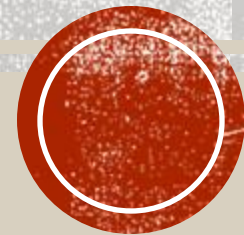


# **BROTHERS SXS RENTALS**

**&**



# **TNT Ghost Town Tours**

There is a growing amount of popularity for outdoor adventures. The amount of people who enjoy powersports and the outdoors is reaching the millions. The area that Brothers SxS Rentals and TNT Ghost Town Tours is an untapped area for this adventuresome population; always looking for the new place to ride.

- Glamis reports 10,000 to 100,000 people and vendors every weekend during the operating season (Oct – April)
- Old US Hwy 80 and the Desert Rose Bar and rodeo arena see on average 10,000 vehicles per month average
- Polaris has a unique product and program for a “franchise” type of partnership not offered in this region of Arizona.

## **IDENTITY**

Side by side UTV rental that does guided and self-guided tours of the Southwestern Arizona desert.

Subsidiary to Old Arizona Territory Preservation Society

Partner with Polaris Adventures as certified Polaris Outfitter



# PROBLEM

- No rental business in the area for over 50 miles
- No touring outfitters in the area
- Minimal camping and preservation areas
- Growing popularity within the powersports UTV community for places to ride safely as more people join the population of riders and outdoor enthusiasts



# OUR SOLUTION

Mapped 1200 miles of historic roads and stagecoach trails

26 abandoned sites - gold mines, train depots, old western towns and ranch settlements

Facilities and amenities for the daily operations of the rental business

14 highly skilled and knowledgeable outfitters with equipment and data to provide guided or self guided tours



# TARGET MARKET

- **3 main markets with many sub sections**
  - **UTV ancillary community – friends/family of UTV owners**
  - **Families – Adults 28-55 with Campers or Tenting**
  - **Adventure groups – youth groups – College teams/clubs**



There will be cabin rentals nearby that can draw rental clients

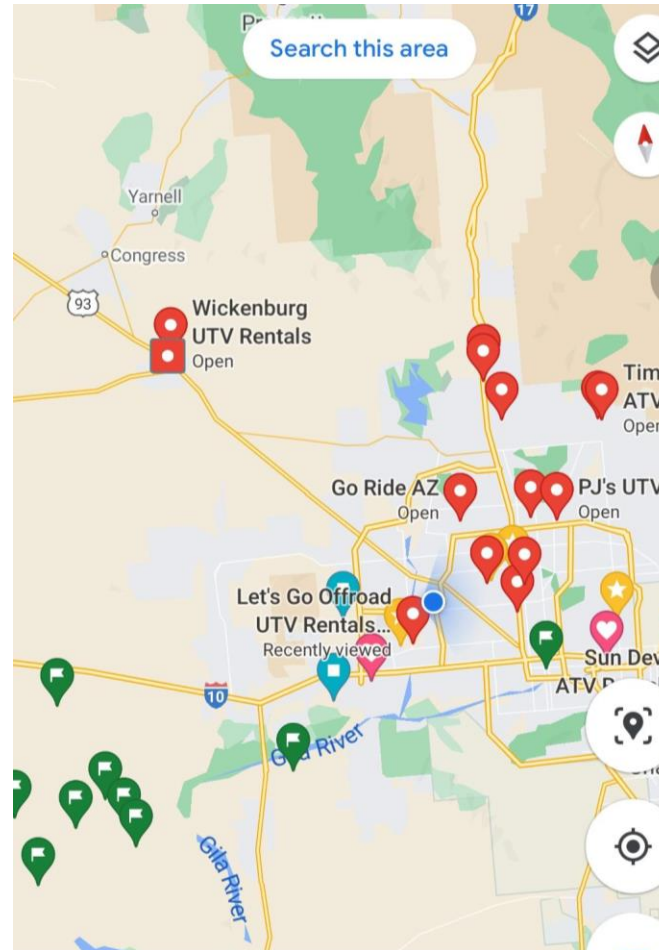
There will be a historical landmark and museum

There will be monthly events that will be fundraisers for the non profit subsidiary partner. Membership program discounts



# THE COMPETITION

- Extreme Powersports
  - 25 RZR – 1 trail 40 miles long -8 miles from Cave Creek
- New River Polaris Adventures
  - 30 miles away from Phoenix – 40 cars full rented during season.
- Glamis
  - 150 miles east in California- over 40 years-used to be free
  - 100,000 people and vendors every weekend Oct till Jan
- Private owners offering rentals
  - PJ SxS rentals – can trailer from Peoria
  - Size Matters UTV and ATV



Green tags POI  
Red tags competition

## Sites near base

- Petroglyph park
  - State park drawing in 40-60,000 visits annually
- El Dorado Hot Springs
  - Booked 4 to 6 weeks in advance
- Gillespie Dam and Historic Bridge
  - Averages 40,000 visits/year
- Desert Bar – Castle Dome Mine Museum
  - 126 miles East of Arlington- no rental business



# REVENUE STREAMS

- Rentals – 4 to 6hrs/person
  - Average \$50/hr/person- estimated 30-40 ppl/daily
- Tours
  - Average additional \$50/hr/person- estimated 50 ppl/month
- Projected income of \$35,000 - \$50,000/mo. (in season)
  - This was is based on 10 leased/owned cars
- Sales
  - Merchandise, parts, trail food, drinks, gear
  - Future possibilities with becoming a Polaris Dealer
- Repairs
  - \$100/hr in shop - \$250 machine / welding
  - 2 certified RZR techs on duty and on call resuce staff
- Grant fulfillment
  - State and Federal grants given for contracts and preservation efforts



# MARKETING PLAN

## Online Marketing

Website, Social media Ambassadors

## Facebook

SxS and Adventure Groups

Sponsored ads (paid ads)

## Billboards

Digital Signs on 303 & 101

339<sup>th</sup> Ave & I-10

## Events

Sponsored Trail rides

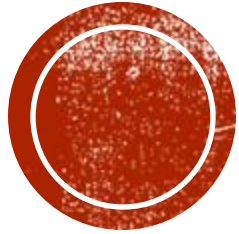
Cross Marketing Networking

Corporate sponsorship/partnership

Canyon Speedway

Polaris

Affordable Powersports



## B 2 B Marketing

Brothers SxS Rentals and TNT Ghost Town Tours will partner and promote other rental and tour companies. The rental clientele are often looking for other places to ride and explore.

## Subsidiary Partnership

Membership to the Preservation Society - A paid membership will provide discounts and benefits on rentals.



Building – Desert Rose Arena and CoOp Bar - \$7000

UTV – Lease from Polaris or purchase older models \$9000 – 10 cars

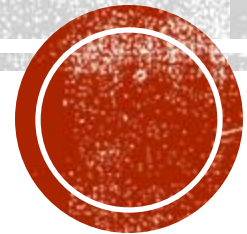
Staff – 4 employees - \$7,500

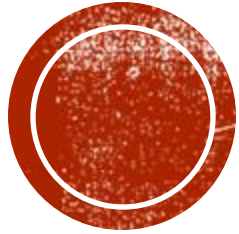
Consumables – gas, oil, tires, shop supplies \$4000

Marketing- \$5500 until booked 50% then titration of Marketing

Overhead - \$3500

**EXPENSES**





# TEAM/KEY ROLES

Charles McDaniel – Lead technician, lead trail surveyor, lead safety and driving instructor

Thomas Dobczyk – lead safety technician, lead tour guide, field nurse

Dennis Paulson – Polaris technician, trail guide, safety and riding inductor

## Staff

Charles McDaniel III – tour guide

Tanner Benson – tour guide and riding inductor

Junior Ha – tour guide

Brittany Marie – reservations and information, Facebook manager

- 1 year – renting every weekend by the end of the season- 10 cars- 20 guided tours 50k net income
- 2 years – booked weekends for the entire season- 20 cars- 40 guided tours- 100k net income- 15 car sales
- 3 years – Booked weekends and 50% of the week- 30 cars- start second location- 200k net income
- 4 years – 40 cars and a Dealership for Polaris in Arlington Arizona. 275k net income
- 5 years – booked weekends and 50% weekdays @ 2 locations- 50 cars total- 350k income

## **MILESTONES**

