

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.

1. Membership Revenue Model

Membership Tiers

Tier	Annual Price	Benefits
Base Membership	\$7,500/year	14-night stay, access to vendor events, 1 free day on track, discounted vendor products
Adventure Membership	\$10,000/year	30-night stay, 4 free track uses, VIP lounge, early booking
Elite Membership	\$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
Total Annual Membership Revenue		225	\$2,250,000

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

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

Total Annual Track Revenue	\$350,000
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4. Combined Projected Revenue from Resort-Based Operations

Source	Annual Revenue
Memberships	\$2,250,000
Vendor Rents & Rev Share	\$280,000
Track Rentals	\$350,000
Total Annual Operational Revenue	\$2,880,000

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.