



Glamping Site, LLC

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Executive Summary

The purpose of this business plan is to raise and examine the allocation of \$625,000 for the developing of a high-end camping facility that will provide an amazing experience for its patrons. Glamping Site, LLC (“the Company”) intends to provide these spaces to the general public from its large-scale campus in Texas. Glamping is a combination of the words glamorous and camping. This type of outdoor experience has exploded in popularity over the past five years as people want an outdoor experience coupled with many amenities that would be found in traditional hospitality locations. The Company was founded by John Doe.

The Services

The principal revenue center for Glamping Site will come from the nightly rental of glamping spaces (via large scale tents) and onsite cabins (which will be modeled similarly to tiny houses and rustic cabins). The Company anticipates that nightly rental fees will range from \$100 to \$200 depending on the season. The facilities will offer a number of amenities including site-wide WiFi, complimentary breakfast, immaculate shower/bathing facilities, shuttles, and related benefits.

Beyond the nightly rental fees, the business will feature an onsite store and laundry facility. The Company will generate substantial secondary streams of revenue through these operations.

Financing

At this time, Management is seeking to raise \$625,000 from as a bank loan. This business plan assumes that the business will receive a 15 year loan with a 5% fixed interest rate. The financing will be used for the following:

- Acquisition of the Company’s campus in Texas.
- Capital for developing cabins and glamping spaces
- Financing for the first six months of operation
- Development of the Company’s onsite store and offices



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Executive Summary

Mission Statement

Management's mission is to develop Glamping Site into a premier, unique destination for an outdoors based vacation experience.

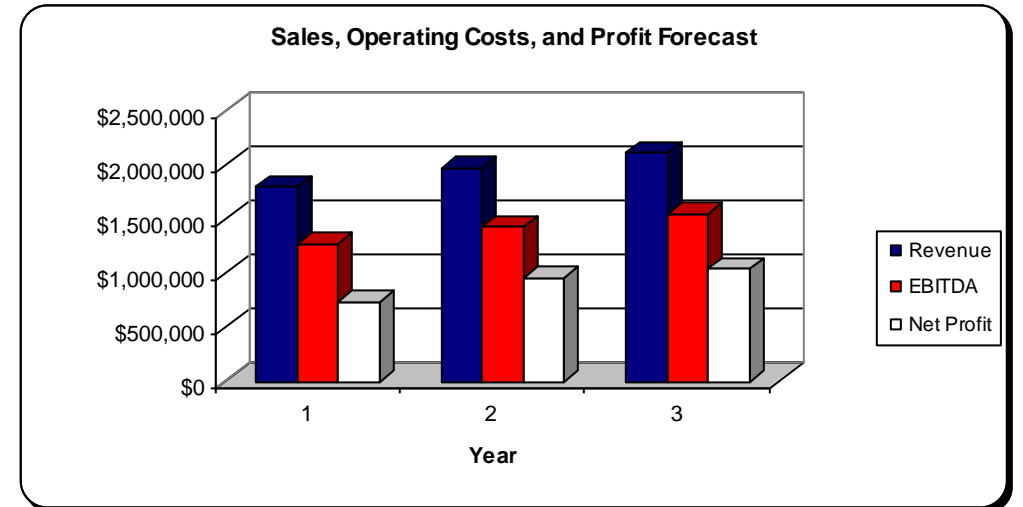
Management Team

The Company was founded by John Doe. Mr. Doe has more than 10 years of experience in the hospitality industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations.

Expansion Plan

Moving forward, Management will make continued investments into the Company's marketing infrastructure in order to ensure 100% occupancy during busy summer seasons. The business will also aggressively promote off-season usage of the facility. After the third year of operation, the business may also seek to acquire additional properties in Texas in order to develop secondary locations. Management will also continually increase the scope of the amenities offered at Glamping Site, LLC.

Proforma Profit and Loss (Yearly)			
Year	1	2	3
Revenue	\$1,788,300	\$1,967,130	\$2,104,829
Operating Costs	\$429,508	\$442,393	\$455,665
EBITDA	\$1,270,008	\$1,427,074	\$1,544,665
Taxes, Interest, and Depreciation	\$535,850	\$471,162	\$505,358
Net Profit	\$734,157	\$955,912	\$1,039,306

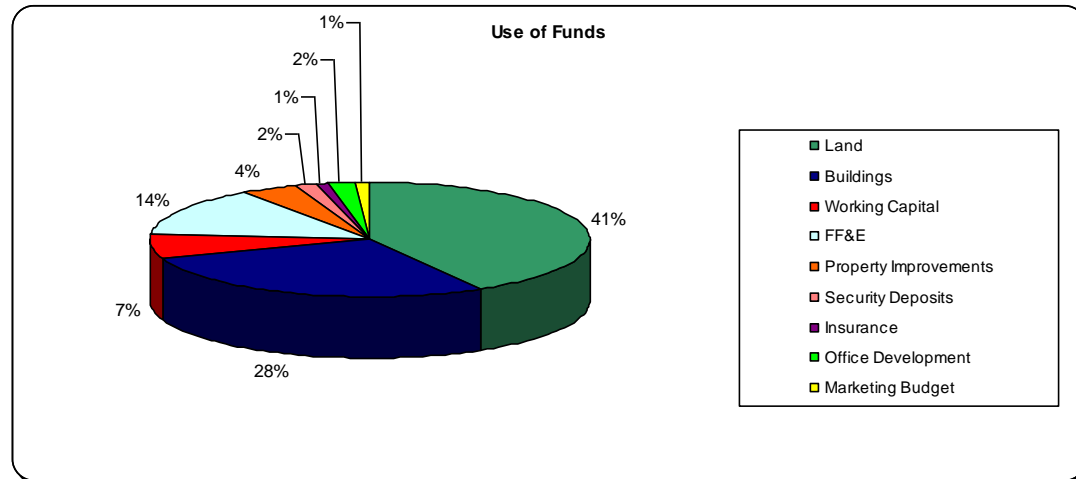


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The Financing

Use of Funds

Projected Startup Costs	
Land	\$300,000
Buildings	\$200,000
Working Capital	\$50,000
FF&E	\$100,000
Property Improvements	\$30,000
Security Deposits	\$12,500
Insurance	\$5,000
Office Development	\$15,000
Marketing Budget	\$7,500
Miscellaneous and Unforeseen Costs	\$5,000
Total Startup Costs	\$725,000



Registered Name and Corporate Structure

Glamping Site, LLC. The Company is registered as a limited liability company in the State of Texas.

Investor Equity

Mr. Doe is not seeking an equity investor at this time.

Management Equity

John Doe owns 100% of the Glamping Site, LLC.

Board of Directors

The above named owner will serve as the sole director of the Company.

Exit Strategies

In the event that Mr. Doe wishes to sell Glamping Site to a third party, he will contract a real estate brokerage firm to market the property to potential buyers. Based on historical sales prices of campground facilities, Management anticipates that the business could be sold for up to seven times earnings by the third year of operations (including the value of real estate).

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Facility Operations

Rental of Glamping Spaces

The primary revenue center for the business will come from the ongoing rental of spaces that feature luxurious large scale tents and state-of-the-art cabins that are situated on Glamping Site's beautiful campus. At the onset of operations, the business intends to have 30 large-scale tents available and 20 cabins (which will be modeled as tiny-homes). Each space will have electrical hookups so that people can still have access to their devices.

The facility will feature site-wide high speed WiFi, complimentary breakfast, shuttles to area destinations, and a concierge service. There will be a high end shower, sauna, and bathing facility on the premises.



Store and Ancillary Revenue Streams

Beyond the nightly rental fees charged to clients, the Company will have a moderate sized onsite general store that will provide packaged and prepared foods, toiletries, small electrical components (such as phone chargers), beverages (including alcohol), and related items. The Company anticipates that it will generate gross margins of 70% on all products sold through the store. The Company will also have an onsite laundry room that will feature washers and dryers. This will be a more modest tertiary revenue center for Glamping Site.

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Market and Industry Analysis

Economic Analysis

This section of the analysis will detail the economic climate, the glamping and campgrounds industry, the customer profile, and the competition that the business will face as it progresses through its business operations.

Currently, the economic climate is uncertain. The pandemic stemming from COVID-19 has created a substantial amount of turmoil within the capital markets. It is expected that a prolonged economic recovery will occur given that numerous businesses are being forced to remain closed for an indefinite period of time (while concurrently having their respective employees remain at home). However, central banks around the world have taken aggressive steps in order to ensure the free flow of capital into financial institutions. This is expected to greatly blunt the economic issues that will arise from this public health matter.

However (and as will be discussed below), the demand for glamping has increased substantially over the past eighteen months. Glamping is a socially distanced and safe activity from a health perspective. Even prior to the pandemic, the demand for this type of outdoor experience increased greatly as many people want to experience the outdoors but still have many amenities that would be found at a traditional place of lodging.

Client Profile

Management will use the following demographic profile in conjunction with Glamping Site's marketing operations:

- Household income exceeding \$50,000.
- Between the ages of 21 and 65
- Will spend three to five days at the Glamping Site facility

Household Income (by % of Population)	5 Miles	20 Miles	State
Under \$20,000	25.00%	25.00%	25.00%
\$30,000 to \$40,000	15.00%	19.00%	15.00%
\$40,000 to \$50,000	10.00%	19.00%	10.00%
\$50,000 to \$75,000	20.00%	12.00%	20.00%
\$75,000 to \$125,000	12.00%	13.00%	8.00%
\$125,000 to \$150,000	15.00%	6.00%	12.00%
\$150,000 to \$200,000	2.00%	5.00%	5.00%
Over \$200,000	1.00%	1.00%	5.00%

Income Breakdown (5 Miles)

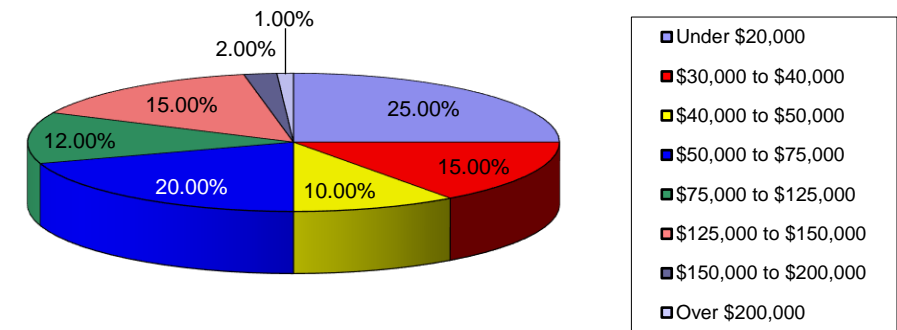


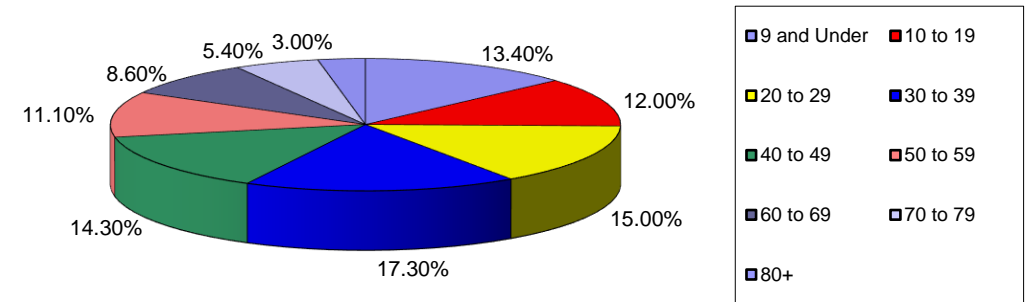
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Market Analysis (Continued)

Market Overview (Cont.)

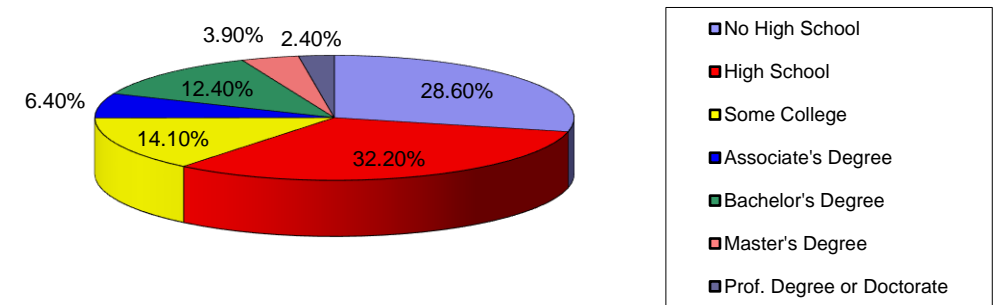
Age (by % of Population)	5 Miles	20 Miles	State
9 and Under	13.40%	12.80%	11.20%
10 to 19	12.00%	10.70%	9.70%
20 to 29	15.00%	14.90%	14.20%
30 to 39	17.30%	16.20%	15.90%
40 to 49	14.30%	14.10%	14.70%
50 to 59	11.10%	12.70%	13.40%
60 to 69	8.60%	9.10%	9.90%
70 to 79	5.40%	6.00%	6.60%
80+	3.00%	3.40%	4.50%

Age Brekdown (5 Miles)



Education Breakdown (5 Miles)

Education (by % of Population)	5 Miles	20 Miles	State
No High School	28.60%	24.40%	29.40%
High School	32.20%	30.50%	31.70%
Some College	14.10%	13.60%	14.40%
Associate's Degree	6.40%	6.80%	6.40%
Bachelor's Degree	12.40%	15.40%	13.00%
Master's Degree	3.90%	5.70%	3.40%
Professional Degree or Doctorate	2.40%	3.60%	1.60%



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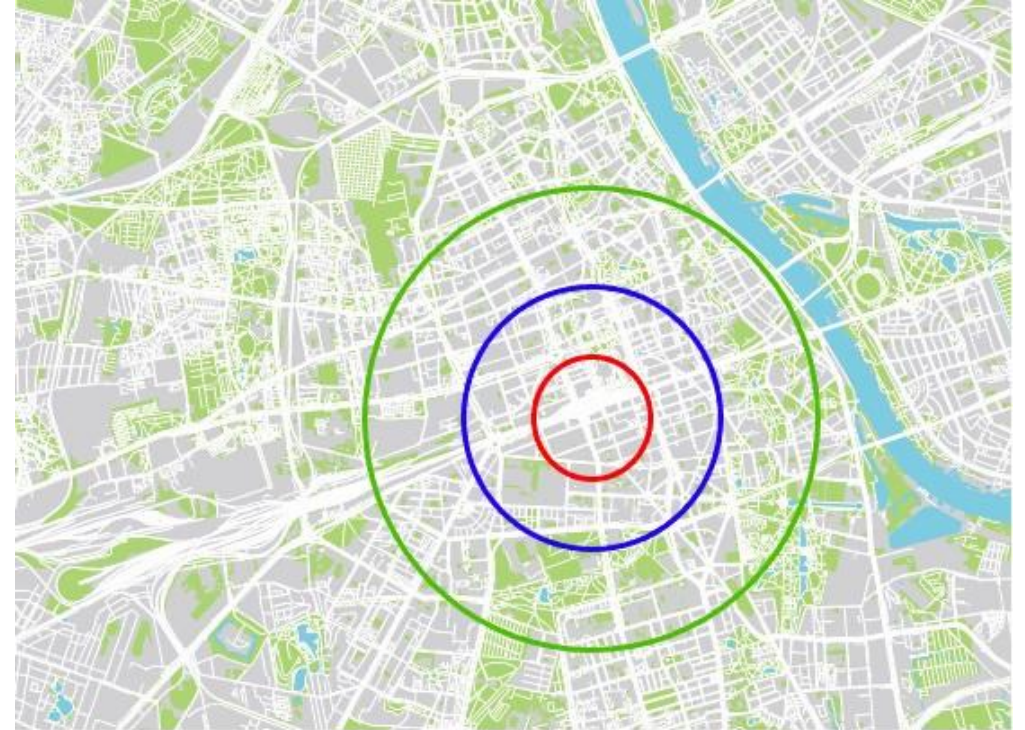
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Market Analysis (Continued)

Industry Overview

Within the United States, nearly \$3 billion is spent each year on campgrounds, cabins, and RV based accommodations. The industry is poised for substantial growth over the next five to ten years. Specific for glamping, this is a rapidly growing segment of the outdoor travel industry. Within the next three years, glamping is expected to generate over \$1 billion. Moving forward, the compounded annual growth rate of the industry is expected to remain near 14%.

It should be noted that many traditional campground facilities are integrating higher-end tents, cabins, and geodesic domes onto their premises in order to accommodate the demand for glamping. This is expected to become a common trend as owners of these facilities seek to boost their revenues. There are currently no pieces of regulation that would impact the way that a glamping site conducts business.



Population Size	
1.5 Miles (Red)	30,000
3 Miles (Blue)	100,000
5 Miles (Green)	325,000

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Marketing Operations

Marketing Objectives

- Maintain an expansive online presence so that reservations can be made through the Company's ecommerce enabled platform.
- Develop ongoing relationships with travel agents that will promote usage of the Glamping Site facility.
- Develop an expansive presence on social media (including Facebook, Instagram, YouTube, Tik Tok, and Twitter).

Marketing Strategies

Foremost, Glamping Site will maintain an expansive internet presence that will combine a proprietary website coupled with an aggressive use of social media. While the facilities are being developed, Management will develop an expansive social media presence that will showcase images of the in-process development as well as providing news related to the launch date. By creating an online presence prior to the grand opening, the business will be able to create substantial interest in the glamping facility.

In regards to the Company's website, this will be a state-of-the-art platform that allows individuals to make reservations while concurrently showcasing all facets of operation. The platform will feature images and videos of the grounds while concurrently showcasing all available amenities (as discussed in the third section of the business plan). The website will be mobile/tablet friendly and search engine optimized. The business will list the website among directories that list glamping facilities. This will substantially contribute to the search engine optimization campaigns.

Glamping Site will also work with national level travel agencies that will promote the facility among their clients. This is an important secondary method of marketing as commissions are only paid when reservations are made. Given the demand for unique outdoor focused accommodations, Management sees a substantial opportunity to partner with travel agents.

Yearly Sales Forecast			
Year	1	2	3
Growth (%)	0.0%	10.0%	7.0%
Glamping Site Rentals	\$1,687,500	\$1,856,250	\$1,986,188
Store Sales	\$90,000	\$99,000	\$105,930
Laundry Income	\$10,800	\$11,880	\$12,712
Totals	\$1,788,300	\$1,967,130	\$2,104,829

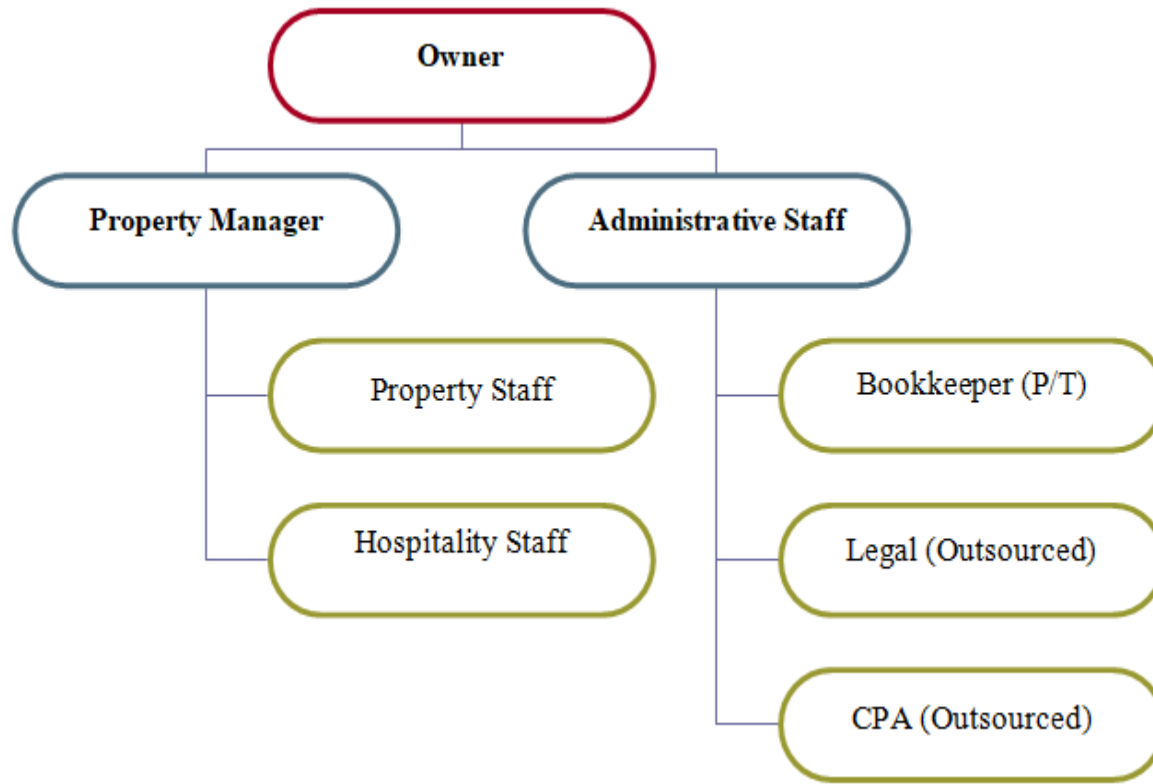
Cost of Sales Forecast			
Year	1	2	3
Growth (%)	0.0%	10.0%	7.0%
Processing Fees and Other Costs	\$50,625	\$55,688	\$59,586
Underlying Product Costs (Store)	\$36,000	\$39,600	\$42,372
Laundry Costs	\$2,160	\$2,376	\$2,542
Totals	\$88,785	\$97,664	\$104,500

Gross Profit			
Year	1	2	3
Total	\$1,699,515	\$1,869,467	\$2,000,329

In time, Management expects that word-of-mouth marketing will become an invaluable source of business. It is expected that previous customers will showcase their experience on their respective social media pages (while providing information regarding the Glamping Site location). Moving forward, this will create substantial interest among similarly minded people want to enjoy a luxurious camping experience

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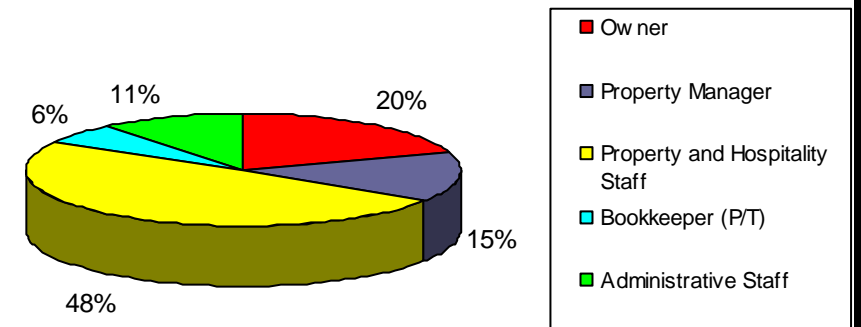
Organizational Plan



Personnel Plan - Yearly			
Year	1	2	3
Owner	\$50,000	\$51,500	\$53,045
Property Manager	\$37,500	\$38,625	\$39,784
Property and Hospitality Staff	\$125,000	\$128,750	\$132,613
Bookkeeper (P/T)	\$15,000	\$15,450	\$15,914
Administrative Staff	\$27,500	\$28,325	\$29,175
Total	\$255,000	\$262,650	\$270,530

Numbers of Personnel			
Year	1	2	3
Owner	1	1	1
Property Manager	1	1	1
Property and Hospitality Staff	5	5	5
Bookkeeper (P/T)	1	1	1
Administrative Staff	1	1	1
Totals	9	9	9

Personnel Expense Breakdown



Financial Plan

Underlying Assumptions

The Company has based its proforma financial statements on the following:

- Glamping Site, LLC. will have an annual revenue growth rate of 5% per year.
- The Owner will acquire \$625,000 of debt funds to develop the business.
- The loan will have a 15 year term with a 5% interest rate.
- The business will have a \$100,000 capitalization.

Sensitivity Analysis

The Company's revenues are only modestly sensitive to negative changes in the economy. The demand for unique accommodations in outdoor settings has increased substantially over the past five years. The COVID-19 pandemic has accelerated the demand for socially distanced activities (such as glamping). This, coupled with the high gross margins generated from the revenue centers outlined in this document, will ensure that Glamping Site, LLC is able to remain profitable and cash flow positive at all times while servicing all financial obligations.

Source of Funds

Financing	
Equity Contributions	
Management Investment	\$100,000.00
Total Equity Financing	\$100,000.00
Banks and Lenders	
Banks and Lenders	\$625,000.00
Total Debt Financing	\$625,000.00
Total Financing	\$725,000.00

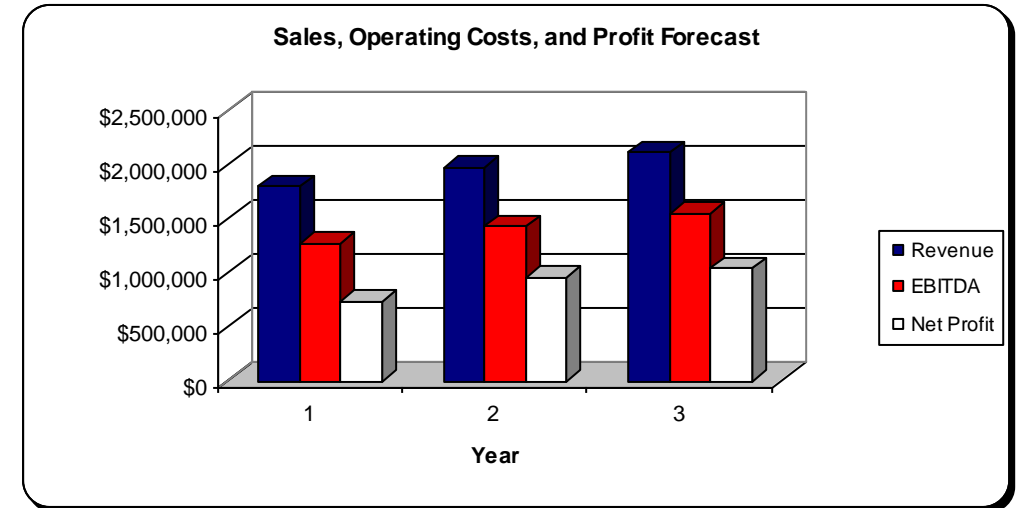
General Assumptions

General Assumptions			
Year	1	2	3
Federal Tax Rate	25.0%	25.0%	25.0%
State Tax Rate	5.0%	5.0%	5.0%
Personnel Taxes	7.65%	7.65%	7.65%

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Profit and Loss Statement

Proforma Profit and Loss (Yearly)			
Year	1	2	3
Revenue	\$1,788,300	\$1,967,130	\$2,104,829
Cost of Revenue	\$88,785	\$97,664	\$104,500
Gross Margin	95.04%	95.04%	95.04%
Gross Profit	\$1,699,515	\$1,869,467	\$2,000,329
Expenses			
Payroll	\$255,000	\$262,650	\$270,530
General and Administrative	\$40,000	\$41,200	\$42,436
Marketing Expenses	\$50,000	\$51,500	\$53,045
Professional Fees and Licensure	\$12,500	\$12,875	\$13,261
Insurance Costs	\$15,000	\$15,450	\$15,914
Travel and Vehicle Costs	\$10,000	\$10,300	\$10,609
Property Maintenance	\$25,000	\$25,750	\$26,523
Miscellaneous Costs	\$2,500	\$2,575	\$2,652
Payroll Taxes	\$19,508	\$20,093	\$20,696
Total Operating Costs	\$429,508	\$442,393	\$455,665
EBITDA	\$1,270,008	\$1,427,074	\$1,544,665
Federal Income Tax	\$419,102	\$349,486	\$379,270
State Income Tax	\$63,500	\$69,897	\$75,854
Interest Expense	\$30,598	\$29,129	\$27,585
Depreciation Expenses	\$22,649	\$22,649	\$22,649
Net Profit	\$734,157	\$955,912	\$1,039,306
Profit Margin	41.05%	48.59%	49.38%



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Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly			
Year	1	2	3
Cash From Operations	\$756,807	\$978,561	\$1,061,956
Cash From Receivables	\$0	\$0	\$0
Operating Cash Inflow	\$756,807	\$978,561	\$1,061,956

Other Cash Inflows

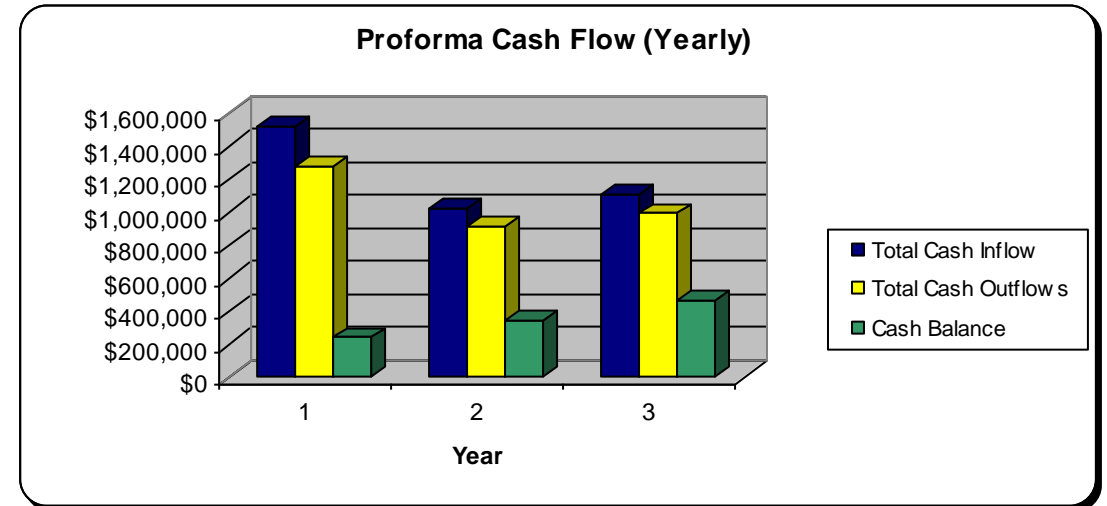
Equity Investment	\$100,000	\$0	\$0
Increased Borrowings	\$625,000	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0
A/P Increases	\$37,902	\$43,587	\$50,125
Total Other Cash Inflows	\$762,902	\$43,587	\$50,125

Total Cash Inflow	\$1,519,709	\$1,022,149	\$1,112,081
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Cash Outflows

Repayment of Principal	\$28,712	\$30,181	\$31,725
A/P Decreases	\$24,897	\$29,876	\$35,852
A/R Increases	\$0	\$0	\$0
Asset Purchases	\$642,500	\$94,838	\$103,023
Dividends	\$582,476	\$758,705	\$824,185
Total Cash Outflows	\$1,278,585	\$913,600	\$994,784

Net Cash Flow	\$241,124	\$108,549	\$117,297
Cash Balance	\$241,124	\$349,673	\$466,970

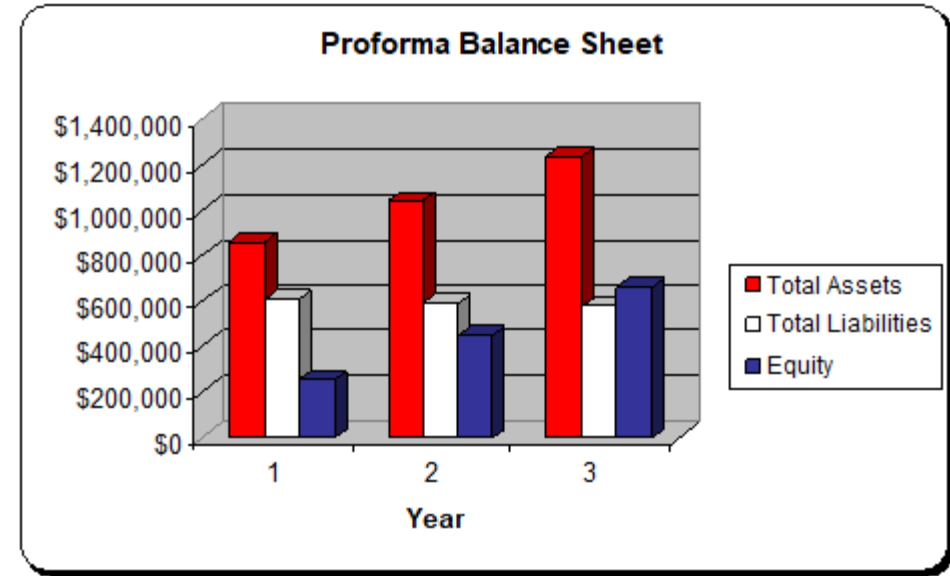


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Balance Sheet

Proforma Balance Sheet - Yearly			
Year	1	2	3
Assets			
Cash	\$241,124	\$349,673	\$466,970
Land	\$300,000	\$300,000	\$300,000
Real Estate	\$230,000	\$230,000	\$230,000
General FF&E	\$100,000	\$194,838	\$297,861
Deposits	\$12,500	\$12,500	\$12,500
Accumulated Depreciation	(\$22,649)	(\$45,299)	(\$67,948)
Total Assets	\$860,975	\$1,041,712	\$1,239,383
Liabilities and Equity			
Accounts Payable	\$13,005	\$26,716	\$40,990
Long Term Liabilities	\$596,288	\$566,108	\$535,927
Other Liabilities	\$0	\$0	\$0
Total Liabilities	\$609,293	\$592,824	\$576,917
Equity	\$251,681	\$448,889	\$662,466
Total Liabilities and Equity	\$860,975	\$1,041,712	\$1,239,383

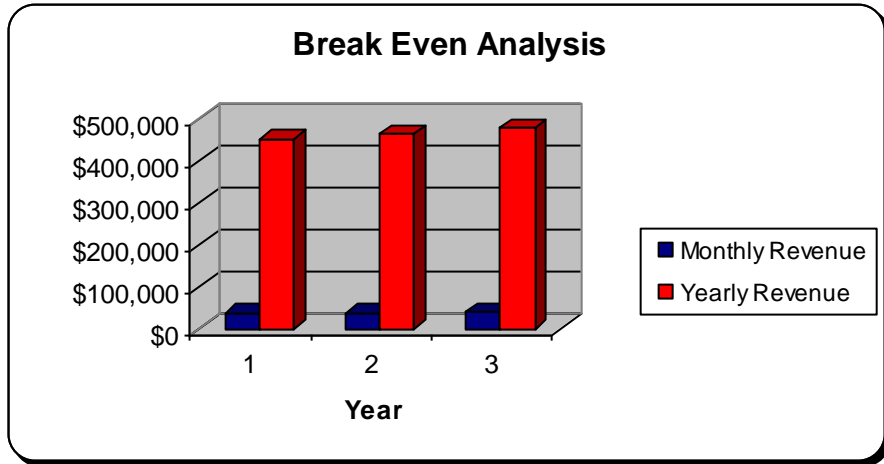


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Breakeven Analysis and Business Ratios

Monthly Break Even Analysis			
Year	1	2	3
Monthly Revenue	\$37,662	\$38,792	\$39,956
Yearly Revenue	\$451,946	\$465,504	\$479,469



Business Ratios - Yearly			
Year	1	2	3
Sales			
Revenue Growth	0.0%	10.0%	7.0%
Gross Margin	95.0%	95.0%	95.0%

Financials			
Profit Margin	41.05%	48.59%	49.38%
Assets to Liabilities	1.41	1.76	2.15
Equity to Liabilities	0.41	0.76	1.15
Assets to Equity	3.42	2.32	1.87

Liquidity			
Acid Test	0.40	0.59	0.81
Cash to Assets	0.28	0.34	0.38