

## **Executive Summary**

Arizona is the number 1 place for camping and outdoor activities. Camp Crag is situated in an abandoned area of the Arizona desert that is now in the path of expansion and population growth. In the not-so-distant future Interstate 11 will be within site of the campground near the GhostTown of Crag, Arizona. This area is used mostly by OHV and 4x4 vehicles for recreational activities such as camping, target practice, and offroad exploring. The 120-acre area near the GhostTown is being designed to service a recreational community of over 2 million people. Crag would join an industry that in 2018 was generating 1.86 billion dollars in revenue just for Arizona offroad businesses. The team behind this project are all enthusiasts of this type of venture and are outstanding members of this off-road community. Starting with a 3-phase plan to scale into a community resource in a literal desert both in physical nature and need for basic essentials that Camp Crag will provide; water rest and relief are not available currently in this area for MANY miles.

## Company Overview

### Seasonal/RV Campground and Private Club

- **May 2021 – Crag Historic Partners LLC** – established partnership for historical property acquisitions
- Property purchased – JK Multiservices LLC
- Partnership formed – May 2022
  - Site Plan - Conceptual Drawing
  - Survey and Boundary identification
  - Site Clean up
  - Road Expansion and grading – more improvements needed
  - Water well and running water established – currently undergoing drinkability testing
  - Pump house and mechanics shed constructed – 90% complete
  - Water storage, Mobile office, 2 rental units and secure storage sight established.
  - Contracts for tenants/subsidiaries pending

## Industry Analysis

- How big is the campground industry (in dollars)?

We cover 2 markets

*Arizona State University finalized a study in 2018 finding that residents and tourists spend **\$1.86 billion** on off-highway vehicle recreation. This equates to \$221.76 million in state and local taxes. Mar 8, 2020 – Google*

*38 percent of human-powered recreation outings result in an overnight stay, and human-powered recreation produces **\$5.3 billion** in annual retail sales in Arizona. That equates to 12 percent of Arizona's total retail economy, according to the study from the Access Fund. – Phoenix BizJournal*

These numbers are for both off-road and camping for a combined **\$7 billion** and these numbers are increasing exponentially as we navigate a society that is directed by

shutdowns in that society. The competitors we have in this industry are not very close to our location. However, for comparison and projection of growth places we are set up like include:

- Painted Rocks (59 RV sites/No Amenities/ on historical state park)
- BLM camp sites (unknown amount of sites/no cost/no amenities or facilities)
- Co Op Grill and Bar (10 sites for RV only/not a campground/market share partnership)
- Glamis (hosts 100,000 off-roaders/not a campground/in California but populated by AZ people)

We have partnerships with Developers, Well drillers, Off-road companies, and Promotional companies to help grow the property into full use facility for COST minus profit.

With society and government rule in Arizona more open to personal liberties and less about mask mandates people are flooding into Arizona in record numbers. Many people are seeking the retreat and relaxation of the outdoors to get away from this influx of people. People are driving 90 miles or more to get away and when Crag opens to the public, they will now have a place within 50 miles to come and get away. Over the next 5 – 10 years there will be a population growth of over 6% in this area. With a population cresting at 3 million or more currently within a 50-mile radius. If only 1% of those people visited Crag, we would be well over our breakeven point and into significant profit margins.

### **Customer Analysis**

We have 3 main customer segments that overlap and intertwine.

Off-Road Explorers – We are a resource to anyone seeking to explore this area. Currently experiencing growth from 400 visitors to 10,000

visitors or more annually, the area is becoming a popular destination that is ALREADY on Google and state maps.

Campers – With Free camping sans utilities and amenities the BLM has and will provide many FREE areas for people to camp. We have incorporated many of our facilities and amenities to service these BLM campers as well as people who want more of a community/summer camp feeling over rural or isolated camping.

Outdoor/Historical preservation – We specifically selected and acquired a spot on a historical road, with historical ruins on site, that had a historical story so there would be a significance and a call to attention for a place with interesting historical/geological/botanical effects, artifacts, and experiences. This particular group is drawn in by the tourist effects and are not directly associated with the other 2 groups. By sectioning off 20 acres of the grounds monuments and historical structures can be preserved and will facilitate the opening of a museum by a non-profit group seeking grants to fund research and education about the Old West and this area of the desert as it relates to all civilizations that walked the area around Camp Crag.

### Competitive Analysis

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

Comparison of Competitors						
	Type	Size/sites	RV	Tent	Extras	Draw
<b>Camp Crag</b>	Seasonal/Recreational	120acres/45 sites	X	X	XXXX	Desert trails and ghost town
<b>Painted Rocks</b>	Seasonal/State Park	5 acres/59 sites	X		XX	Petroglyph on ancient stones
<b>Co-Op</b>	Seasonal Business	5 acres/10 sites	X		XXX	Bar and Grill – Rodeo Arena
<b>Glamis BLM</b>	Federal/State land	12,000 sq miles / unknown	X	X	none	Wide open Free camping – maps needed

X – bathroom / X – water / X – Activities / X – Amenities

### 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 be a full-service campground and be regulated by the state as an official Water site and Camping facility. An oasis for off-roaders, we are partnering with strategic companies and making affiliations that will draw the others who do NOT frequently come to

this area of the desert to make a NEEDED visit. Many people avoid this area of the desert simply because nothing like our facility exists in the area. By providing recreation, educational space, and community style resources.

**Price:** Camping will range from \$20 to \$200 per night per person depending on the type of camping they seek. With accounts on VRBO and Airbnb we have subsidiary partners who wish to use our facilities to host glamping experiences. We will host our own RV and Cabin products in phase 3 of development.

We will also host major events such as, family or organizational campouts, concert-jamborees that are hosted by a 3<sup>rd</sup> party group, and Off-roader groups that will lease space as well as fill the camp sites for 2-5 days

**Place:** Camp Crag is located 7 miles from Historic Old US 80 and the town of Arlington. Less than 50 miles west of Phoenix and 10 miles south of Interstate 10, Crag was a train depot and part of a stagecoach trail dating back to the 1849 Goldrush in California. Much of the traveling west went right through this area and the settlement that existed there before we purchased the land was abandoned over 50 years ago. The property remained in abandoned condition and much of the ruins site is preservable for observation. It has not fully been researched to see if the state has any interest in preservation, however interest has been made by solar companies for the site.

**Promotions:** Our site is currently being sought after by multiple promotion companies seeking joint ventures in hosting a variety of events. From Paranormal to Baha style racing companies 7 different entities have scheduled arrangements to do site visits for partnerships. Currently 3 entities have partnered with CHP LLC and JKM LLC for

space to be on the campground site for their business. Aside from the Tour company, Rental company, and non-profit drawing in potential business while providing a revenue through land leases. Camp Crag will utilize the following:

- Over 10,000 followers on 15 social media accounts
- Relationships converted to sponsorships or partnerships with major corporate brands such as Polaris, Ride Now, Affordable Powersports, TNT Ghost Town Tours, and the Old Arizona Territory Preservation Society.
- Intense Facebook Marketing
- Fundraiser Partnership on a Native American Monument/Memorial
- Press release date set for September 3<sup>rd</sup> and News release September 15<sup>th</sup>
- Video for social media accounts increased to Daily content Podcast type advertisements.
- Open House events and an inaugural off-road event that continues a monthly schedule.

## **Operations Plan**

### **Everyday short-term processes**

- Marketing and Social Media presence
- Update Content for the Week and month
- Meetings on Events and planning stages weekly
- Property Maintenance and upgrades to increase stays.
- Collaboration with other onsite entries to improve site overall operations
- Designation or delegation of daily, weekly, and monthly property plans

- Management of staff and automation of camping registrations and bookings

## **Long-term goals**

- Scale to 300 sites and 100 rental units among 400 acres
- Purchase and hold 1000 acres of land for future development and scaling

Recreate this on a site in the north area of Arizona and then move to other western states with Ghost Towns as the attraction.

## **Management Team**

- JK Multiservices – John and Kathlyn Nguyen
  - Business and accounting firm – Majority Partner
- BSN Construction – Thomas Dobczyk
  - Construction and Project designer – Majority Partner
- Independent Concepts – Tammy Cline
  - Advisor to Marketing and Programming
- Old Arizona Territory Preservation Society – Non-profit research group
  - Grant Writing and Research team for the area
- Heather Blankenship – RV/Campground Coach
  - RV and Campground owner of 26 resorts
- TNT Ghost Town Tours – Rental and Tour Company – Tenant
  - Partners of Polaris and the Off-road Community

## **Financial Plan**

**Income Statement - see proforma**



## Balance Sheets

## Summary

We are seeking seed capital to begin construction so that active relationships can be converted into income producing leases or active partnerships that lower construction cost. We do believe this opportunity is a safe and profitable venture for all those involved. Much like Sedona or Tombstone there was a couple of guys, an idea, and some money... the rest is history.

## Highlights













