

Reasons for Success

Two key factors are essential to the viability of this Project: our franchise affiliation with KOA, and the perennial return of 2 million visitors to this region, tens of thousand of whom boondock on BLM land in the vicinity of **The Arroyos Preserve**.

A KOA Franchise

Established as a member of the KOA franchise family, the Project will be supported by many benefits. KOA acknowledges the viability of this territory by adding this location, and assures our project exclusivity. We will not be competing with other KOA parks for guests. Our competition, “mom and pop” efforts, lack the horsepower that KOA brings. The on-going support that KOA gives to its franchisees ensures the degree of success unrivaled by the competition.

Key in the support KOA offers is help in the staffing selection and training process. Employees are the critical element in any business and utilizing the support that KOA offers in this regard assures focus on this priority. From hiring to training, KOA protocol assures efficiencies that will positively affect the bottom line by eliminating common mistakes. Additionally, KOA assists us in our vendor relationships. With the franchise, we also benefit from a proven and reliable system of doing business, including reservation systems and marketing. Our individual identity will grow from the KOA trademark - the KOA brand is well known and acknowledged for its standard of excellence. The KOA marketing support includes logos and templates and web design, etc., that benefit our advertising efforts.

With the support structure built in the relationship with KOA, as with other nationally recognized franchises, lenders are more apt to participate with affiliates financially, recognizing them as lower risk.

Location exclusivity, business systems, and far-reaching marketing all benefit the KOA franchise in its development and growth.

A Region Like No Other

The Arroyos Preserve's location is coveted. It is located in the very heart of snowbird country in western Arizona, blessed by 2 million visitors annually. The small, older, less appointed parks are limited in capacity, leaving tens of thousands of visitors no option other than to boondock on the BLM, with no utilities (no water, power, sewer). This is unsustainable for any length of time, so the solution is to break camp and take care of business. When these travelers break camp, they often move on to another town while they are mobile. There is no doubt that while dry camping can be an adventure for a while, many have grown tired of the inconveniences.

Our target market caravans every year to our location. People surveyed wish they could stay longer. They leave for the necessities listed above AND to engage in activities not offered in other locations in the area. This active RV community is looking for the vigor of pickleball, cycling, community entertainment and the time to enjoy them by not having to work around the water/power/sewer issues presented elsewhere. They want the “full meal deal”!

We currently enjoy a huge influx of off-road enthusiasts to this area. Some of the traditional RVers have bridged to include ATV activity among the adventures they want to enjoy during their longer stays here. And, the towns to which they would travel don't have the access to trails that they enjoy here. Also, and most noteworthy, are the number of millennials we see who travel to this area to enjoy the recently formed Arizona Peace Trail, traversing three counties. Many of these folks travel shorter distances (i.e. from southern California), and more often (i.e. long weekends) to find their “happy trails”.

This segment knows how to stay connected while they are away from the commute, as they conduct business via internet.

This demographic segment does not traditionally invest in an RV, so they are seeking accommodations at the trails they enjoy. The PRESERVE has them covered with options such as cabins and glamping tents with the conveniences of bathroom/shower facilities and laundry.

ALL campers seek this part of nature where they can enjoy the night sky unpolluted by light contamination. They want places to sit around the campfire to share the day's adventure, or to plan tomorrow's escapade. They want to have a place to gather their group for meetings. They want a place where they can pick up an extra bag of ice, or ingredients to make s'mores.

The scope of activities offered by The PRESERVE in its coveted location is unrivaled by any offering in the vicinity. The remarkable uniqueness of the 50 acres of The PRESERVE being surrounded on three sides by unobstructed BLM land affords the guests with the expansive pleasure of the pristine desert with all the amenities and creature comforts they seek to stay longer and return more frequently.