in. Their properties have little to no staff or amenities outside of the cabins. Their locations are within 2 hours of major cities.

Wander Camp is the newest and fastest growing tent-based glamping player in the U.S. Founded in 2019, they have added 10 locations in the central U.S. around state and national parks. Wander Camp is the economical glamping option, offering bell tents with basic communal amenities.



Name	Unit Type	Current Locations	# Sites*	Summary	Founded	# Employees on LinkedIn
Tentrr	Pole Framed Safari Tents	U.S. Nationwide	1,000+	Franchise model glamping for property owners and online listing service	2015	40
Getaway House	Modern Tiny Home Cabins	U.S. Nationwide	30	A simple, but luxury tiny home escape located around major cities	2015	150
Under Canvas	Timber Framed Safari Tents	U.S. Nationwide	10	High quality safari tents located around iconic national parks	2012	189
Wander Camp	Bell Tents	UT, AZ, MT	14	Economical glamping option leasing land around state and national park areas	2020	5
Collective Retreats	Timber Framed Safari Tents	NY, TX, CO, VT, CA	8	Luxury safari tents around major cities	2015	54
AutoCamp	Vintage Airstream Trailers	U.S. Nationwide	9	High end vintage airstreams offering excellent property amenities	2013	126
Huttopia	Safari Tents & Tiny Homes	U.S./CAN: 5 Europe: 50+	5	International glamping chain offering mixed units	1999	360
Timberline Glamping Co.	Safari Tents, Bell Tents & Domes	GA & FL	5	Mixed unit glamping in Southeast U.S.	2018	5
	Total Sites	(Excluding Tentrr):	81	Average:	2013	116

Excluding Tentrr, the industry leaders have about 11 sites on average. Their average founding year was 2013, which means they are opening more than one new location per year. This is an impressive growth indicator considering most of these companies have existed for less than a decade.

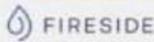


Collective Retreats is the highest quality luxury safari tent chain offering 5-star hotel amenities in beautiful locations, typically within 1 hour of major cities.

AutoCamp is the Airstream trailer glamping industry leader, and they are expected to rapidly expand in the near future. They have an exclusive distribution deal with Airstream trailers and closed a \$115 million capital raise in partnership with Whitman Peterson. This marks the second-largest investment raise in the industry’s history.

Huttopia is headquartered in France and one of the few glamping chains with an international presence. They have 5 locations in the northeast U.S., and 50+ locations in Europe.

Several of these industry leaders have received investment from reputable institutional investors in the past 5 years. The investor breakdown for Collective Retreats, Getaway, Autocamp and Under Canvas can be seen below.

	 SEED FUNDING	 STRATEGIC INVESTMENT	
	 SERIES B STRUCTURED DEBT		STRATEGIC INVESTMENT
	 PROGRAMMATIC REAL ESTATE EQUITY		
	 STRATEGIC INVESTMENT		

INDUSTRY LEADERS INVESTOR BREAKDOWN (SOURCE: OUTSIDE CAPITAL)

The entrance of these institutional investors indicates confidence and optimism in this adolescent industry. The expansion of these glamping resorts is largely due to this new wave of investment. All 8 of these industry-leading businesses added at least one new location in the last year, with some adding as many as 5. On average, since 2015, these businesses have each been adding about one new location per year. This demonstrates clear market demand and growth.

Industry Projections

According to Market Bridge, the global glamping market was valued at \$2.8 billion in 2021 and is expected to reach \$8 billion by 2029, registering a CAGR of 12.8% during the forecast period of 2022-2029. The primary age demographic driving this growth is 18-32.





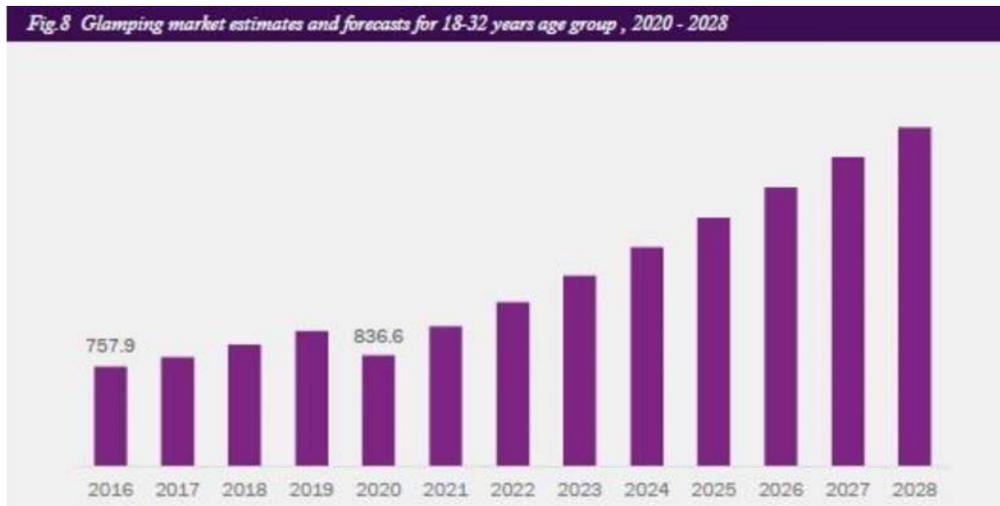
GLOBAL GLAMPING REPORT 2021 (SOURCE: MARKET BRIDGE)

Market Bridge attributes growth in demand to the following drivers:

- Social Media Influence - The rise in the influence of social media among consumers acts as one of the major factors driving the growth of the glamping market. In addition, various tourism sites offering irresistible holiday packages and major discounts have a positive impact on the industry.
- Outdoor Tourism - The increase in worldwide expendable income is causing outdoor tourism growth to accelerate. The expansion of the sector is increasing the demand for innovative glamping accommodations, including villas, lodges, treehouses, tents, cabins and tipis.
- Transformational or Retreat Tourism - The increase in the inclination towards transformational or retreat tourism further influences the market over the forecast period.
- Additionally, use of glamping to reduce environmental pressure on destinations, change in consumer preferences and growing popularity of ecotourism positively impacts the glamping market.

Grandview Research released similar growth projections at 13.9% compound annual growth rate.





GLOBAL GLAMPING REPORT 2021 (SOURCE: GRAND VIEW RESEARCH)

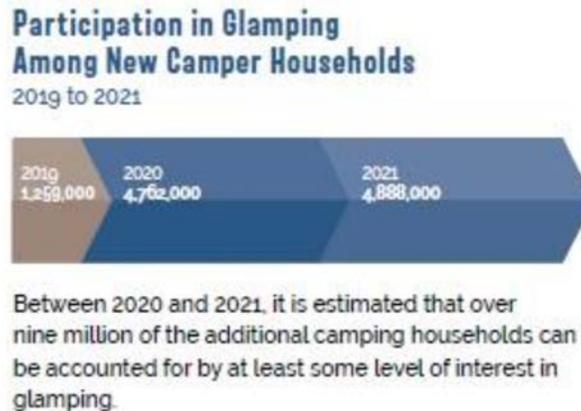
According to Arizton Research Group’s 2021 U.S. Glamping Market Report, “The US glamping market size was valued at \$569 million in 2020 and is expected to reach \$1.5 billion by 2026, growing at a CAGR of 18.26%.” Arizton expects this steady growth to be attributed to:

- Growing luxury travel activities
- Second wave of entrants
- Advances in off-grid technology
- Diversifying camping audience
- Rising popularity of music festivals

Additional factors leading to growth in the glamping industry include, “growing high disposable income, modernization and growing recreation activities in the country.” They also comment, “rising domestic and international travel plus a significant shift towards outdoor accommodation are contributing to the industry’s growth.”



KOA's national glamping report tracked significant growth in glamping in the past 3 years:



SOURCE: KOA 2022 NATIONAL CAMPING REPORT

RMS also predicts that after two years of limited travel from COVID-19, campers will be willing to spend larger amounts on their vacations indicating positive demand for glamping.

Bigger Trips, Bigger Spending:

Average trip spending is predicted to surpass 2019 levels as people treat themselves to long overdue vacations⁴. Along with bucket-list destinations and luxury upgrades, another trend is rising - experiences. With time to plan their next vacation, people aren't just thinking of the destination. They are considering the activities and adventures that can happen on the trip.

SOURCE: RMS 2022 OUTDOOR HOSPITALITY REPORT

Due to lingering health concerns or travel restrictions from COVID-19, people who would have spent large budgets traveling abroad are choosing to stay close to home and allocate that budget elsewhere.

Forecasting

The desire for travel is high, but guests will stick close to home and visit more local destinations. However, that doesn't mean they will be pinching pennies as travel spending will increase as people treat themselves to much needed time off. COVID protocols around improved cleaning and self-service will remain popular with guests even as pandemic worries decrease.

SOURCE: RMS 2022 OUTDOOR HOSPITALITY REPORT

In 2022 Sage Outdoor Advisory partnered with Kampgrounds of America (KOA) / Terramor and AirDNA to compile a comprehensive database tracking business metrics for the glamping industry. This report compiles business stats, customer feedback and short-term rental data. The insights of this report can be seen below.



The Growth in Glamping

The term glamping was added to the Oxford's Dictionary in 2016 and ever since has seen a steady increase in awareness. However, the pandemic dramatically increased both awareness and experiences in glamping over the past two years.

It is estimated that about

17 MILLION

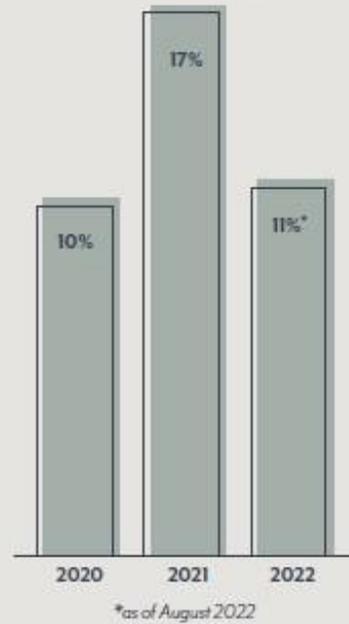
households took at least one glamping trip in 2021; a 155% increase from 2019

GROWTH IN GLAMPING LOCATIONS

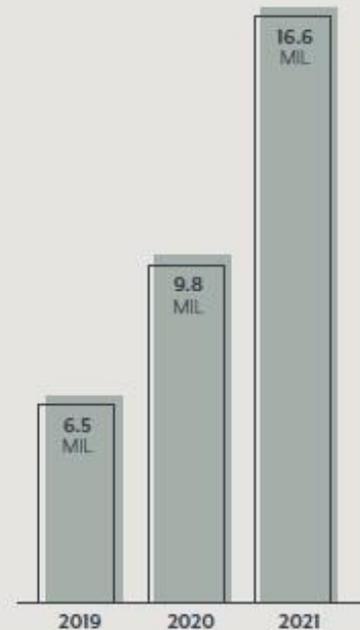
The growth in exposure to glamping has been substantial in the past 6 years, which has closely tracked the growth in the number of glamping providers. Not only are glamping business brands emerging and growing, short-term rental options for glamping are entering the market at a similar pace.



PERCENTAGE OF NORTH AMERICAN HOUSEHOLDS THAT GLAMP



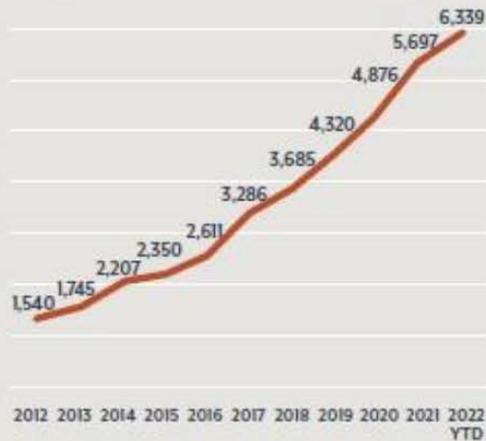
HOUSEHOLDS GLAMPING IN THE PAST 3 YEARS



2022 GLAMPING REPORT (SOURCE: SAGE / TERRAMOR)

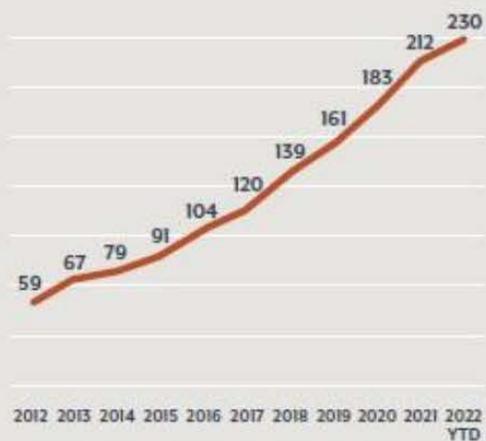
**INDUSTRY GROWTH
OVER THE PAST 10 YEARS**

Available Glamping Accommodations Through Online Short-Term Rental Platforms



Short-term rentals are defined as accommodations available to rent through online vacation rental sites such as VRBO and AirBnB. Source: AirDNA.

Operating Glamping Businesses



Compiled data by Sage Outdoor Advisory. Glamping businesses are defined as having multiple units available and have a business website where customers can make direct bookings.



Over the past 10 years, the industry has experienced a

**310%
INCREASE**

in short-term glamping rentals and a

**290%
INCREASE**

in glamping brands.

2022 GLAMPING REPORT (SOURCE: SAGE / TERRAMOR)



As can be seen above the glamping industry growth has been surging the past decade in attempts to keep pace with demand for unique and experiential hospitality.

Conclusion

General trends in the glamping industry have shown steady increases pre-pandemic and expedited growth post-pandemic. Trends in consumer behavior and desire for unique experiences and sharing on social media are large contributors to this growth. The desire to unplug and stay in eco-friendly resort options are also driving demand. Rising fuel prices and cost of living could negatively impact glamping, but they could also push travelers with traditionally expensive international trips to take a glamping trip close to home.

Overall, it is clear that demand is outpacing supply. This is evidenced by strong occupancy rates across the industry, as well as the 8 industry leaders adding on average one new site location per year since 2015. There are some negative signs that could slow growth, but overall projections remain positive.

