

Campground Acquisition Business Plan -- Example

A sample for illustration. The park and numbers are hypothetical.

1. Executive Summary

We intend to acquire Pinewood RV Resort, an 80-site park in northern Michigan, and grow it from a tired, owner-burned-out operation into a well-run family destination by improving marketing, extending the season, and adding premium sites.

2. The Property

Park name: Pinewood RV Resort. Location: Gaylord, MI. Sites: 80 (60 RV, 12 tent, 8 cabins). Type: Mixed. Current owner: retiring after 22 years. Years in operation: 30.

3. Purchase & Financing

Asking price: \$1,450,000. Our offer: \$1,400,000 (subject to due diligence). Down payment: 25% (\$350,000). Financing: SBA 7(a) plus a small seller carry-back. Total cash needed: about \$560,000 (~40%).

4. Current Operations

Annual revenue: \$520,000. NOI: \$175,000. Occupancy: 62% in season. Season: May to October. Revenue mix: 65% short-term / 35% seasonal -- SBA-eligible.

5. Background & Team

Buyer: 15 years managing a hospitality business; spouse co-operates on-site. Advisors: Campground Connection consultant, SBA lender, CPA. Secondary income: spouse W-2.

6. Improvement & Growth Plan

Low-capital wins: rebuild the website and online booking, adjust peak-season rates, improve reviews. Capital: upgrade 20 sites to full hook-up (~\$120K), refresh the bathhouse. Season extension: winter cabin rentals.

7. Financial Projections

Year 1: \$560K revenue / \$195K NOI. Year 2: \$620K / \$230K. Year 3: \$690K / \$265K. Assumptions: +5-8% occupancy per year, modest rate increases, new full-hookup premium.

8. Reserves & Risk

Working capital: \$80K. Reserves: \$120K (30%+ kept in the bank). Off-season plan: utilities, taxes, and loan payments budgeted through winter. Risks: weather and a slow first season -- covered by reserves and secondary income.

9. Long-Term Vision

Hold 7-10 years, refinance out of SBA into a conventional loan once the track record and NOI support it, and build Pinewood into the top-rated park in the region.