

Executive Summary

Arizona is the number 1 place for camping and outdoor activities in the southwest. Many people live here simply to be this close to nature and all it has to offer. The camping and RV industry has seen a 37% increase over the last 3 years due to Covid-19 and all the limitations it had to offer. During the pandemic however, the phoenix metropolitan area has seen an increase in population like never before. One of the state's fastest growing communities is Buckeye. A cotton farming town Buckeye is about to bolster over 100,000 residents, making it the largest community west of Phoenix, before you get to California. With approximately 100,000 new homes expected to be built in this area over the next 5 years, Buckeye will see a population growth of over double what it was just 20 years ago. Most all new communities will be restrictive of boats and RVs. The Upland RV & Boat Storage facility will provide space for over 300+ outdoor toy owners, with ease to retrieve and 24 hour security, people can be assured that their 2nd home will be safe at Upland RV and Boat Storage.

Company Overview

- Upland RV and Boat Storage was started in 2018 and the property and concept was brought to the point of conception and ground-breaking by May of 2022. This property was distressed by the inability to meet the cost of construction and the limitations set in place by the current economic conditions of it's previous owner.
- The area of this project is still severely under-served and becoming inundated with illegal or "mom-n-pop" storage places that lack security, fire pr and prevention, and proper zoning laws.
- The area is expecting growth of over 157% over the next 12 years as per the City of Buckeye Council members meeting March 2022. The area was also changed from rural residential to heavy industrial during that hearing.

Industry Analysis

Currently the Self-storage industry is a \$64 billion venture with RV and Boat storage being considered subsection of about 40% due to the spaces needed. Most of the industry in RV and Boat storage are providing a service and a product to a client that already is displaying a source of expendable cash or income. The client that lives in a densely populated community may simple not be allowed to keep and RV or Boat at the private residence. These clients are in the 10's of thousands in the area becoming known as the area where Bill gates is Building his Smart City. Arizona is known as a Vacation destination and a retirement spot supplying more potential clients in need of large outdoor storage spaces. Overall, most RV and boat lots see profit margins between 30% and 40%

Customer Analysis

Arizona people spent \$174 million on RVs in 2020 and \$960 million over the last five years on watercrafts. Combined there is over \$1 billion dollars spent on property that will need storage. Many clients look for 3 main things when choosing a location for storage. Security of course is the biggest one most people think, but it was discovered to be location to home. People like to have their belongings safe, but close to home. And finally, the third important feature aside from cost was the ability to get in and get out.

There is over 100,000 RV and Boat owners that come past or through the area of the Upland RV and Boat Storage property. 150,000 new homes will be built without a spot to park and RV or a boat unless large amounts of money is spent before the building of the home to accommodate that type of vehicle.

Competitive Analysis

Your competitive analysis should identify the indirect and direct competitors your business faces and then focus on the latter.

Comparison of Competitors						
Based on 30+ft spots	Type	Size/sites	RV	Boat	Av. Price	Draw
Mom-n-Pop	RV Storage and Boat	2 to 20 acres	X	X	>\$99/mo	Local family, knows everyone personally

Buckeye RV & Boat	Open RV and boat Storage	2 acres/59 sites – access 6am-9pm	X	X	\$120/mo	Petroglyph on ancient stones
Purely Storage	Self Storage and RV	5 acres/250	X	X	\$129/mo	On-site Self Storage Near Highway exit
Sheild RV & Boat	Open Air Storage	2 acres/54 spots	X	X	\$109/mo	Wide open Free camping – maps needed

Marketing Plan

Traditionally, a marketing plan includes the four P's: Product, Price, Place, and Promotion. For a campground business, your marketing strategy should include the following:

Product: We will provide over 300 spaces from 20 to 40ft long and have a completely automated system for our customers. We will also build into the model a possibility for concierge and porter service for returning or picking up. This will be an added value to the location and the security the Upland site provides

Price:

The industry standard is to base the price of lots on local averages. With new updated technology space can be priced on availability and supply of the space. Once a capacity rate has been reached prices are subject to vary to maximize profit potentials. Currently the price range is \$4.00 to \$6.25/sf

Place:

The Upland RV and Boat Storage facility is located on 5 acres with the opportunity to expand to 10 based on contiguous land. The site is located at the apex of the Phoenix By-pass south of Interstate 10 and State Highway 85. The property is visible from both highways adding to the ease of access. Finally, the property lies between the growth of central and northern Buckeye and between the Verrado and Tartesso communities

Promotions:

Open House event and annual contracts to reach 30% capacity. Internet and social media will be the main source of advertisement with digital billboard used on the interstate up to 5 miles in either direction. Finally, once 30% of the spaces have been contracted, prices will vary to increase the profitability until 70% of the facility is occupied. It is possible to refinance or sell and cash-out of this investment once it reaches 70% occupancy. Automated advertisement will be utilized to maintain a rate of greater than 80%

Operations Plan

Currently the project is in the planning and development final stages with ground-breaking within weeks of finalization of funding and documentation. There will be rough construction to certificate of occupancy with the possibility to expand the project in the middle of construction of the main site. This may occur to expand profit potential while decreasing the overall build cost for doubling the capacity of the property. Once the property has been built out and the county has issued a certificate of occupancy, a final end user or manager will be in place to take over the daily operations of booking appointments, signing contracts, and maintaining the property from the on-site office.

Building Plan

- Road and property access
- Well drilling and water production
- Acquisition of materials (pipe/dirt/stone)
- Process dirt and material for 35,000 cubic yards
- Acquire, prep and install retaining walls, concrete moats, and drainage systems
- Install and inspect fire system and tanks as permitted
- Install all ancillary buildings (office/shed/septic tank)
- Pave entire lot and complete as per blueprints and design work
- Deliver to a management team or end user a complete RV and Boat Storage Facility with ability to accept clients seeking outdoor storage

Long-term goals

- Market the property as an investment opportunity
- Complete the project for the end user or management company
- Establish 30% occupancy before grand opening
- Expand the storage space to the northern 5 acres or sell to an end user for re-purposing of the property.

Management Team

- Ricard Castro
 - Investment Manager/Owner
- BSN Construction – Thomas Dobczyk
 - Construction and Project manager
- Southbound Drilling – John Shelton
 - Water and Well
- 310 Dust Control
 - Dust Control and ADEQ Permit

- Torrent Systems
 - Storm water and Drainage systems
- KAEKO - Architecture
 - Engineering

Financial Plan

Income Statement

Proposed

P&L

Balance Sheets

See Attached

Summary

The cost of construction and schedule are included as attachments. The cost of land and building the property is at the fair-market value and will be able to exceed expectations once construction is completed and tenants are able to move onto the property.