

## **Outback RV Resort Membership & Vendor Revenue Model**

**Prepared by:** Titan Impact Group

**Project:** Outback RV Resort, Wenden, Arizona (Qualified Opportunity Zone)

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### **Overview**

The Outback RV Resort generates recurring revenue through an innovative **tiered membership model**, vendor rental programs, and an off-road rental test track experience. These three revenue streams are designed to stabilize operating income, enhance the guest experience, and provide scalable value to both the Opportunity Zone Fund and its equity partners.

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## **1. Membership Revenue Model**

### **Membership Tiers**

| <b>Tier</b>                 | <b>Annual Price</b> | <b>Benefits</b>   |
|-----------------------------|---------------------|---|
| <b>Base Membership</b>      | \$7,500/year        | 14-night stay, access to vendor events, 1 free day on track, discounted vendor products |
| <b>Adventure Membership</b> | \$10,000/year       | 30-night stay, 4 free track uses, VIP lounge, early booking                             |
| <b>Elite Membership</b>     | \$15,000/year       | 60-night stay, unlimited track access, personal storage, concierge service, VIP events  |

### **Estimated Annual Members**

| Tier                                   | Members    | Revenue            |
|--|------------|--------------------|
| Base                                   | 100        | \$750,000          |
| Adventure                              | 75         | \$750,000          |
| Elite                                  | 50         | \$750,000          |
| <b>Total Annual Membership Revenue</b> | <b>225</b> | <b>\$2,250,000</b> |

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## 2. Vendor Revenue Model

The resort features vendor-operated spaces including:

- Gold Panning/Mineral Sales
- Food Truck & Cafe Vendors
- Gear & Apparel Retailers
- Outdoor Adventure Rentals (e.g., ATVs, eBikes)

### Vendor Lease Structure

- **Base Rent:** \$1,500/month per vendor space
- **Revenue Share:** 10% of vendor gross receipts

### Vendor Revenue Forecast

| Vendor<br>s | Base Rent<br>Annual | Avg. Gross<br>Sales | Revenue<br>Share | Total Annual Vendor<br>Revenue |
|-------------|---------------------|---------------------|------------------|--------------------------------|
| 10          | \$180,000           | \$1,000,000         | \$100,000        | \$280,000                      |

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### 3. Off-Road Track Revenue Model

An exclusive 9-acre off-road course designed for recreational use, special events, and vendor demos.

#### Track Use Revenue Streams

- **Daily Pass:** \$75 per rider
- **Season Pass:** \$1,000 per rider (100+ rides/year)
- **Corporate & Private Event Rentals:** \$2,500–\$10,000 per event

#### Track Revenue Forecast

| Category                      | Units/Year | Revenue   |
|-------------------------------|------------|-----------|
| Daily Passes                  | 2,000      | \$150,000 |
| Season Passes                 | 100        | \$100,000 |
| Private Events (12/year avg.) | 12         | \$100,000 |

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|                                   |                       |
|-----------------------------------|-----------------------|
| <b>Total Annual Track Revenue</b> | <b>\$350,00<br/>0</b> |
|-----------------------------------|-----------------------|

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## 4. Combined Projected Revenue from Resort-Based Operations

| <b>Source</b>                           | <b>Annual Revenue</b> |
|---|-----------------------|
| Memberships                             | \$2,250,000           |
| Vendor Rents & Rev Share                | \$280,000             |
| Track Rentals                           | \$350,000             |
| <b>Total Annual Operational Revenue</b> | <b>\$2,880,000</b>    |

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### **Note:**

These numbers are based on conservative assumptions. The membership and track models are expected to grow year-over-year through digital marketing, partnerships with veteran organizations, off-road clubs, and strategic SEO/SEM campaigns.