

# Outback RV Resort & Outback Tiny Homes – Full Business Plan

Wenden, Arizona | Qualified Opportunity Zone

Date: July 29, 2025

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## 1. Executive Overview

The Outback RV Resort and Outback Tiny Homes Development is a master-planned, 20-acre outdoor hospitality and tiny home hybrid community located in Wenden, Arizona. Strategically positioned in a **Qualified Opportunity Zone (QOZ)**, the project is designed to generate strong financial returns through unit sales, resort memberships, and diversified on-property revenue streams.

The project combines:

- 54 tiny homes with RV garages
- Vendor village and commercial amenities
- 9-acre off-road test track & rental facility
- Two Quonset event centers
- Indoor/outdoor Olympic-size pool
- Outdoor hospitality and recreation offerings suitable for Gen-X retirees, blue-collar workers, and long-term RV residents.

This business plan outlines the full financial, operational, and market strategy for the development, construction, and eventual disposition of the property through a Qualified Opportunity Zone Fund.

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## 2. Project Mission & Vision

### Mission Statement

To create Arizona's premier tiny home and RV hybrid community offering affordable luxury living, adventure tourism, and long-term value through sustainable development inside a Qualified Opportunity Zone.

### Vision

To establish Outback RV Resort as the flagship outdoor hospitality destination in Western Arizona—where residential housing, recreational amenities, and tourism intersect to create long-term economic growth.

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## 3. Market & Demographic Analysis

### Primary Target Markets

1. **Gen-X Retirees (Ages 48–62)** seeking low-maintenance hybrid living with recreational amenities.
2. **Blue-collar workforce** migrating to the region for new industrial and manufacturing jobs.
3. **Snowbirds & long-term RV residents** seeking upgraded RV accommodations and tiny home options.
4. **Adventure tourism market** drawn to off-road lifestyle and Western Arizona recreation.

### Regional Economic Drivers

- Expanding industrial job base across La Paz and Maricopa counties
- Increased demand for affordable housing options
- Strong tourism trend toward RV resorts and off-grid recreation
- Limited supply of high-quality outdoor hospitality developments

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## 4. Development Phasing Plan

### **Phase 1 – Roads, Grading & Core Infrastructure (90% Complete)**

- Roads and grading nearly completed
- Water rights secured; triple capacity for projected usage
- \$200,000 needed to finish pavement and layout

### **Phase 2 – Pads, Utilities, Permits**

- All wet & dry utilities installation
- Concrete pads for 54 units (3,600 SF each)
- Updated engineering & building permits
- Budget: \$1,750,000

### **Phase 3 – Vertical Construction**

- Build 54 steel-frame tiny homes with RV garages
- Interior build-outs, mechanical systems, and inspections
- Budget: \$3,150,000

### **Phase 4 – Amenities & Vendor Spaces**

- Café, general store, laundromat
- 9-acre off-road rental/test track
- Gold mining & panning attraction
- 2 Quonset event centers (6,000 SF each)

- Budget: \$1,190,000

### **Phase 5 – Landscaping, Pool & Closeout**

- Olympic pool construction
- Lighting, signage, irrigation
- Final inspections and turnover
- Budget: \$490,000

### **Contingency (3%)**

- \$220,000 allocated

### **Total Phase 1–5 Development Cost**

The combined cost of **Phase 1 through Phase 5**, including contingency, is:

**\$7,000,000 (Seven Million Dollars)**

This represents the full construction budget as reflected in the formal construction contract.

- \$220,000 allocated
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## **5. Product Offering & Unit Design**

### **Tiny Home + RV Garage Hybrid (54 units)**

- 1-bedroom tiny home (approx. 600–800 SF)
- 40-foot RV garage with optional workshop conversion
- Outdoor living deck options available

- Pre-approved upgrade packages for buyers

## **Sales Strategy**

- First 10 units discounted under \$199,000
- 10 premium units priced at \$450,000–\$500,000
- Remaining units priced at \$249,000–\$350,000

## **Estimated Build Cost**

- \$129,000 per unit baseline
  - Includes interior build-outs & MEP systems
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# **6. Revenue Model**

## **1. Unit Sales Revenue**

- Total sales: **\$18M–\$22M**

## **2. Membership Revenue**

- Annual dues: \$7,500–\$15,000
- Estimated annual revenue: \$500,000–\$1.2M

## **3. Vendor Rental Income**

- \$50,000 annually

## **4. Off-Road Track & Event Center Income**

- Track rentals: \$100,000–\$150,000 annually
- Event center usage: \$50,000–\$80,000 annually

### **Stabilized NOI Estimate**

- \$1.8M–\$2.2M (conservative)
  - EBITDA multiple for RV resorts: **9.5× average**
  - Implied valuation: **\$26M–\$32M**
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## **7. Capital Structure & Funding Plan**

### **Total Project Cost:**

**\$15,000,000**

The Outback RV Resort & Outback Tiny Homes development requires **\$15 million** for full completion, including land, infrastructure, construction, amenities, vendor spaces, and soft costs.

### **Capital Raised to Date (GP Contribution): \$3,000,000**

Titan Impact Group and Richard Stephenson have already contributed **\$3 million**, which covers:

- Land acquisition
- Phase 1 development (roads, grading, utilities)
- Engineering, early design, and entitlement preparations

### **Capital Needed to Complete Development:**

To fully complete all phases of development, the project requires:

- **\$2,000,000 Equity Raise** → Completes Phase 2 (pads, utilities, permits)

- **\$10,000,000 Construction Loan** → Completes vertical builds & all amenities

### **Allocation of the \$10M Construction Loan:**

The construction capital will be split between the two primary project entities:

#### **1. \$7,000,000 → Outback Tiny Homes LLC (QOF) – Residential Vertical Build**

Allocated for:

- Construction of 54 tiny home + RV garage hybrid units
- Interior build-outs, MEP systems, and inspections
- All residential structures, upgrades, and finish work
- Vertical construction under the QOF entity for compliance

#### **2. \$3,000,000 → Outback RV Resort LLC – Infrastructure, Amenities & Vendor Spaces**

Allocated for:

- Final utilities and infrastructure completion
- Vendor plaza, café, general store, laundromat
- 9-acre off-road test track + staging area
- Event centers construction
- Pool and community amenities
- Landscaping, signage, lighting, irrigation

### **Total Capital Structure Summary:**

- **\$3,000,000** GP Equity (already contributed)
- **\$2,000,000** Additional Equity Raise (Phase 2 completion)
- **\$10,000,000** Construction Loan (Phases 3–5)

### **Ownership Structure After Capitalization:**

- **70% Buyer (Qualified Opportunity Zone Fund or institutional equity)**
- **30% GP (Titan Impact Group + Richard Stephenson)**

This structure ensures:

- Full QOZ compliance
  - Clear separation of residential vs. resort operations
  - Proper allocation of funds for lenders and institutional partners
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### **Total Project Cost:**

**\$15,000,000**

### **Capital Raised to Date (GP):**

**\$3,000,000**

### **Capital Needed:**

- **\$2,000,000** to complete Phase 2
- **\$10,000,000** construction capital (equity or OZ equity)

### **Ownership Structure**

- 70% buyer (QOZ Fund or private equity)
  - 30% GP (Titan Impact Group + Richard Stephenson)
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## **8. Entity Structure**



### **1. Outback RV Resort LLC**

Landowner and primary project entity.

### **2. Outback Tiny Homes LLC – Qualified Opportunity Zone Fund**

Equity raise vehicle for OZ investors.

### **3. Outback Tiny Homes Management LLC**

Operations, construction management, memberships, vendor coordination.

### **4. Outback Vendor LLC**

Manages café, general store, mining attraction, rentals, events.

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## **9. Operations Plan**

**Operator:**

**Outback Tiny Homes Management LLC**

**Responsibilities:**

- Resort operations & staffing
- Vendor management
- Event center scheduling
- Off-road rental operations
- Membership coordination
- Maintenance & compliance

**Third-Party Support**

- Blue Metric Group provides operational oversight & performance metrics
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## 10. Marketing & Sales Strategy

### Target Audiences:

- Gen-X retirees
- Outdoor enthusiasts
- RV travelers
- Workforce residents

### Marketing Channels:

- Social media campaigns (Meta, TikTok, YouTube)
- RV trade shows & outdoor expos
- Partnerships with OHV clubs & adventure networks
- Real estate MLS + investor channels
- Email funnel + webinar series for buyers

### Sales Phasing:

- Early adopter discounts
  - Tiered pricing model
  - Owner-financing options (20% down, 8–12% interest)
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# 11. Exit Strategy

## **Option 1 – QOZ Fund Exit (Preferred)**

Sell 70% ownership to QOZ investor at **\$30M valuation** before CO.

## **Option 2 – Market Sale Post-Stabilization**

Sell after achieving 80% unit sales + stabilized NOI.

## **Option 3 – Long-Term Hold & Refinance**

Refinance into SBA/HUD/CMBS facility and continue operations.

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# Appendices (Optional)

- Financial pro forma
  - Phased construction schedule
  - Investor FAQ
  - Entity diagrams
  - Market comparables
  - Vendor and amenities plan
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## **Prepared by:**

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Outback RV Resort Development Team