

Comparable Campground Operating Parameters - With Gross Income Between \$150,000 & \$300,000

<u>Camp Code</u>	<u>High Reporting</u>			<u>Low Reporting</u>			<u>Ave - Those Reporting</u>		
RV Campsites & Rental Units	317			38			116		
	Pct	\$ Per		Pct	\$ Per		Pct	\$ Per	
<u>Revenues</u>	<u>GI</u>	<u>Site</u>		<u>GI</u>	<u>Site</u>		<u>GI</u>	<u>Site</u>	
Camping Fees / Revenue	\$286,694	97.7%	\$5,734	\$138,309	71.1%	\$5,734	\$199,506	85.4%	\$2,588
Utility Reimbursement	32,634	15.1%	421	1,080	0.0%	0	14,427	5.7%	129
Merchandise Sales	57,116	23.0%	416	2,589	1.3%	(42)	16,030	6.6%	151
Other Income	43,733	17.6%	616	781	0.0%	0	14,131	5.6%	162
Gross Income	297,595	100%	5,871	152,889	100.0%	782	229,355	100%	2,779
COGS	48,659	19.6%	235	1,632	0.0%	0	13,044	5.1%	104
Gross Profit	288,938	100%	5,779	145,121	80.4%	629	218,796	95.7%	2,690
	Pct			Pct			Pct		
<u>Operating Expense</u>	<u>GP</u>			<u>GP</u>			<u>GP</u>		
Advertising	7,722	4.7%	149	49	0.0%	0	3,425	1.6%	43
Insurance	11,416	5.9%	206	3,684	1.4%	13	6,771	3.0%	77
Property & Local Tax	16,929	7.1%	146	882	0.5%	10	7,209	3.2%	75
Supplies	4,837	2.2%	86	100	0.05%	1	2,331	1.1%	25
Equip. Rent Incl. Golf Carts	6,050	2.5%	50	143	0.00%	0	2,131	0.7%	18
Vehicle Expense	8,321	3.5%	61	310	0.1%	3	1,890	0.8%	18
Gasoline & Oil	3,500	2.1%	64	883	0.0%	0	2,385	0.9%	23
Royalties / Recurring Franchise Fees	29,818	10.4%	542	29,818	10.4%	542	29,818	10.4%	542
<u>Maintenance</u>									
Repairs & Maintenance	40,896	14.2%	818	2,796	0.0%	0	15,175	6.8%	189
Equipment Purchase & Repair	7,777	4.0%	63	143	0.3%	8	3,595	1.4%	27
Subtotal Maintenance	\$40,896	17.8%	\$818	\$3,000	3.1%	\$40	\$18,635	8.7%	\$230
<u>Payroll & Employee Benefits</u>									
Payroll: Salaries / Wages	41,825	16.3%	686	3,274	1.7%	12	25,315	11.5%	319
Payroll Tax, Wrkr Comp, Unempl.	16,324	6.0%	128	108	0.04%	1	3,312	1.4%	42
Subcontract Labor	36,410	12.6%	728	1,495	0.5%	10	9,049	4.3%	145
Health Ins & Other Empl. Benefits	10,272	6.3%	131	300	0.2%	1	3,546	1.9%	38
Subtotal Payroll / Benefits	\$46,706	22.2%	\$776	\$4,383	2.3%	\$16	\$30,348	13.8%	\$392
<u>Utilities</u>									
Electricity	49,119	20.6%	880	11,163	6.5%	74	26,263	12.0%	320
Gas / Propane for Heat (not resale)	4,426	1.6%	89	107	0.0%	1	1,996	0.8%	22
Telephone / Cable / Internet	16,709	6.7%	273	2,117	1.0%	16	6,798	2.8%	85
Water & Sewer	15,119	5.3%	275	190	0.1%	2	5,338	2.3%	80
Refuse Removal	4,888	2.2%	86	390	0.0%	0	2,508	0.9%	22
Subtotal Utilities	\$73,564	28.6%	\$1,315	\$19,226	9.5%	\$131	\$39,061	17.9%	\$501
<u>General & Administrative</u>									
Legal & Professional Fees	4,384	1.6%	80	415	0.0%	0	1,983	0.9%	27
Office Exp., Website, Postage	4,349	2.3%	43	716	0.0%	0	2,176	1.0%	23
Off-site Management	-	-	-	-	-	-	-	-	-
Subtotal G&A	\$14,450	7.1%	\$249	\$0	0.6%	\$4	\$4,321	2.2%	\$61
<u>Miscellaneous Expense</u>									
Rent (ground or other real estate)	-	-	-	-	-	-	-	-	-
Rent (park models, trailers, etc.)	-	-	-	-	-	-	-	-	-
Camp Entertainment (band, etc)	4,640	1.6%	38	965	0.5%	5	2,743	1.2%	26
Credit Card & Bank Charges	5,771	3.7%	105	200	0.1%	2	3,456	1.7%	46
Travel, Meals & Entertainment	2,619	1.4%	55	41	0.0%	0	1,266	0.5%	14
License & Permits	3,087	1.1%	44	(1,049)	-0.7%	(7)	1,234	0.6%	16
Dues & Subscriptions	1,442	0.6%	14	115	0.00%	0	661	0.3%	7
Other Misc.	3,792	1.5%	76	171	0.06%	1	1,888	0.8%	25
Subtotal Miscellaneous Expense	\$14,210	6.6%	\$262	\$1,357	0.6%	\$9	\$7,074	3.3%	\$89
Total Operating Expense	\$177,833	70.8%	\$3,557	\$69,356	37.1%	\$310	\$124,367	55.9%	\$1,591
Net Operating Income	\$130,900	62.9%	\$2,222	\$55,262	29.2%	\$277	\$100,894	44.1%	\$1,194
COGS Vs Merchandise Sales		85.6%			33.6%			68.5%	

Note: columns do not sum - not all comps report in every category. Also, highs and lows may come from different comps for each line item.