

P R E S E N T S

STRATEGIC PLAN FOR ELITERV RESOR



Create a Destination Resort at Boulder City Attract visitors to Boulder City • Promote and leverage all that Boulder City has to offer

- - **Boulder Dam and Lake Mead**
 - Local history •
 - Hiking, biking, motorsports & outdoor adventure •
 - Golfing \bullet
 - Shopping & dining •
- Build a beautiful property •
- Provide construction and permanent jobs to Boulder City • residents
- Help local businesses grow







The team developed, designed and built FLYLINQ in conjunction with Caesars Entertainment. Opened in November 2018, FLY LINQ is a \$20 million zip line located in the heart of the Las Vegas Strip. It is capable of sending over 4000 riders per day down its 10 zip lines.

\$20 million budget including \$10m equity raise

Built 55 feet from the Las Vegas Strip

Incorporated multiple buildings into one development

Orchestrated dozens of disciplines and government bodies

Completed on budget, 6 weeks ahead of schedule

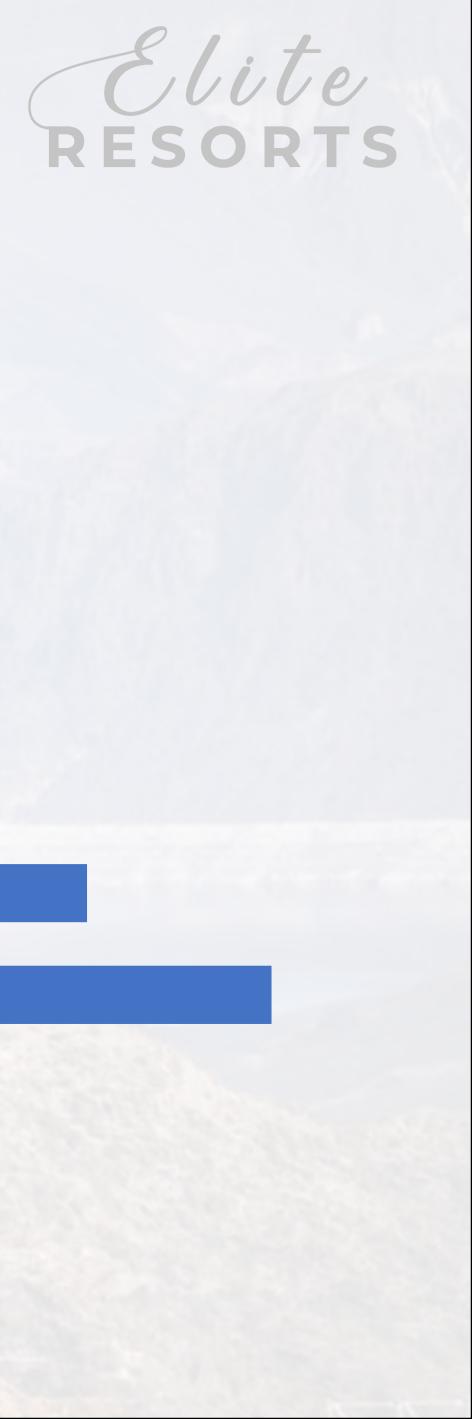






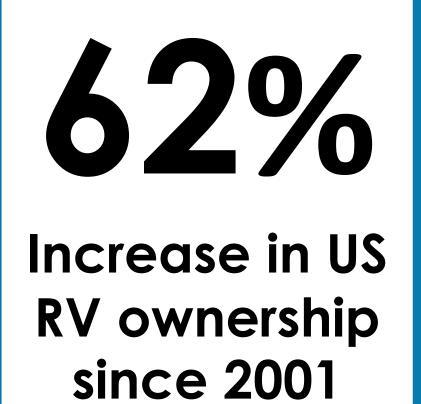
The RV Resort Business Model

	Construction Cost	Rent per Night
Middle-America Hotel Room	\$500,000	\$150
Las Vegas Strip Hotel Room	\$1,000,000	\$300
Mid-Range RV Park Lot	\$70,000	\$49
Luxury RV/Cabin Lot	\$175,000	\$190



Occupancy	Annual Rental Income	Gross Rental Yield	
85%	\$46,538	9.3%	
93%	\$101,835	10.2%	
60%	\$10,731	15.3%	
65%	\$45,026	25.7%	

RV Market Trends



https://finance.yahoo.com/news/rvs-had-great-2021-more-204908756.html https://www.rvia.org/rvs-move-america-economic-impact-study

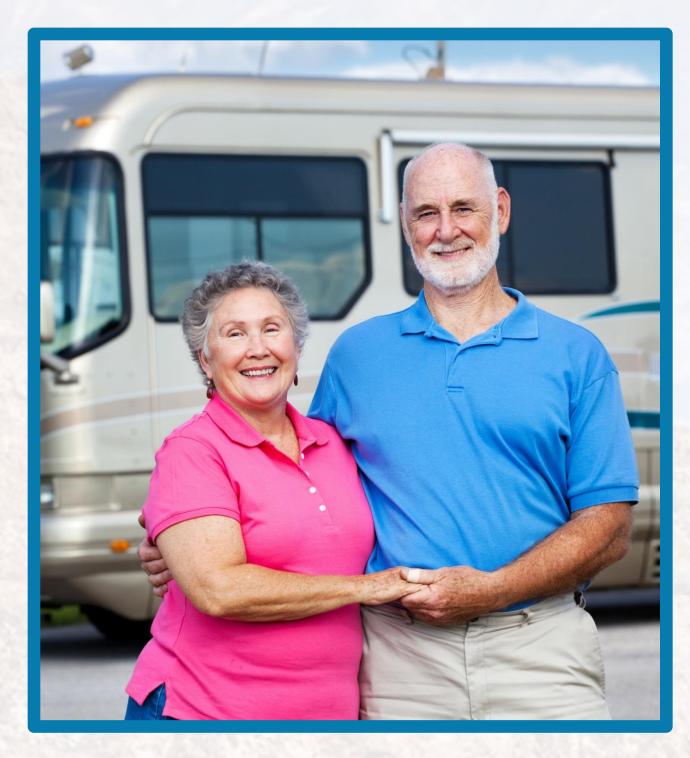


11,200,000 RVs in the US

\$5B

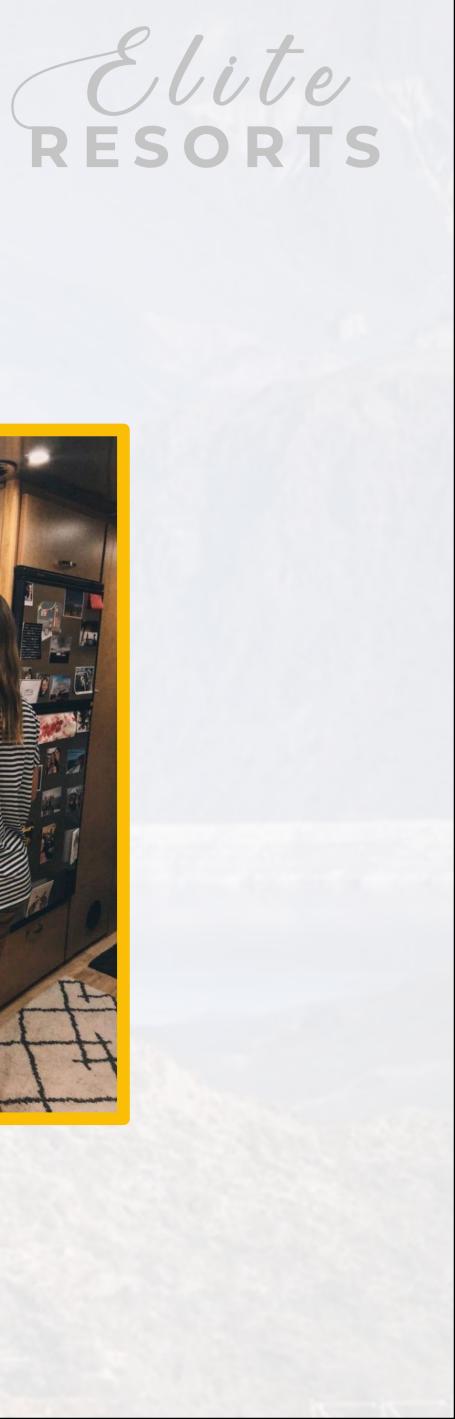
backlog at Winnebago vs. \$3.6B in 2021 sales

RV Market Trends





Baby Boomers



Millennials



COVID

Location Location Location

1: Proximity to Major Attractions

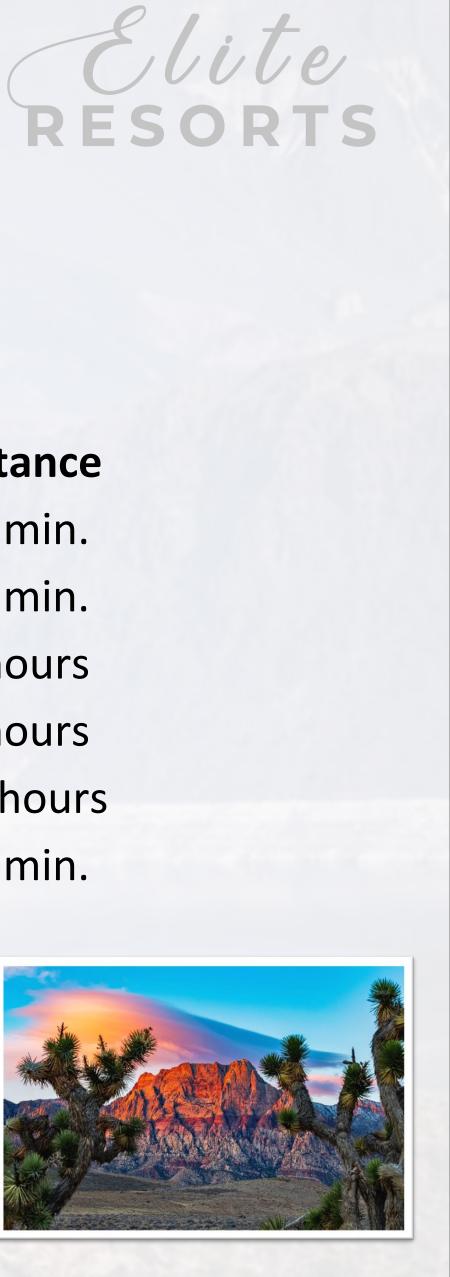
Las Vegas Strip, Raiders, Golden Knights Hoover Dam / Lake Mead National Rec. Area Grand Canyon Zion National Park Joshua Tree National Park **Red Rock Canyon**







2019 Las Vegas Visitors Profile Study www.nps.gov/aboutus/visitation-numbers.htm (2019)



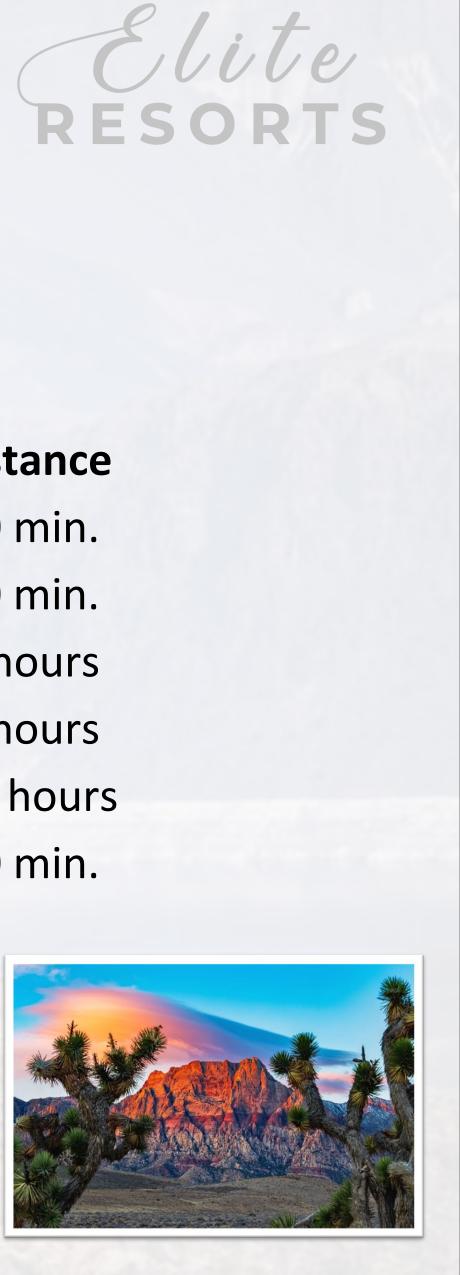
Annual Visitors

42,000,000 8,000,000 5,900,000 3,600,000 2,900,000 2,000,000

Distance

30 min. 20 min. 2 hours 3 hours 3.5 hours 40 min.





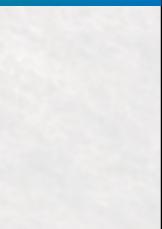
Location Location Location

RVers travelers need a place to stay

4.5	4.5	5.5	1/2	6.5	6
Hours	Hours	Hours	Hour	Hours	Hours
from	from	from	from	from	from
Los Angeles	Phoenix	San Diego	Las Vegas	Salt Lake City	Tucson
population	population	population	population	population	population
18,000,000	4,500,000	3,300,000	2,300,000	1,200,000	1,000,000



2: Stop Between Points A & B







Elite Business Philosophy

RV Experience

Amenities

- Resort-Level Pool Complex
- Pet Playground & Dog Runs
- Sports
- Clubhouse
- Wellness Center
- Business Center





Concierge Experience

Resort-Level Services

- Concierge & Activity Services
- Pilates / Fitness Classes
- Spa & Nail / Hair Salon
- 24/7 Onsite Security Team











PRESENTS

THEELITERVRESORT&GOLFVILLAGE

BOULDER CITY, NV



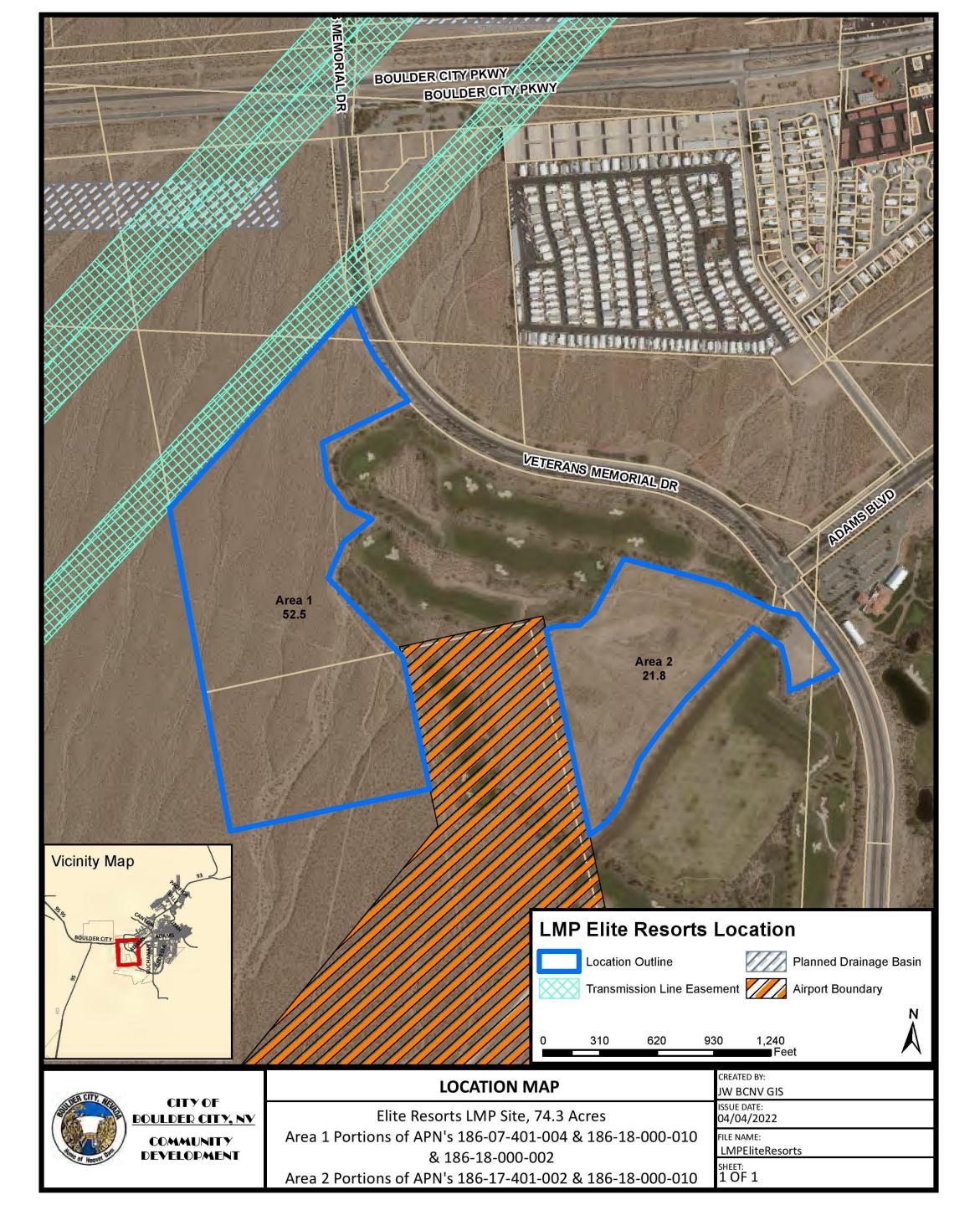
Create a Destination Resort at Boulder City Attract affluent visitors to Boulder City • Promote and leverage all that Boulder City has to offer Hoover Dam and Lake Mead

- - Local history
 - Hiking, biking, motorsports & outdoor adventure •
 - Golfing
 - Shopping
 - Rest & relaxation A place to get away from it all •
 - Proximity to Las Vegas





Proposed Land to Lease from Boulder City 4/4/2022



Site Plan

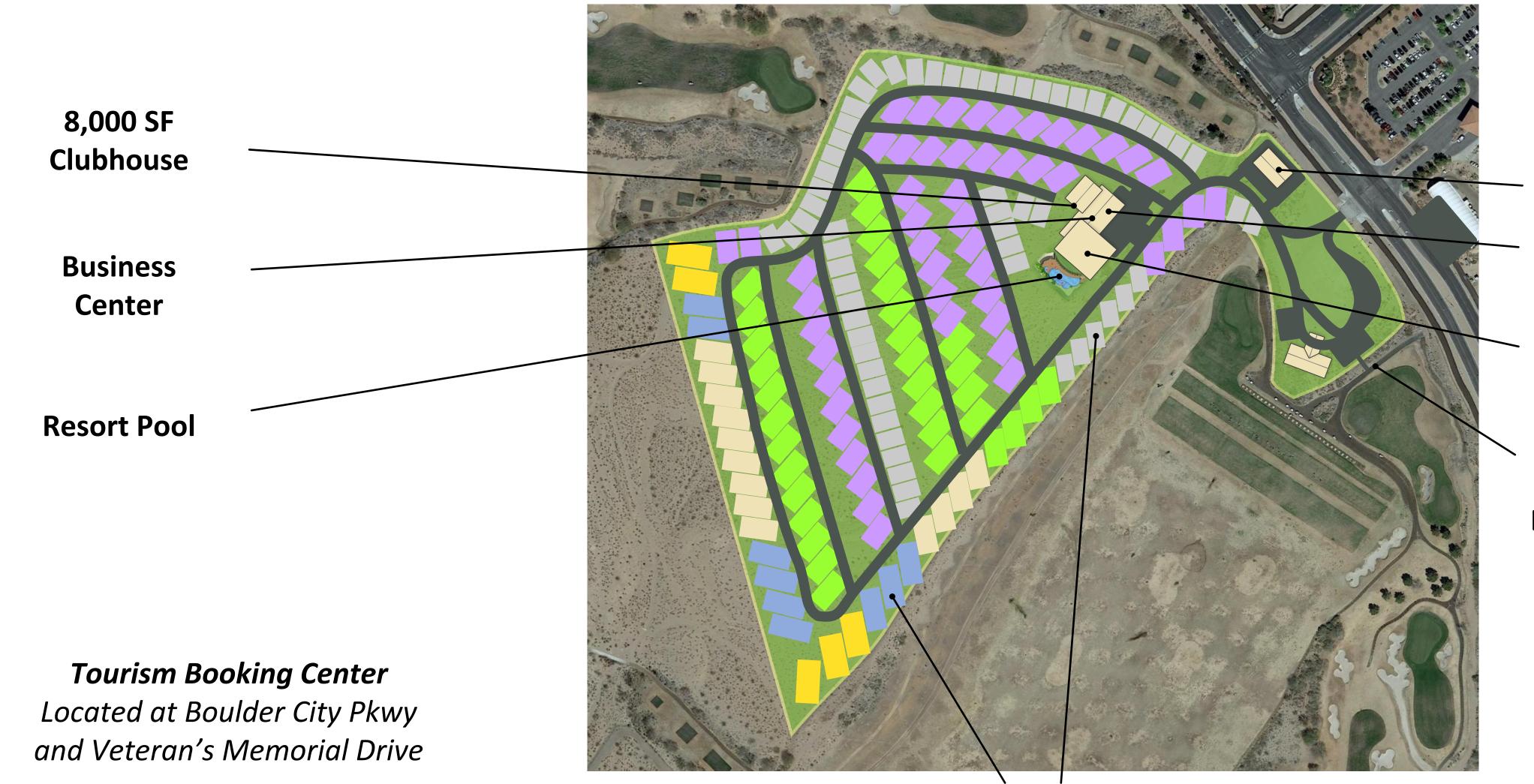
		SF/Lot	Qty
Lot A	RV + Park Model Cabins	6000	4
Lot B	RV + Park Model Cabins	5000	6
Lot C	RV + Park Model Cabin	4500	8
Lot D	RV	4000	80
Lot E	RV	3500	135
Lot G	Park Model Cabin	2400	60
			293

Google Earth

- Company



Luxury RV Resort





Car Rental

Wellness Center

Poolside Bar & Grill

Access to Boulder Creek GC

Mix of RV Spaces & Park Model Cabins

Luxury Resort Club House





Luxury RV Resort







Target Markets

Families

Great getaway spot within hours of major cities Lots of family activities

Las Vegas Weekenders

Escape the city Exhale and relax



Golf Tourism

Resort is on a 27-hole course 2 more courses minutes away 50+ courses within 1 hour



Outdoor Activities & Motorsports 300 miles of bike trails Near Lake Mead



Snowbirds

294 sunny days/year Near southwest RV meccas

Marketing Mix

- Niche RV Luxury Market
- High Value
- Competitive
- **Dynamic Pricing**
- Website & Booking Engine
- SEO/Google Analytics
- Booking Sites (dyrt, RVParky, etc.)
- Online Reviews (FB, Yelp, TripAdvisor)

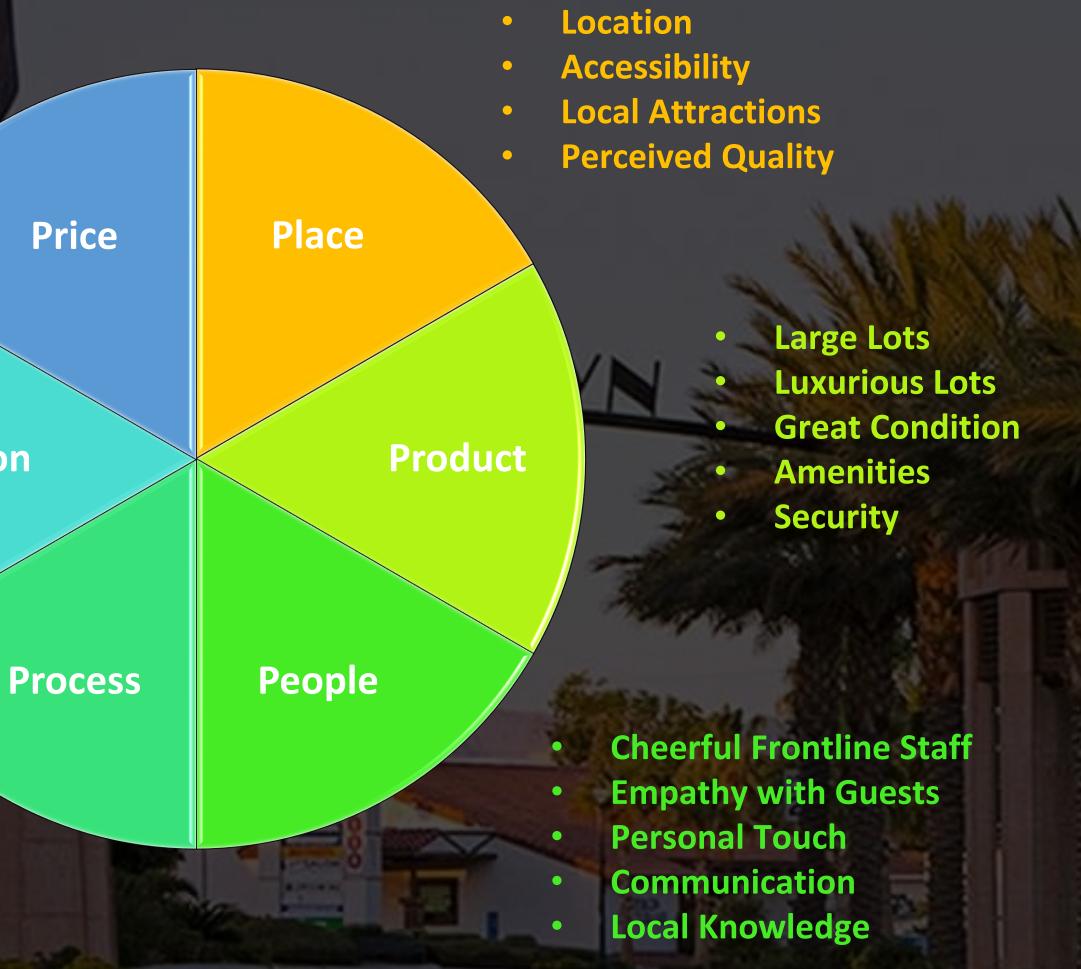
chewron

- Social Media (FB, IG, Twitter)
- Events & Promotions
- Membership Program

Promotion

- Easy to Book
- Easy to Upgrade
- Easy to Pay
- **Easy to Book Activities**





Caring for the Community • Reach out and embrace Boulder City:

- **Tourism Welcome Center** •
- Local business affiliate program •
- **Environmental Concerns & Sustainability** •
- Viewshed \bullet
- Support our neighbors





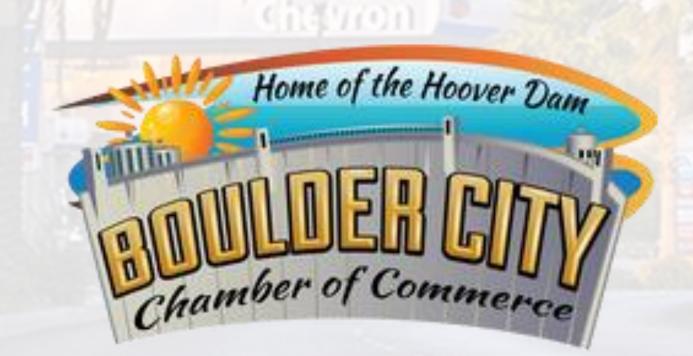
Reaching Out to Visitors

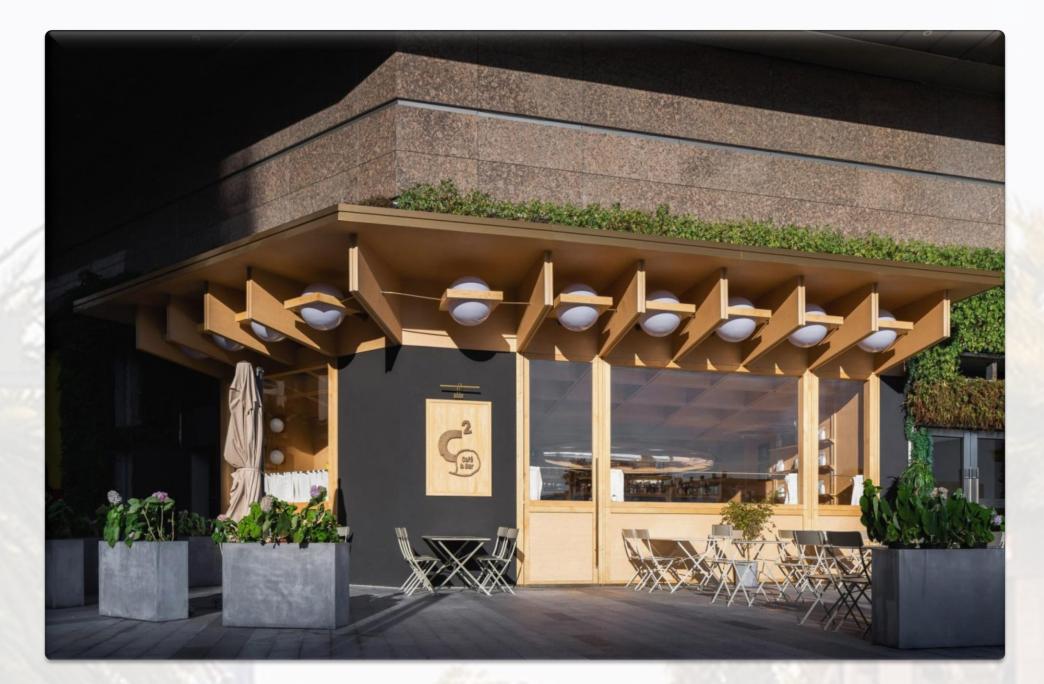
On-Site Tourism Welcome Center

Tourists can book tours and make reservations

Tourists can learn what Boulder City has to offer, including the Resort

Staffed by local Chamber of Commerce volunteers who love to share their city



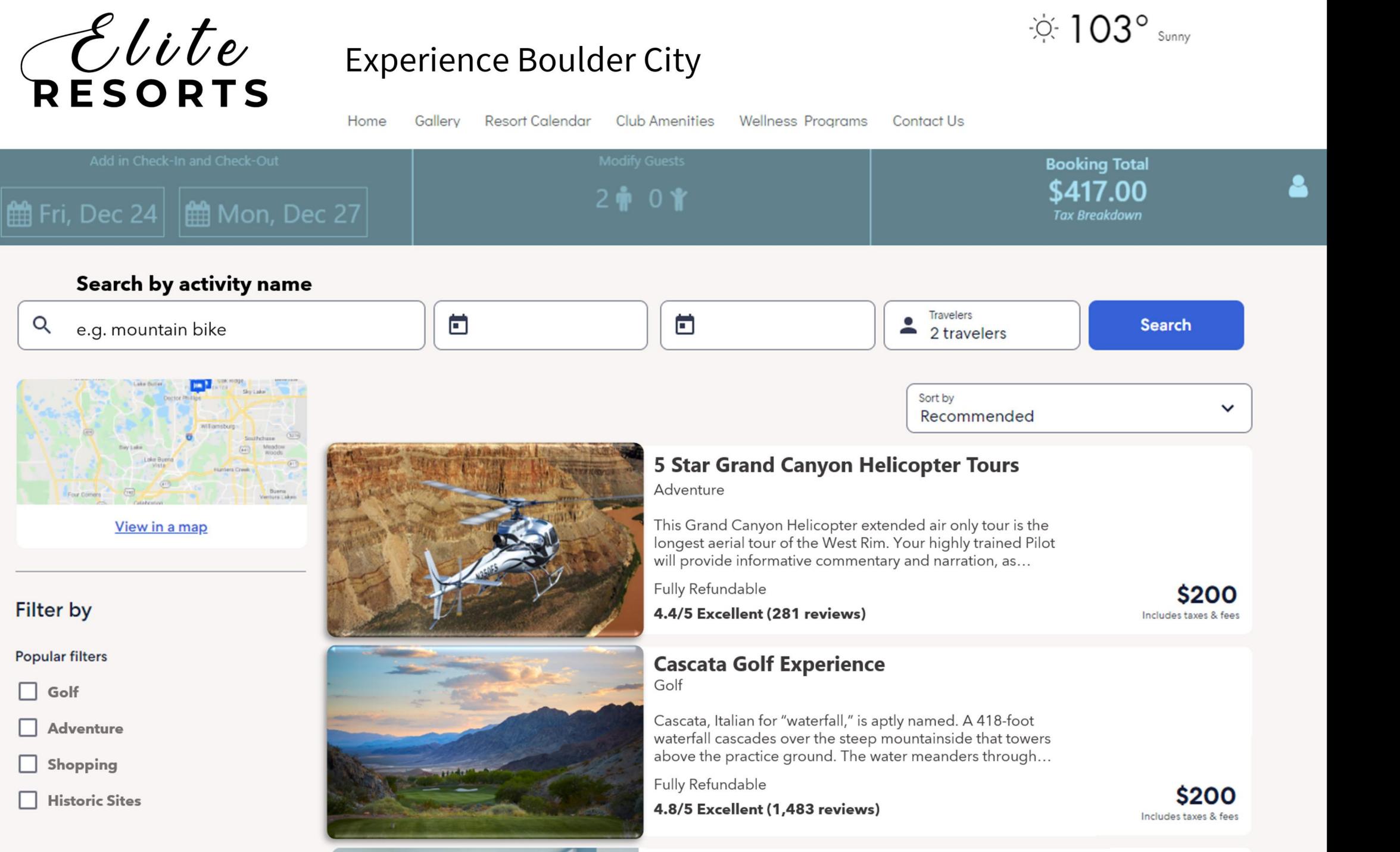


Tourism Welcome & Booking Center

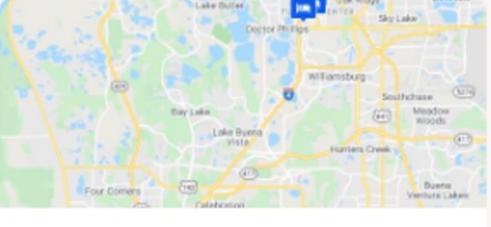




Gallery

















Water Usage

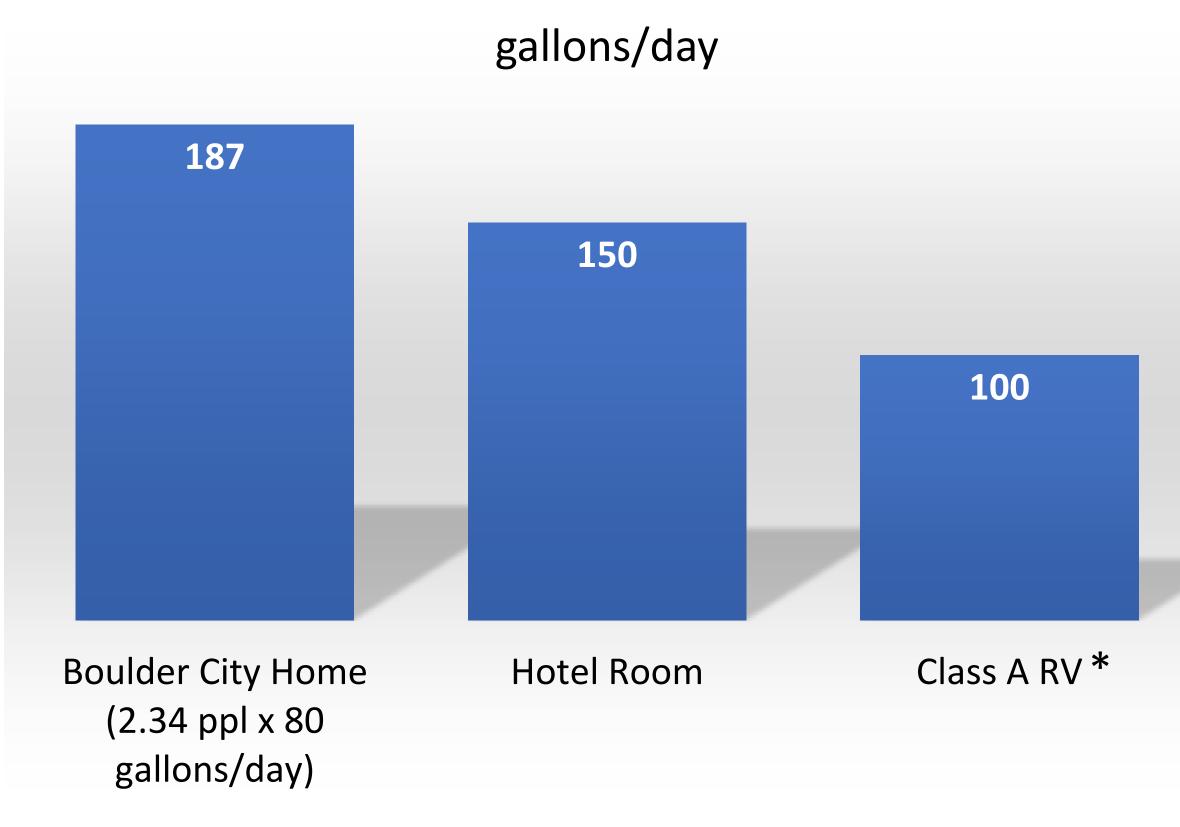
2019 Boulder City usage	2,979 million
Total	29,984 gal/c 10.9 million ga
Outdoor Amenities	164 gallons/da
20,000 Gallon Pool (97% recycled)	20 gallons/day
8,000 SF Commercial Space	500 gallons/da
293 Sites	29,300 gallons



- lay
- y
- lay
- **'day** gal/year
- gal/year



Water Usage Comparison



*3734 SF avg lot size, 65% average occupancy

https://www.usgs.gov/special-topic/water-science-school/science/water-qa-how-much-water-do-i-use-home-each-day?qtscience_center_objects=0#qt-science_center_objects

https://www.epa.gov/watersense/how-we-use-water

https://bouldercityreview.com/opinion/waters-low-cost-makes-it-expendable-66289/





Electricity

The resort will tap into the existing power grid at its own expense.

If feasible the resort will install its own solar panels.

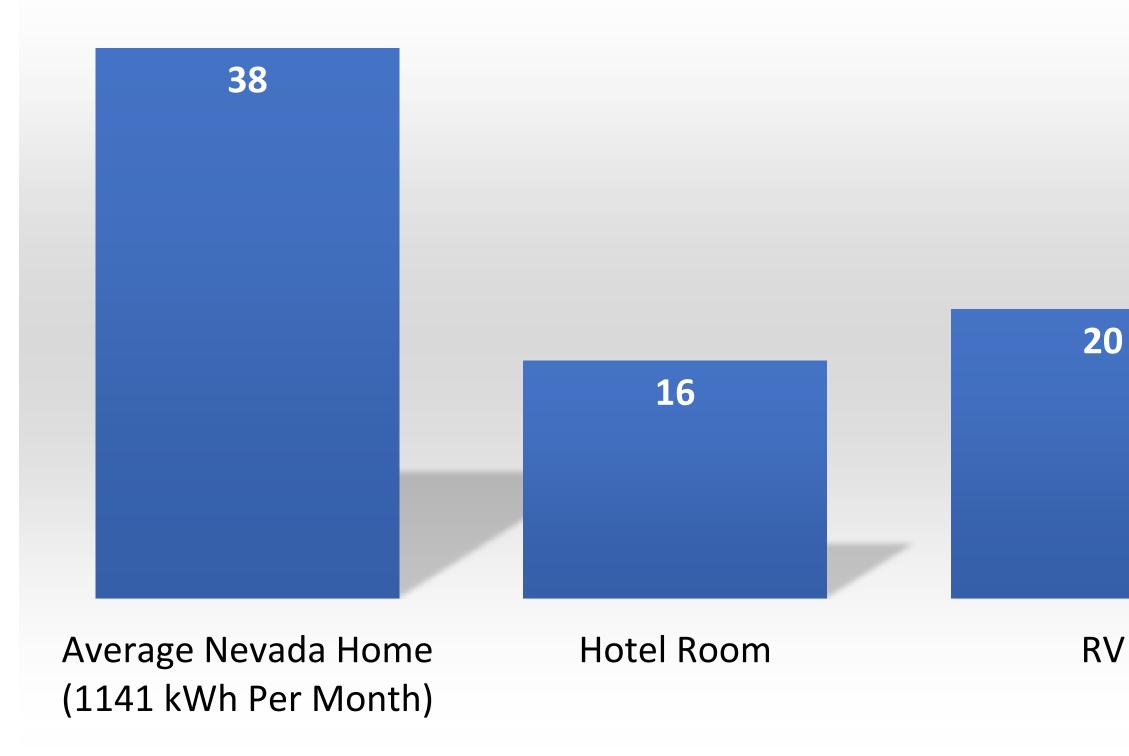






Electric Usage Comparison

kWh/day



https://www.lasvegasadvisor.com/question/2015-05-07/

https://www.utilitybidder.co.uk/compare-business-energy/how-much-energy-does-a-hotel-use/

https://campergrid.com/average-rv-electric-usage/

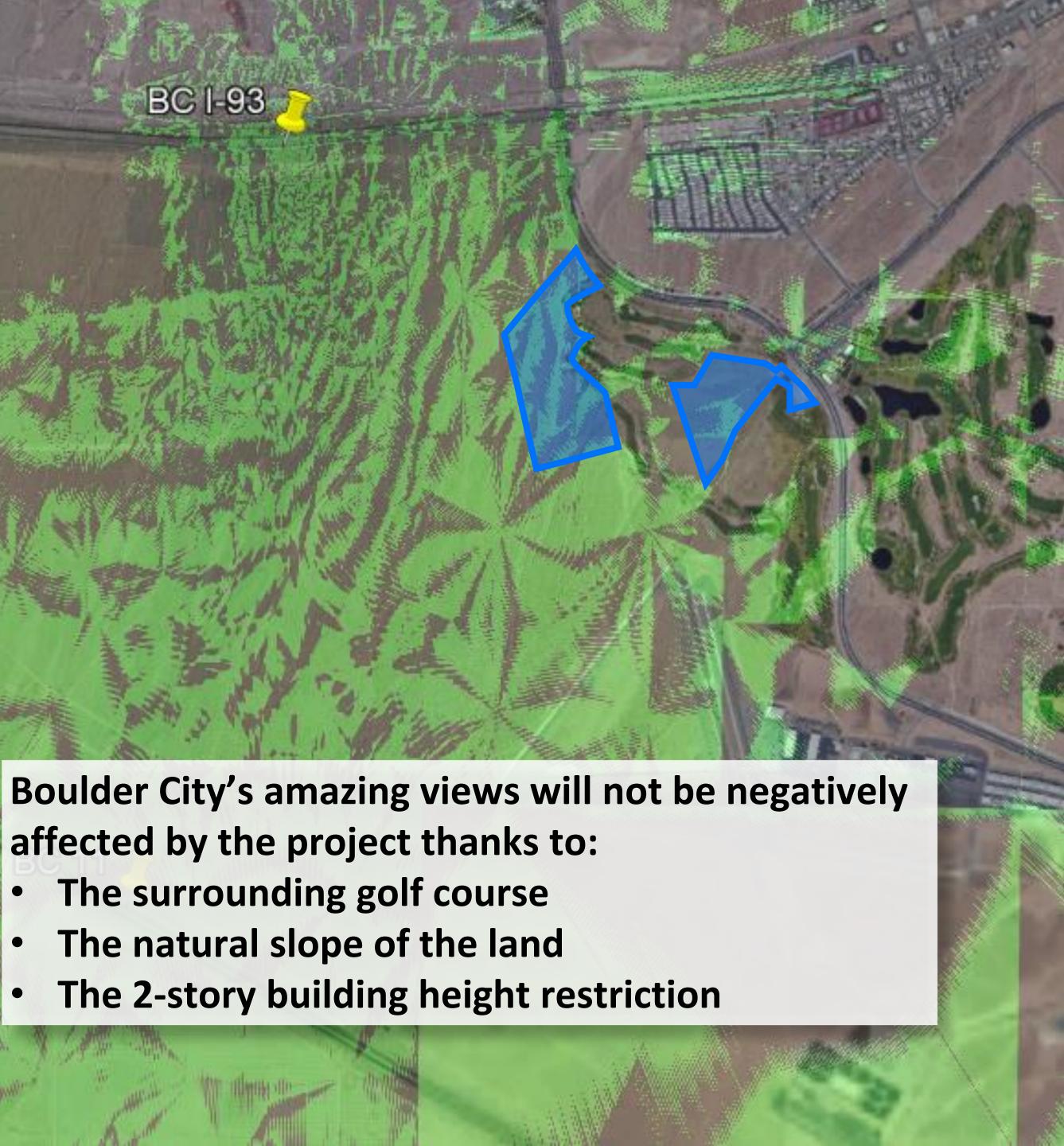






Viewshed

BC 11-173

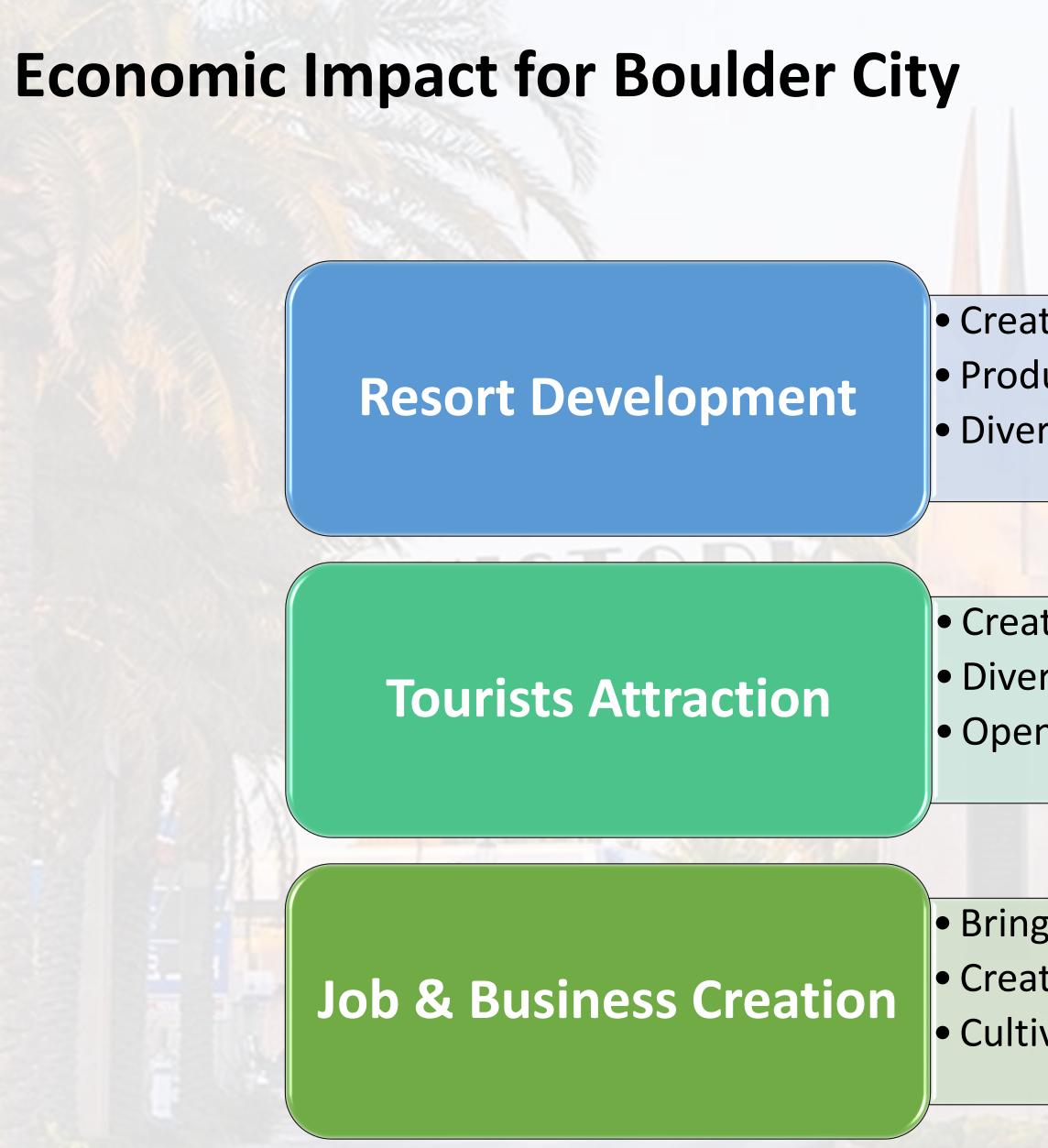






NEVADA DEPARTMENT OF VETERANS SERVICES Serving Nevada's Heroes

Send a Smile to the Vets





Create Construction Jobs
Produce Rental Income for Boulder City

Diversify the City's Income Sources

Create Demand for Local Businesses
Diversify Tourist Income
Open New Tourist Markets: Snowbirds, Golfers

Bring 34 Full Time Jobs, \$29/hour
Create Local Jobs Growth (Tours, Restaurants)
Cultivate New Business Creation



Impact on Golf



Boulder Boulder Golf Club



Economic Impact for Boulder City Golf Courses

Leverage the existing investment in the Boulder Creek Golf Club

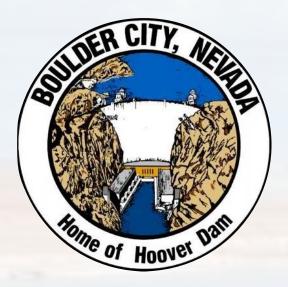
The Resort will help stabilize and grow golf profits for BC

Generate new income from a brand new tourism market: Golf Tourism



- Greens fees
- Merchandise
- F&B
- Destination Weddings
- Destination Golf Events
- Addition Rounds for Boulder City Municipal Golf Course





Strategic Plan

16 made comments about tourism. 16 of 16 were pro-tourism:

"If we want to limit new housing developments, which I believe is the right way to go yet still have a thriving economy, we must focus on tourism."

"We need RV Resorts."

"Encourage overnight stays, encourage recreational opportunities."

"Make an attraction visible from I-11 that you can see when driving past Boulder City..."

"Maintain small town atmosphere while appealing to visitors and tourists"

theme emerged – Residents want growth but would like to drive it with tourism.

December 2018

For Boulder City's 2018 Strategic Plan, the community was surveyed and received 202 responses.





Elite Resorts is Committed



Business

- High-End Niche Market
- Minimum RV Requirements
- Resort-Level Service and Amenities



Economics

- Flexibility to adapt for a changing World





Boulder City

- Incredible Location
- Unique Opportunity
- High Barrier to Enter



 11.2 million households (9% of the US) own an RV • RV ownership is up 62% in the last 20 years

*GoRVing 3/10/2021 www.gorving.com/tips-inspiration/blog-post/rv-ownership-62-strong-interest-millennials



RESORTS at Boulder City

chevron

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