

Comparable Campground Operating Parameters - With Gross Income Between \$500,000 & \$1,000,000

<u>Camp Code</u>	<u>High Reporting</u>			<u>Low Reporting</u>			<u>Ave - Those Reporting</u>		
Effective Year End									
RV Campsites	423			58			187		
		Pct	\$ Per		Pct	\$ Per		Pct	\$ Per
		GI	Site		GI	Site		GI	Site
Revenues									
Camping Fees / Revenue	\$866,391	97.4%	\$7,806	\$278,881	50.7%	\$7,806	\$608,428	80.0%	\$4,045
Utility Reimbursement	65,756	11.0%	465	1,376	0.2%	10	32,595	4.0%	180
Merchandise Sales	185,328	23.4%	1,353	9,747	1.4%	29	80,551	11.9%	536
Other Income	254,832	46.3%	3,310	500	0.1%	2	51,249	6.7%	429
Gross Income	999,946	100%	9,221	510,081	100.0%	1,714	744,012	100%	5,033
COGS	132,627	19.2%	828	3,974	0.7%	24	47,857	7.5%	325
Gross Profit	912,155	100%	8,881	475,068	80.8%	1,595	697,750	93.1%	4,733
Operating Expense		Pct			Pct			Pct	
		GP			GP			GP	
Advertising	36,588	4.8%	222	985	0.1%	3	9,964	1.5%	75
Insurance	47,680	8.7%	619	7,376	1.0%	31	17,516	2.5%	123
Property & Local Tax	68,680	9.1%	437	7,264	0.9%	23	20,953	2.9%	130
Supplies	46,924	5.8%	381	129	0.0%	0	13,086	1.8%	90
Equip. Rent Incl. Golf Carts	9,093	1.7%	118	100	0.0%	0	3,398	0.6%	42
Vehicle Expense	12,702	1.7%	126	745	0.1%	7	3,952	0.6%	32
Gasoline & Oil	8,971	1.6%	57	1,552	0.0%	0	5,018	0.7%	24
Royalties / Recurring Franchise Fees	73,687	9.8%	744	29,092	3.9%	181	52,213	7.0%	396
Maintenance									
Repairs & Maintenance	95,242	11.7%	439	8,443	1.5%	30	34,351	4.8%	200
Equipment Purchase & Repair	30,395	6.2%	184	2,743	0.0%	0	11,636	1.7%	64
Subtotal Maintenance	\$108,190	13.3%	\$554	\$12,664	1.9%	\$49	\$41,325	6.0%	\$260
Payroll & Employee Benefits									
Payroll: Salaries / Wages	241,951	32.3%	1,673	45,603	5.0%	148	116,964	16.8%	929
Payroll Tax, Wrkr Comp, Unempl.	167,088	24.1%	1,220	1,298	0.3%	8	25,494	3.8%	195
Subcontract Labor	30,059	3.7%	209	2,059	0.4%	12	11,756	1.7%	75
Health Insurance	13,778	2.6%	94	2,048	0.4%	12	6,999	1.5%	53
Other Employee Benefits	8,048	1.0%	70	80	0.0%	1	2,438	0.3%	23
Subtotal Payroll / Benefits	\$281,777	37.6%	\$2,027	\$50,361	5.9%	\$148	\$137,728	20.0%	\$953
Utilities									
Electricity	116,655	17.0%	1,158	16,161	2.3%	63	62,514	8.7%	400
Gas / Propane for Heat (not resale)	22,661	3.4%	227	829	0.0%	0	6,667	1.0%	39
Water & Sewer	47,160	6.9%	313	818	0.1%	5	14,490	2.1%	85
Refuse Removal	15,166	2.6%	149	2,169	0.3%	9	6,013	0.9%	38
Telephone / Cable / Internet	37,910	4.6%	330	3,561	0.5%	11	13,877	2.0%	92
Subtotal Utilities	\$192,327	28.9%	\$1,923	\$34,638	5.0%	\$173	\$97,959	14.2%	\$675
General & Administrative									
Legal & Professional Fees	14,550	2.4%	165	380	0.1%	1	6,430	0.9%	46
Office Exp., Website, Postage	19,426	2.7%	198	446	0.1%	2	6,106	0.8%	45
Off-site Management	0	0.0%	0	0	0.0%	0	-	-	-
Subtotal G&A	\$41,243	5.1%	\$330	\$1,524	0.3%	\$5	\$12,257	1.8%	\$94
Miscellaneous Expense									
Rent (ground or other real estate)	53,930	7.4%	308	53,930	7.4%	308	53,930	7.4%	308
Rent (park models, trailers, etc.)	0	0.0%	0	0	0.0%	0	-	-	-
Security	1,821	0.3%	16	1,589	0.2%	5	1,705	0.3%	11
Camp Entertainment (band, etc)	27,013	3.3%	213	165	0.0%	2	9,123	1.3%	57
Credit Card & Bank Charges	25,967	3.7%	263	2,602	0.3%	6	12,577	1.8%	86
Travel, Meals & Entertainment	13,172	2.7%	80	221	0.0%	1	3,187	0.5%	20
License & Permits	8,467	1.2%	50	20	0.0%	0	2,452	0.4%	15
Dues & Subscriptions	5,572	1.2%	37	121	0.0%	1	1,862	0.3%	13
Other Misc.	62,833	7.7%	511	0	0.0%	0	4,204	0.5%	32
Subtotal Miscellaneous Expense	\$88,364	12.1%	\$590	\$5,344	0.7%	\$13	\$26,357	3.9%	\$175
Total Operating Expense	\$587,420	77.9%	\$4,945	\$219,371	38.1%	\$662	\$396,760	57.9%	\$2,709
Net Operating Income	\$417,824	61.9%	\$5,154	\$136,154	22.1%	\$730	\$291,822	42.1%	\$1,911
COGS Vs Merchandise Sales		85.0%			34.7%			63.4%	

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.