

Outback RV Resort & Outback Tiny Homes – Full Business Plan

Wenden, Arizona | Qualified Opportunity Zone

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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.

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.

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

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

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

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: **9.5x average**
- Implied valuation: **\$26M–\$32M**

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

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)

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.

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

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)

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.

Appendices (Optional)

- Financial pro forma
- Phased construction schedule
- Investor FAQ
- Entity diagrams
- Market comparables
- Vendor and amenities plan

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Outback RV Resort Development Team