

Comparable Campground Operating Parameters - With Gross Income Between \$300,000 & \$500,000

<u>Camp Code</u>	<u>High Reporting</u>			<u>Low Reporting</u>			<u>Ave - Those Reporting</u>		
RV Campsites & Rental Units	317			38			128		
		Pct	\$ Per		Pct	\$ Per		Pct	\$ Per
		<u>GI</u>	<u>Site</u>		<u>GI</u>	<u>Site</u>		<u>GI</u>	<u>Site</u>
<u>Revenues</u>									
Camping Fees / Revenue	\$456,689	98.6%	\$8,303	\$255,448	69.6%	\$8,303	\$336,972	85.8%	\$3,562
Utility Reimbursement	50,058	11.8%	464	1,315	0.4%	15	25,414	7.2%	281
Merchandise Sales	65,268	14.7%	634	4,724	1.2%	56	26,489	5.4%	161
Other Income	78,726	19.6%	937	1,292	0.3%	12	19,534	5.7%	225
Gross Income	476,954	100%	8,741	311,586	100.0%	1,338	391,720	100%	4,155
COGS	49,023	8.0%	257	600	0.1%	7	18,675	4.0%	105
Gross Profit	476,954	112%	8,741	301,395	92.0%	1,240	382,992	97.9%	4,100
		Pct			Pct			Pct	
		<u>GP</u>			<u>GP</u>			<u>GP</u>	
<u>Operating Expense</u>									
Advertising	40,452	8.6%	337	450	0.1%	3	7,127	1.8%	79
Insurance	20,734	4.8%	352	2,500	0.8%	21	10,254	2.5%	99
Property & Local Tax	31,953	7.4%	355	5,871	1.7%	41	13,827	3.6%	136
Supplies	11,193	2.8%	88	204	0.05%	1	5,144	1.5%	47
Equip. Rent Incl. Golf Carts	5,646	1.4%	27	115	0.03%	1	3,152	0.7%	18
Vehicle Expense	4,149	1.3%	60	302	0.1%	2	1,940	0.6%	22
Gasoline & Oil	17,507	4.0%	88	237	0.0%	4	4,163	0.9%	28
Royalties / Recurring Franchise Fees	31,667	9.1%	257	1,012	0.2%	12	16,340	4.7%	135
<u>Maintenance</u>									
Repairs & Maintenance	50,438	16.7%	496	7,117	2.2%	63	22,300	5.4%	190
Equipment Purchase & Repair	24,840	5.7%	124	616	0.2%	4	6,783	1.6%	42
Subtotal Maintenance	\$69,882	16.7%	\$538	\$7,117	2.2%	\$88	\$27,605	6.8%	\$243
<u>Payroll & Employee Benefits</u>									
Payroll: Salaries / Wages	78,091	22.6%	790	5,378	1.7%	78	40,256	11.0%	414
Payroll Tax, Wrkr Comp, Unempl.	13,261	3.2%	152	99	0.02%	1	3,444	0.8%	34
Subcontract Labor	42,185	10.7%	133	250	0.1%	2	13,807	3.5%	49
Health Ins & Other Empl. Benefits	10,000	2.3%	97	363	0.1%	2	3,853	0.6%	22
Subtotal Payroll / Benefits	\$88,760	22.6%	\$1,443	\$5,378	1.7%	\$78	\$49,102	13.2%	\$516
<u>Utilities</u>									
Electricity	70,163	17.3%	907	5,794	1.9%	44	37,498	9.7%	319
Gas / Propane for Heat (not resale)	16,625	4.1%	191	108	0.4%	12	4,608	1.4%	48
Telephone / Cable / Internet	32,152	7.2%	212	1,368	0.4%	16	9,404	2.4%	74
Water & Sewer	15,681	5.0%	364	1,001	0.3%	8	8,688	2.3%	97
Refuse Removal	10,013	2.2%	100	1,401	0.3%	10	4,225	1.2%	39
Subtotal Utilities	\$105,079	26.9%	\$1,758	\$27,397	7.1%	\$155	\$63,249	16.0%	\$673
<u>General & Administrative</u>									
Legal & Professional Fees	7,607	2.0%	62	624	0.2%	4	3,142	0.8%	27
Office Exp., Website, Postage	14,422	4.6%	149	722	0.2%	6	3,994	1.1%	33
Off-site Management	20,004	4.6%	395	15,000	4.5%	222	-	-	-
Subtotal G&A	\$25,314	5.9%	\$440	\$1,944	0.6%	\$9	\$8,985	2.5%	\$109
<u>Miscellaneous Expense</u>									
Rent (ground or other real estate)	1,650	0.4%	16	1,650	0.4%	16	1,650	0.4%	16
Rent (park models, trailers, etc.)	-	-	-	-	-	-	-	-	-
Camp Entertainment (band, etc)	12,134	2.8%	61	497	0.1%	3	3,105	0.8%	23
Credit Card & Bank Charges	13,902	3.9%	166	874	0.3%	6	7,059	1.9%	73
Travel, Meals & Entertainment	10,415	3.5%	102	285	0.1%	1	2,787	0.4%	8
License & Permits	4,108	1.1%	47	514	0.1%	3	1,940	0.5%	16
Dues & Subscriptions	5,172	1.3%	59	40	0.01%	1	1,492	0.4%	13
Other Misc.	11,440	2.5%	75	38	0.01%	0	3,030	0.6%	16
Subtotal Miscellaneous Expense	\$28,232	9.4%	\$277	\$866	0.3%	\$23	\$14,014	3.4%	\$115
Total Operating Expense	\$328,654	76.4%	\$4,658	\$130,427	39.3%	\$760	\$206,821	53.9%	\$1,969
Net Operating Income	\$239,377	60.7%	\$5,309	\$101,636	23.6%	\$425	\$174,359	46.1%	\$1,748
COGS Vs Merchandise Sales		97.4%			12.7%			59.8%	

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.