

Comparable Campground Operating Parameters - With Gross Income of \$2,500,000+

Camp Code	High Reporting			Low Reporting			Ave. - Those Reporting		
Effective Year End									
RV Campsites & Rental Units	617			181			355		
		Pct	\$ Per		Pct	\$ Per		Pct	\$ Per
		GI	Site		GI	Site		GI	Site
Revenues									
Camping Fees / Revenue	\$5,022,245	92.6%	\$11,616	\$864,920	17.1%	\$2,045	\$2,293,955	56.7%	\$7,127
Utility Reimbursement	93,028	1.7%	\$183	42,206	1.2%	\$151	67,617	1.5%	\$167
Retail Sales Income	2,162,286	70.2%	\$10,497	24,188	0.5%	\$102	887,299	23.3%	\$3,222
Services, Activities, Misc.	3,143,767	62.0%	\$7,432	172,626	3.4%	\$394	949,761	22.1%	\$2,655
Gross Income (GI)	5,776,115	100%	\$17,850	2,653,397	100%	\$7,041	4,040,513	100%	\$12,746
COGS	1,841,024	59.8%	\$1,402	5,043	0.2%	\$8,937	584,802	16.0%	\$1,983
Gross Profit (GP)	5,544,636	99.8%	\$14,984	1,239,026	40.2%	\$6,015	3,455,711	84.0%	\$10,451
		Pct			Pct			Pct	
Operating Expense		GP			GP			GP	
Advertising/Promo/Publicity	493,812	11.0%	\$1,167	1,989	0.1%	\$11	107,793	2.5%	\$265
Insurance	479,944	10.7%	\$1,135	24,860	0.9%	\$102	122,496	3.4%	\$361
R Estate & Pers. Prop. & Local Tax	361,835	9.6%	\$622	19,381	0.6%	\$86	121,273	3.6%	\$328
Supplies & Uniforms	100,127	2.6%	\$237	3,698	0.1%	\$6	40,570	1.2%	\$118
Equip. Rental Incl. Golf Carts	108,457	3.6%	\$470	3,410	0.1%	\$6	44,436	1.4%	\$180
Vehicle Expense	24,332	0.8%	\$105	416	0.03%	\$2	10,337	0.3%	\$39
Gasoline & Oil	16,629	0.4%	\$29	2,777	0.1%	\$15	9,703	0.3%	\$22
Royalties / Recurring Franchise Fees	133,788	5.7%	\$575	70,447	3.6%	\$230	111,040	4.4%	\$382
Maintenance									
Repairs & Maintenance	211,130	5.2%	\$786	30,243	0.8%	\$80	97,970	3.0%	\$341
Equipment Purchase & Repair	244,466	5.4%	\$578	17,100	0.4%	\$28	178,742	2.7%	\$267
Subtotal Maintenance	380,840	6.9%	\$786	79,810	3.2%	\$302	178,742	5.0%	\$515
Payroll & Employee Benefits									
Payroll: Salaries / Wages	1,470,380	31.2%	\$3,362	180,721	14.6%	\$877	808,647	22.1%	\$2,421
Payroll Tax	292,566	5.3%	\$593	3,983	0.1%	\$17	139,167	3.1%	\$325
Subcontract Labor	147,461	5.6%	\$620	3,965	0.1%	\$17	40,198	1.7%	\$170
Health Insurance	42,496	1.8%	\$235	42,496	1.8%	\$235	42,496	1.8%	\$235
Employee Benefits	43,862	1.0%	\$104	4,431	0.2%	\$24	15,916	0.4%	\$48
Subtotal Payroll / Benefits	1,628,551	34.7%	\$3,689	205,778	16.6%	\$999	936,709	25.6%	\$2,658
Utilities									
Electricity	327,179	8.5%	\$865	93,070	3.8%	\$293	186,582	6.1%	\$579
Propane/LP Gas / Oil	42,951	1.6%	\$180	8,795	0.3%	\$39	26,360	0.9%	\$81
Telephone / Internet / TV	83,615	4.0%	\$315	28,128	1.1%	\$83	58,846	2.1%	\$192
Water & Sewer	126,429	4.4%	\$547	23,439	0.5%	\$38	70,961	2.6%	\$265
Gargage/Trash	45,533	2.4%	\$252	17,800	0.4%	\$29	28,859	1.1%	\$106
Subtotal Utilities	457,797	19.6%	\$1,767	171,415	5.1%	\$506	328,553	11.4%	\$1,119
General & Administrative									
Legal & Professional Fees	49,158	1.6%	\$213	1,538	0.03%	\$4	20,882	0.6%	\$69
Office Expense, Postage	92,128	2.0%	\$213	7,693	0.4%	\$37	41,637	1.1%	\$110
Off-site Management	212,204	5.7%	\$630	50,313	2.8%	\$244	140,508	4.0%	\$384
Subtotal G&A	342,616	7.3%	\$746	13,803	0.4%	\$62	148,406	4.1%	\$386
Miscellaneous Expense									
Rent (ground or other real estate)									
Rent (park models, trailers, etc.)									
Security									
Camp Entertainment/Activities	73,269	1.7%	\$258	10,059	0.4%	\$56	45,548	1.3%	\$138
Credit Card & Bank Charges	123,964	3.2%	\$369	16,416	0.5%	\$71	72,336	2.1%	\$212
Travel, Meals, Entertain. & Educ.	20,272	0.4%	\$56	959	0.0%	\$2	8,027	0.2%	\$22
License & Permits	23,926	1.9%	\$116	6,257	0.2%	\$11	12,433	0.5%	\$45
Dues & Subscriptions	8,117	0.2%	\$18	637	0.0%	\$2	2,854	0.1%	\$9
Other Misc.	77,570	2.3%	\$346	75	0.0%	\$0	21,737	0.6%	\$66
Subtotal Miscellaneous Expense	259,293	6.1%	\$919	70,139	2.0%	\$217	151,820	4.4%	\$445
Total Operating Expense	3,806,505	84.7%	\$8,999	827,472	46.3%	\$4,017	2,222,365	62.9%	\$6,388
Net Operating Income	1,932,452	53.7%	\$7,604	411,554	15.3%	\$1,621	1,233,346	37.1%	\$4,063
COGS Vs Retail Sales		96.5%			20.8%			58.4%	

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.