



May 16, 2017

Okeechobee County Board of County Commissioners
304 NW 2nd Street, Room 123
Okeechobee, FL 34972
Attn: Robbie Chartier, County Administrator
RE: Sealed Bid "Okee Tantie Campground and Marina RFP2017-01"

Dear Madame County Administrator,

I, Mark Ellert, member of Outpost Club Lake Okeechobee, LLC certify that the following information has been submitted as part of the response to this Request for Proposals:

- (i) Project Presentation comprehending sponsorship and project description, planning, phasing, transaction terms, marketing, team member qualifications and other requested matters;
- (ii) Financial projections based on a customized RFP Workbook;
- (iii) Letter sized drawings of certain architectural plans;
- (iv) Completed Florida Statutes Public Entity Crimes Sworn Statement And Non-Collusion Affidavit;
- (v) Executed RFP Addendums Nos. 1, 2, 3, and 4, and;
- (vi) Flash Drive including a PDF copy of the above (in addition to 9 copies thereof and attached), and excel workbook for Item (ii).

The Security Deposit and Evidence of Insurance will be provided upon execution of a Development Agreement.

You will see plans and concepts in this submittal that are familiar from prior presentations to the County Board of Commissioners and the Okeechobee community. While offered the time and opportunity to change our plans and approach to the project, we believe our work with staff and the community over the past two years has produced a compelling vision and strategy for the redevelopment of Okee Tantie into a destination outdoor recreation resort that embraces the heritage of all who call Okeechobee their home, and those of generations to come.

In advance, we thank you and your staff for consideration of our Guy Harvey Outpost Club & Resort submittal.

Respectfully submitted,

Mark Ellert, Member
Outpost Club Lake Okeechobee, LLC.



CLUB & RESORT COLLECTION

OUTPOST

Lake Okeechobee

Live the Outdoor Adventure. Conserve the Future

**The life well lived
is a story of adventure.**



CLUB & RESORT COLLECTION

OUTPOST

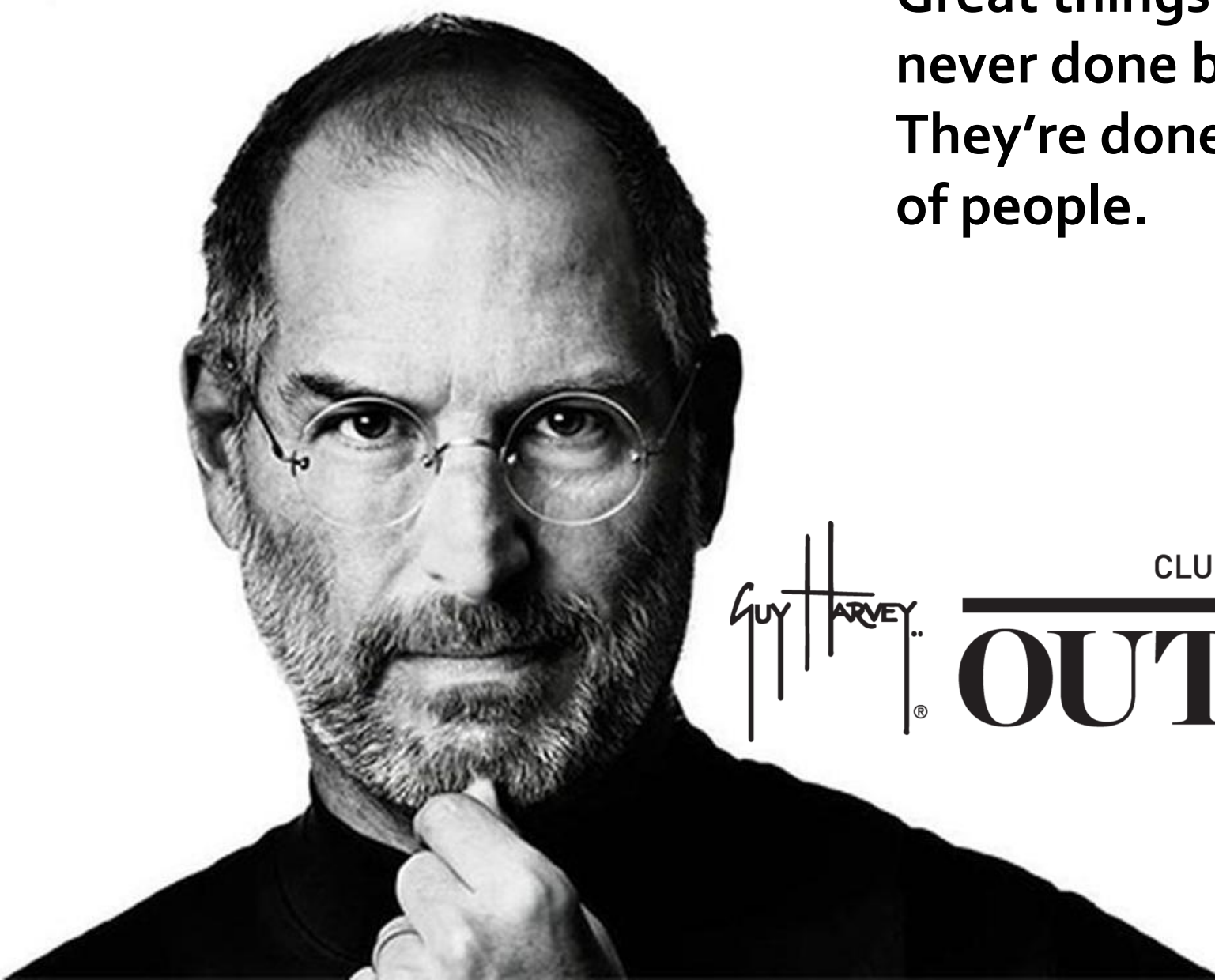
ENJOY *your* ADVENTURE!



CLUB & RESORT COLLECTION

OUTPOST

TEAM

A black and white portrait of Steve Jobs, looking directly at the camera with a slight smile. He is wearing his signature round glasses and has a beard. His hand is visible near his chin.

**Great things in business are
never done by one person.
They're done by a team
of people.**

-Steve Jobs



CLUB & RESORT COLLECTION

OUTPOST

Lake Okeechobee

Local, Focused & Experienced



CLUB & RESORT COLLECTION

OUTPOST

Lake Okeechobee

the “GHO TO” team

Guy Harvey Inc. – Promoting Art, Science & Environmental Conservation for 30 years

AFTCO – Fishing Gear and Apparel sold from Florida to California and around the World

Guy Harvey Outpost Resorts – Resort Hospitality for Florida Outdoor Enthusiasts

Real Hospitality Group – Resort Management Florida to New York

Elite Resorts – RV Ownership Florida, including Big O RV Resort

Aztec Group – Florida Real Estate Investment & Financing

IAG Florida – Florida Resort Development

And

CenterState Bank - “We Believe in Community”

Local, Focused & Experienced

and it's **“GHO NATURE”** team

EDUCATION / CONSERVATION



SCIENCE



ENGAGEMENT

WITH

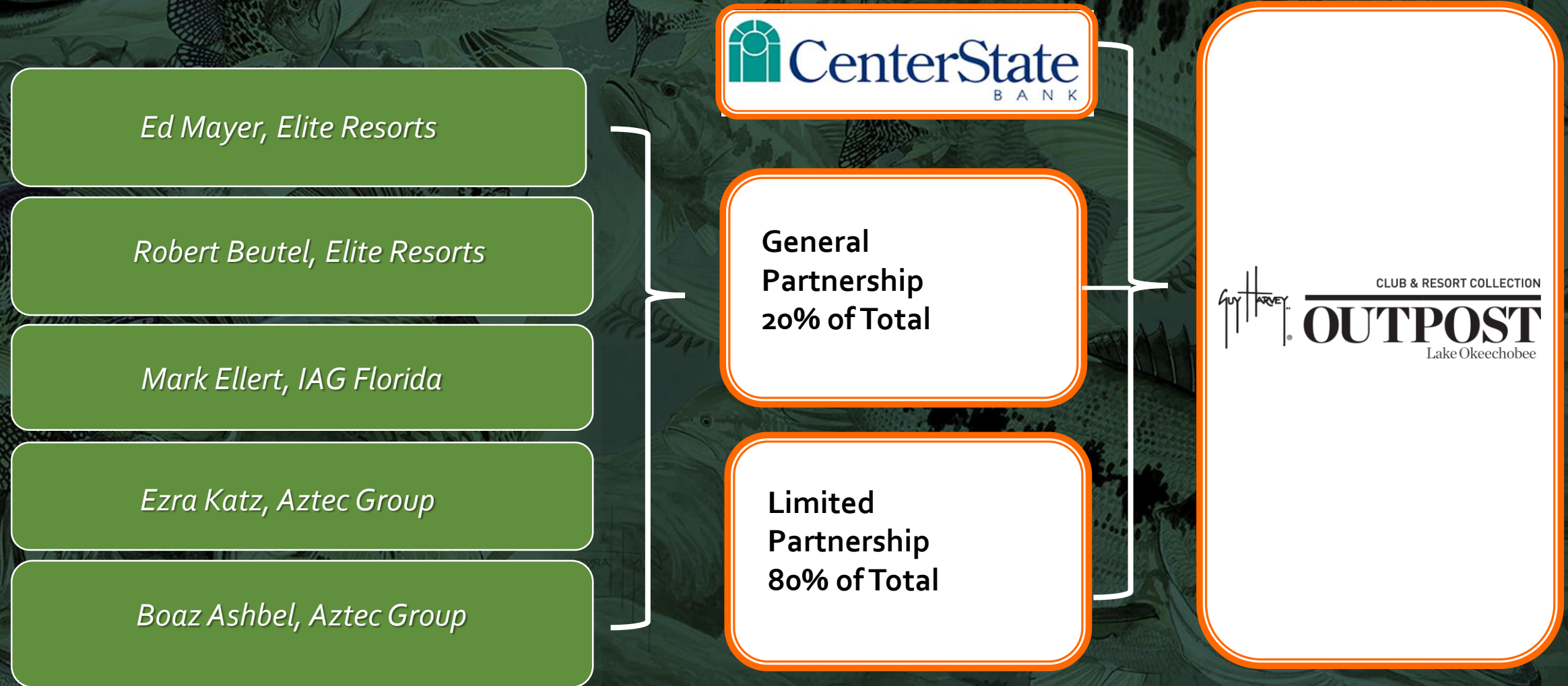
CAPT. CHOP LEGE & “THE GATOR”
DR. PAUL GRAY & “THE GRAY GHOST”



SPONSORSHIP TEAM

Respondent: Outpost Club Lake Okeechobee, LLC

A LLC formed for purpose of responding to RFP 2017-01, to be organized as follows:





EDUARD MAYER

ROBERT BEUTEL

CO-FOUNDERS/OWNERS

ELITE RESORTS MANAGERS, LLC

A FLORIDA LIMITED LIABILITY COMPANY

14100 NORTH HIGHWAY 19, SUITE A

SALT SPRINGS, FL 32134

C/O EDUARD MAYER

EMAYER@ELITERESORTS.COM

MOBILE 813 335 5119

OUTSTANDING LITIGATION: FIRST CARIBBEAN INTERNATIONAL (BAHAMAS)
BANK LTD. V. EDUARD MAYER RE PROPERTY LOAN DEFICIENCY ON ACCOUNT OF
OAKWOOD HOLDINGS LTD AND NINA HOLDING LTD.

Elite Resorts , a Florida based company, owns and operates traditional RV Resorts in Florida and Connecticut. The company was founded in 2001 by Messrs. Eduard Mayer and Robert Buetell, both of Toronto, Canada. It engages primarily in the acquisition of underperforming condominium RV projects for redevelopment and resale.

The company's current portfolio includes Citrus Valley RV Resort in Orlando proximate to Disney/Universal, and Salt Springs RV Resort in the heart of the Ocala National Forest; Strawberry Park RV Resort is located approximately 15 miles from historic Mystic Seaport.

Among the company's past holdings are the Big O RV Resort , located approximately one mile east of the Okee Tantie property.

Ed Mayer is the operating partner for Elite Resorts. He graduated 1976 from NYU with a MBA, with diverse involvement in investment banking and venture capital undertakings.

Mr. Robert Beutel is the President of Oakwest Corporation Limited, an investment holding and management company based in Toronto, Canada. Robert's focus is on the analysis and ongoing management of long-term investments largely in the areas, of financial services, manufacturing, distribution and real estate. In addition to his involvement at Elite, Mr. Beutel is the Executive Chairman of Strongco Corporation - construction equipment dealership; and Chairman, FTG Corporation- aerospace and electronic manufacturer. Both Strongco and FTG are publicly listed on the Toronto Stock Exchange.

Mr. Beutel graduated with a B.A.(Philosophy)- University of Toronto and holds a Masters of Science Engineering (Naval Architecture) from University of Michigan.



ORLANDO, FL



SALT SPRINGS, FL



PRESTON (MYSTIC SEAPORT), CT





MARK ELLERT
OWNER/PRESIDENT
IAG FLORIDA, INC.
A FLORIDA CORPORATION

1850 SE 17TH ST. SUITE 108
FT. LAUDERDALE, FL 33316
C/O MARK ELLERT
MHELLERT@GUYHARVEYOUTPOST.COM
954.467.4033

Mr. Ellert has a diverse career in commercial development, property management, consulting and brokerage. His career began with Houston based Century Development in 1979, later joining Citicorp N.A, advising high net worth clients on real estate acquisitions and joint ventures. In 1984 he was recruited as Executive VP to RAHN Properties, a Ft. Lauderdale based hotel development and management firm active in Washington DC, Northern California, Key West and Ft. Lauderdale, Florida. In 1987 he joined VMS Realty, a Chicago based real estate investment firm, assuming responsibility for the company's resort and land development activities in Florida, the Caribbean, Chicago, Washington DC and throughout Hawaii.

In 1990, Mr. Ellert formed Interlink Asset Group of Florida, Inc. to further his professional efforts in real estate development, advisory and brokerage,, teaming with Aztec Group in 1998 to form Aztec Leisure, executing numerous hospitality transactions including the sale of famed Fisher Island, on behalf of the State of NJ and developing the first Starwood Luxury Collection Hotel, the Atlantic, in Ft. Lauderdale. In 2004 , along with Aztec he led a group to acquire and redevelop a mixed used commercial building adjacent to the Broward Convention Center, recently acquired in 2016 by Broward County with plans to incorporate the project into its new 1000 room convention center complex.

Mr. Ellert formed Guy Harvey Outpost Resorts in 2007, with cofounders Messrs. Bill Shedd , Charles Forman and Guy Harvey, the celebrated marine conservation advocate and artist. Mr. Shedd is the owner of AFTCO, a preeminent fishing tackle/sportswear apparel manufacturer and whose family co-founded SeaWorld Parks & Entertainment. Mr. Forman is an early partner of Guy Harvey, and a practicing eminent domain attorney with offices in Ocala and Ft. Lauderdale. Mr. Ellert holds a BBA from University of Texas at Austin (1977) and a Wharton MBA (1979) .



OUTPOST RESORTS - FLORIDA, BAHAMAS & BEYOND



FT. LAUDERDALE BEACH, FL



R
RENAISSANCE®
FT. LAUDERDALE, FL



BROWARD COUNTY CONVENTION CENTER HOTEL



IAG Florida, Inc.



EZRA KATZ
OWNER / CEO
AZTEC GROUP, INC.
A FLORIDA CORPORATION

AZTEC GROUP, INC.
2665 S. BAYSHORE DR. PH 2A
MIAMI, FL 33133
EKATZ@AZTECGROUP.COM
305.854.5000

LITIGATION: NONE

Ezra Katz has been described as Florida's leading real estate dealmaker and financial engineer focusing on initiating innovative strategies for creating joint ventures and solving complex real estate transactions.

Mr. Katz began his real estate career in 1971 after having graduated from Ohio State University with a Bachelor of Science degree in Industrial Engineering. After having spent three years in the residential construction business as a Construction Superintendent in Cleveland, Ohio, Mr. Katz joined US Realty Investments, a NYSE equity REIT, where he oversaw development, management and workouts of over 50 properties throughout the US and Puerto Rico.

Mr. Katz formed Aztec Group, Inc. in 1981 to provide commercial real estate and mortgage brokerage services for investment sales, mortgage financing and equity placement. Mayan Properties was formed in 1993 to invest in real estate transactions as a principal in a variety of partnerships including a diverse portfolio of office buildings, shopping centers, residential land development, hotels, industrial and healthcare/senior housing.

The combination of Aztec Group, Inc. as an investment banker and Mayan Properties as a merchant bank allowed Mr. Katz to be involved in over \$12 billion in closed transactions as a principal and as an intermediary/broker.

In addition to his diverse activities as a businessman, Mr. Katz spends a significant amount of his time and financial resources in a variety of philanthropic endeavors including Greater Miami Jewish Federation, Simon Wiesenthal Center and the Holocaust Memorial in Miami Beach in addition to United Way of Miami and other charitable causes.



BOAZ ASHBEL
MANAGING DIRECTOR
AZTEC GROUP, INC.
A FLORIDA CORPORATION

AZTEC GROUP, INC.
2665 S. BAYSHORE DR. PH 2A
MIAMI, FL 33133
BOASHBEL@AZTECGROUP.COM
305.854.5000

LITIGATION: NONE

Ashbel's 25 years of hospitality experience includes acquisitions and dispositions, debt, mezzanine, and equity financing, joint venture creation and capital restructuring, market research, economic impact analysis, financial analyses, appraisals and operational reviews for a variety of existing and proposed hotels, resorts and other leisure-oriented properties.

Prior to joining Aztec, Ashbel founded Ashbel Realty Advisors, Inc., which facilitated the acquisition, disposition, joint ventures, and debt and equity financing for hospitality properties. Over the past 15 years, he has been involved as a principal in a number of hospitality related projects, gaining a keen understanding of operational and ownership related issues.

Ashbel gained considerable experience at Landauer Associates, Inc., Pannell Kerr Forster, and Laventhol & Horwath where he directed hotel related valuations and appraisals, as well as feasibility studies and developmental consulting for projects located throughout the Caribbean, South Florida and other international locations.

As Managing Director of Aztec Group, Inc., Bo Ashbel focuses solely on hospitality acquisitions, dispositions, joint ventures, and debt and equity financing. His area of expertise involves a variety of hospitality property transactions and financing, including select and full-service hotels, convention-oriented resorts, as well as condominium hotels.

Ashbel graduated from Cornell University with a Bachelor of Science Degree in Hotel Administration. He is a former Vice President of the Cornell Society of Hotelmen, a Tourism Committee member of the Greater Miami Chamber of Commerce and an active Florida Real Estate and Mortgage Broker.



Hawks Cay, Marathon, FL
\$79mm Sale



Uptown Brickell, Miami, FL
\$20mm Acquisition/Development Loan



Intercontinental Kansas City At The Plaza
\$107mm Acquisition Venture



Avenir Palm Beach Gardens
\$38mm Development Venture (4,763 acres)



Hampton Inn & Suites, Midtown Miami, FL
\$26mm Development Venture (151 keys)



Hyatt Place Miami Airport
\$21mm Development Venture (135 keys)



THE CUSTOMER'S TEAM

RESORT FLAG:



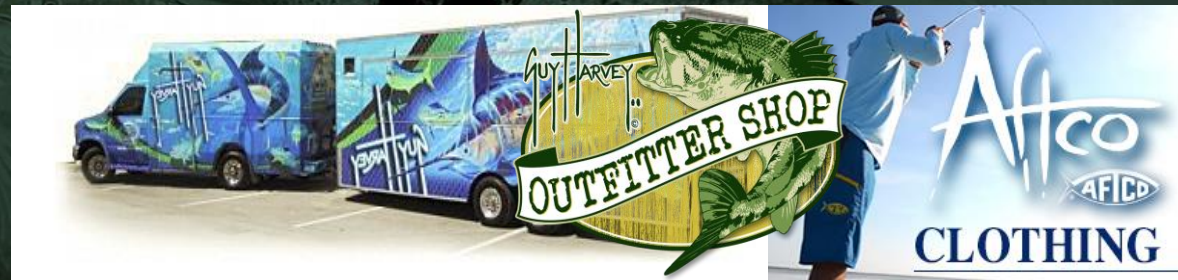
CLUB & RESORT COLLECTION

OUTPOST

RESORT MANAGEMENT:

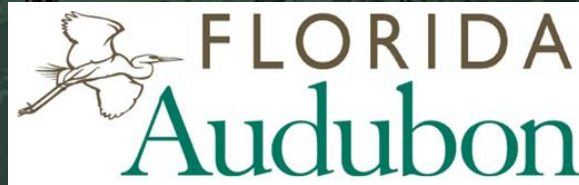


RETAIL:



NATURE'S TEAM

EDUCATION / CONSERVATION :



SCIENCE:



CAPT. CHOP LEGE & "THE GATOR":





CLUB & RESORT COLLECTION

OUTPOST

DEVELOPMENT TEAM

THE CREATIVE TEAM

LAND PLANNING: Eco-PLAN WWW.ECO-PLAN.COM

RESORT ARCHITECTURE: CURRIE, SOWARDS, AGUILAR. WWW.CSA-ARCHITECTS.COM

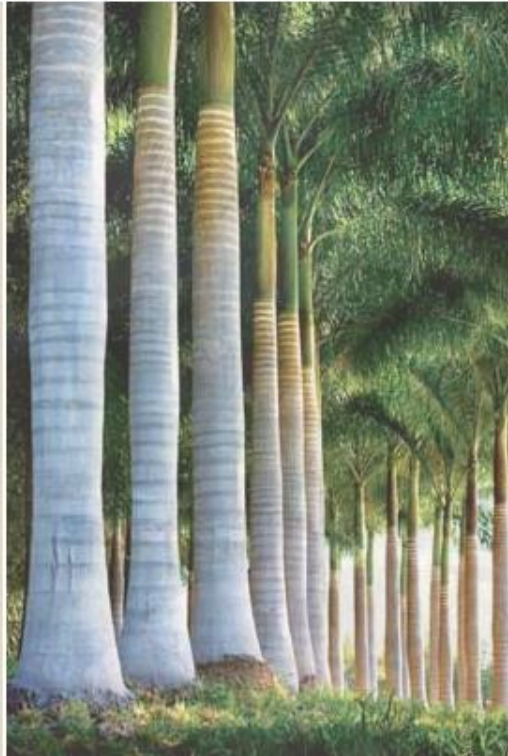
RESORT INTERIORS: EoA. WWW.EOAGROUP.COM

COTTAGE ARCHITECTURE: JOSEPH ALLAN & Co. WWW.JOSEPH-ALLAN.COM

COTTAGE INTERIORS: PABOR DESIGNS WWW.PABORDESIGNS.COM

PROJECT PHOTOGRAPHY: MAC STONE WWW.MACSTONEPHOTO.COM

MONUMENTAL SCULPTURE: KENT ULLBERG, NA WWW.KENTULLBERG.NET

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Balancing creative design and ecological sensitivity, with the highest level of service.

PLANNING & LANDSCAPE DESIGN

ECOPLAN

FT. LAUDERDALE, FL



RESORT DESIGN

CURRIE, SOWARDS, AGUILA
DELRAY BEACH, FL



RESORT INTERIORS

EDGE OF ARCHITECTURE

CORAL GABLES, FL

Joseph ALLAN
& COMPANY

Blog

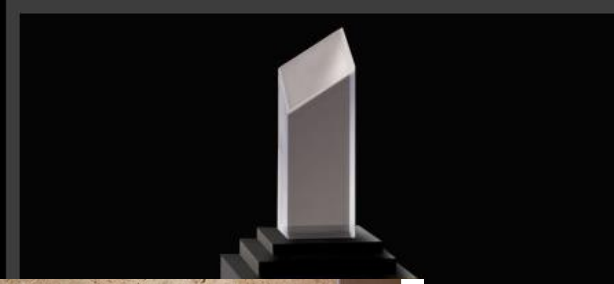
Portfolio

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2016 ARDA 'ARDY' Award Winner

Joseph Allan & Company is proud to receive this prestigious award for design excellence, for the Infinity Restaurant and Lounge at Oyster Bay Beach Resort.



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COTTAGE FLOOR PLANNING & INTERIORS

PABOR DESIGNS
ST. PETE BEACH, FL

JOSEPH ALLAN &
COMPANY
ORLANDO, FL

EVERGLADES

AMERICA'S WETLAND



Mac Stone Photography specializes in images from the Everglades, Florida Bay, and America's Swamps. Use the search bar to explore images by specific keywords including location, color, subject, and mood.

SEARCH



PROJECT PHOTOGRAPHY

MAC STONE
GREENVILLE, SC





Ullberg is a member of numerous art organizations and has been honored with many prestigious awards. In 1990 his peers elected him a Full Academician (NA), thus making him the first wildlife artist since John James Audubon to receive one of the greatest tributes in American art. A selection of his memberships include the National Sculpture Society; the American Society of Marine Art; the Allied Artists of America; Nature in Art, Sandhurst, UK; the National Academy of Western Art in Oklahoma City, OK which awarded him the Prix de West, the foremost recognition in Western Art. In 2010 he received the Briscoe Legacy Award and in 2016 the lifetime achievement award from the Society of Animal Artists.

MONUMENTAL SCULPTURE

KENT ULLBERG, N.A.
CORPUS CHRISTI, TX



THE BUILDING TEAM

CONSTRUCTION MANAGEMENT: **TERRA MANAGEMENT GROUP**

WWW.TERRAMANAGEMENTGROUP.COM

GEO TECH: **FAULKNER ENGINEERING** WWW.FAULKNERENG.COM

SURVEY: **GEOPOINT** WWW.GEOPointSURVEY.COM

CIVIL: **WRA ENGINEERING** WWW.WRAENGINEERING.COM



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Property Evaluation

Market Analysis



Terra Management Group

Creating Solutions for Tomorrow's Opportunities

Team Biographies



Ed Andrews, *Director of Construction Management*

Ed formed Andrews Asset Management Corporation in 1991, having since overseen the horizontal infrastructure development for over 17,000 residential lots for clients. His extensive experience in real estate construction enables him to provide clients with an array of consulting services. Ed specializes in developing creative concepts that effectively address not only the physical constraints of the site, but also the political and fiscal constraints of the project. His experience includes both municipal and industrial applications, with projects ranging from residential and commercial developments through industrial facilities. In addition to his role at Andrews Asset Management, Ed serves as a supervisor in several Community Development District and Homeowner's Association Boards.

CONSTRUCTION MANAGEMENT

TERRA MANAGEMENT GROUP

TAMPA, FL

- WELCOME TO FAULKNER ENGINEERING SERVICES -

We are a team of experienced professional engineers, project managers and certified field and laboratory technicians providing Construction Materials Testing, Geotechnical Engineering and Environmental Services with a commitment to our clients that is without equal in our industry. We cannot overstate how valuable our client relationships are to us. More than 85 percent of our work comes from previous client requests or direct referrals.

FEATURED PROJECTS:



CLIENTS WE'VE SERVED:

Adams Homes	Gibbs & Register, Inc.	Rooms To Go
Altman Contractors	Honors Contractors, Inc.	R.R. Simmons Construction Corp
Ashton Woods Homes	Jerry Hoffman Construction	Ryan Companies
Augustine Construction	JMP Solutions	Sprinkle Consulting
The Avanti Group, Inc.	KB Home	Standard Pacific Homes
Avid Group	K. Hovnanian Homes	Stantec
Bass Pro Shops	Kimley-Horn & Associates, Inc.	Tampa Pavement Constructors, Inc.
Clark Builders Group	King Engineering Associates, Inc.	Taylor Morrison
Colonial Construction	Landmark Engineering & Surveying, Inc.	Topgolf
Crosland, Inc.	Lennar Homes	Walgreens
Crown	Metro Development Group	Waterford Construction
Dallas One	Pepper Contracting Services	Wichman Construction
Dollar General	PUBLIX	William Ryan Homes
Encore Construction	QGS Development	WRA, Inc.
Florida Design Consultants, Inc.	RIPA & Associates, Inc.	

GEO TECH

FAULKNER ENGINEERING TAMPA, FL



The GeoPoint Distinction

The origin of GeoPoint Surveying, Inc. can be traced back to as early as 1943, and with nearly 70 years of perfecting production and quality standards, our company is at the forefront of the profession. GeoPoint houses over 100 years of Florida survey records, giving us insight into Florida's story of growth and development, and a clear understanding of its direction in evolution.

Our commitment to client service is paramount. Regardless of the level of complexity of each project, we meet and exceed our client's expectations. Our dedication to provide the best surveying and mapping services is evident in the overwhelming number of return clients that rely on us to carry on past projects and complete new projects.

At the foundation of our company's values is our strong dedication to provide quality professional services. We are attentive to each and every project requirement. Our survey procedures and review standards are proven to ensure quality from project onset to completion.

Safety is our top priority. We are committed to providing our employees with a safe and healthy work environment in the office as well as the field. Through training, each GeoPoint employee has a fundamental understanding of safety requirements. They have been well trained to recognize possible safety hazards and how to prevent potential injuries. GeoPoint's business practice is firmly wrapped around the goal of achieving a **Zero Incident** work environment.

Global Surveying and Mapping

As energy demands globally evolve, GeoPoint Surveying, Inc. is positioning itself to provide innovative surveying and mapping services internationally to complete pipeline and energy related projects. We have recently completed the first phase of surveying & mapping for the construction of a new pipeline in the Bahamas and are currently working with foreign corporations to complete present jobs and align for future projects.



Surveying and Mapping Services

Our skilled team of professional surveyors and mappers is experienced to provide a full-range of surveying and mapping services with integrity and quality at the heart of each project. We maintain the latest, most advanced field equipment and software programs, operated by a staff that is continually trained as survey technology advances.



SURVEY

GEOPOINT SURVEYING, INC.
TAMPA, FL

CIVIL ENGINEERING

WRA offers civil engineering services ranging from master planning and feasibility assessments for due diligence, through full civil design, permitting, contractor procurement and construction administration services. Our civil engineers have extensive regional and local experience, and a clear understanding of Florida's unique physical characteristics as well as its complex regulatory environment. WRA's broad focus includes civil engineering for residential, commercial, industrial, institutional, and recreational projects, including mixed use development that combines many of the above.

LAND DEVELOPMENT



LAND DEVELOPMENT SERVICES

- Construction Plans
- Rezoning and Entitlements
- Single Family Residential
- Residential Townhomes
- Apartment Complexes
- Commercial Big Box
- Commercial Outparcels
- Mixed Use Communities
- Office Parks
- Industrial Facilities
- Charter Schools
- Athletic Facilities
- Master Infrastructure
- Stormwater Management
- Master Roadway Design
- Paving and Grading
- Utility Master Planning
- Potable Water Distribution
- Wastewater Transmission
- Reclaimed Water
- Wetland Mitigation Design
- Digital Terrain 3D Modeling
- Earthwork Cut/Fill Takeoffs
- Dredge Operations Design

FEATURED PROJECTS



University Town Center,
Sarasota County



Estancia at Wiregrass,
Pasco County



CIVIL

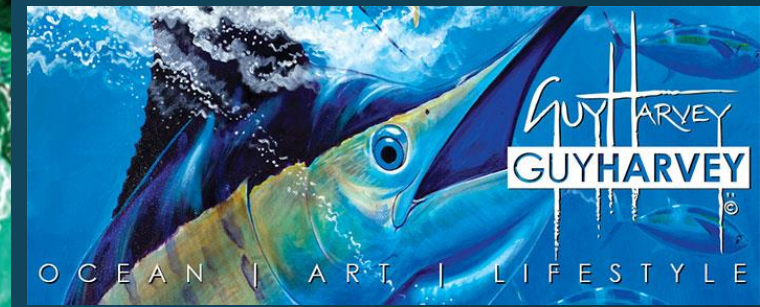
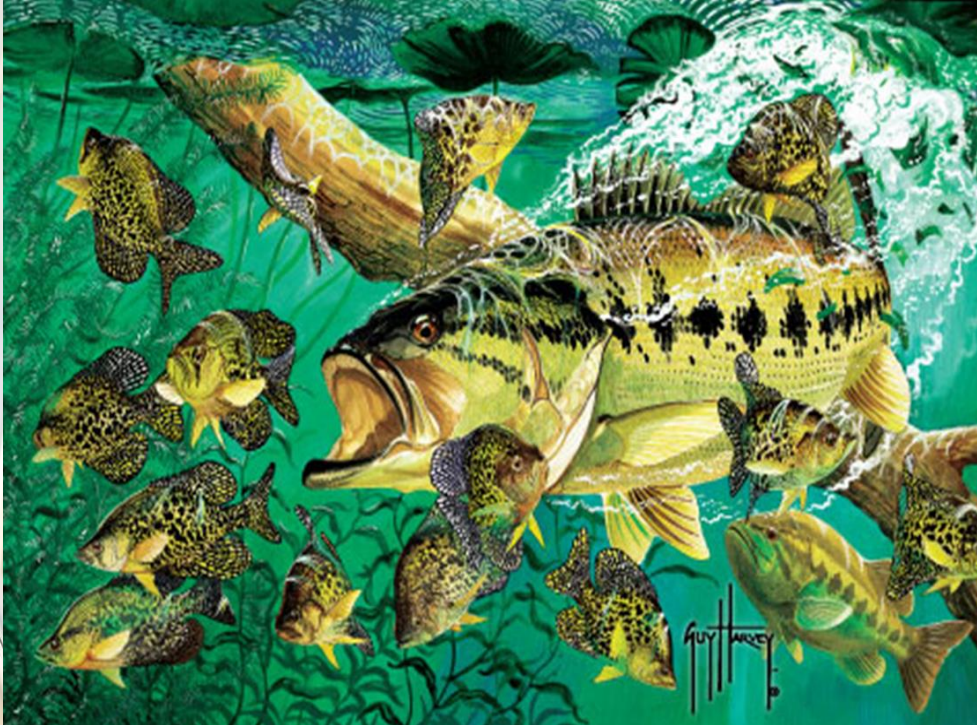
WRA ENGINEERING
TAMPA, FL



CLUB & RESORT COLLECTION

OUTPOST

THE BRAND



GUY HARVEY

BORN 1955 IN JAMAICA; RESIDES IN
GRAND CAYMAN

PhD IN MARINE BIOLOGY

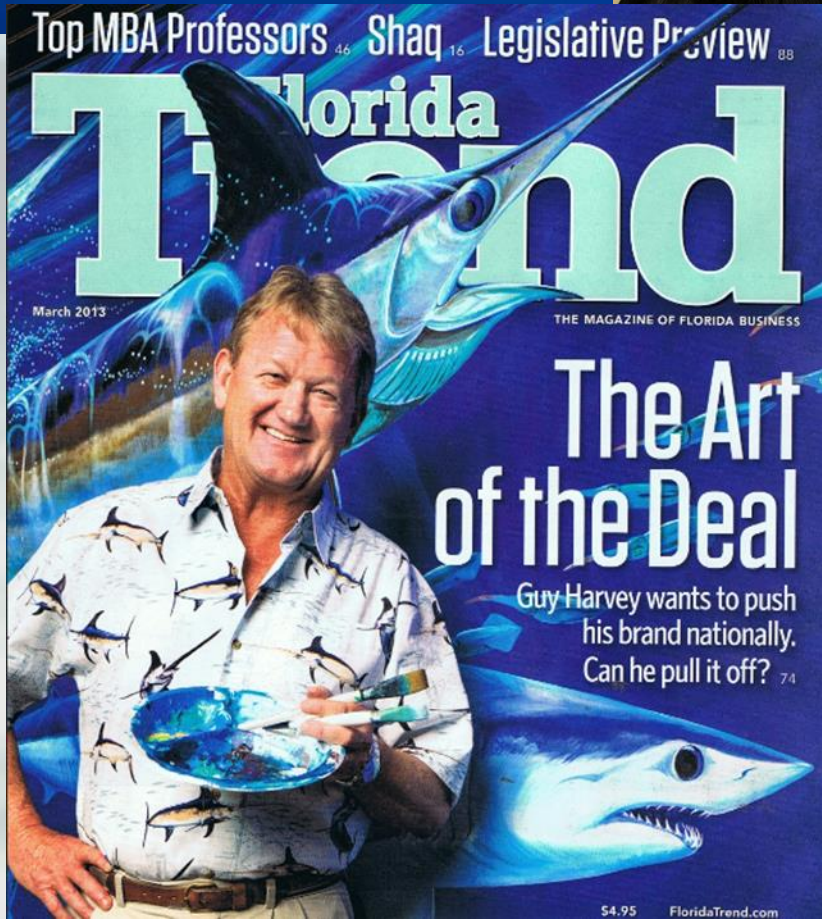
FOUNDER GUY HARVEY RESEARCH
INSTITUTE

FOUNDER GUY HARVEY OCEAN
FOUNDATION

IGFA TRUSTEE and "LIFETIME
ACHIEVEMENT AWARD" RECIPIENT

KNOWN AS THE "JOHN AUDUBON" OF
MARINE ILLUSTRATION





WHAT **GUY HARVEY** MEANS TO THE OKEECHOBEE COMMUNITY

AUTHENTICITY: Guy Harvey is the “Real Deal” - SCIENTIST, ARTIST, EDUCATOR and CONSERVATION ADVOCATE. These are the tools to understand, appreciate and promote all of the natural beauty Okeechobee County, Lake Okeechobee and the Everglades has to offer. These are Guy’s DNA.

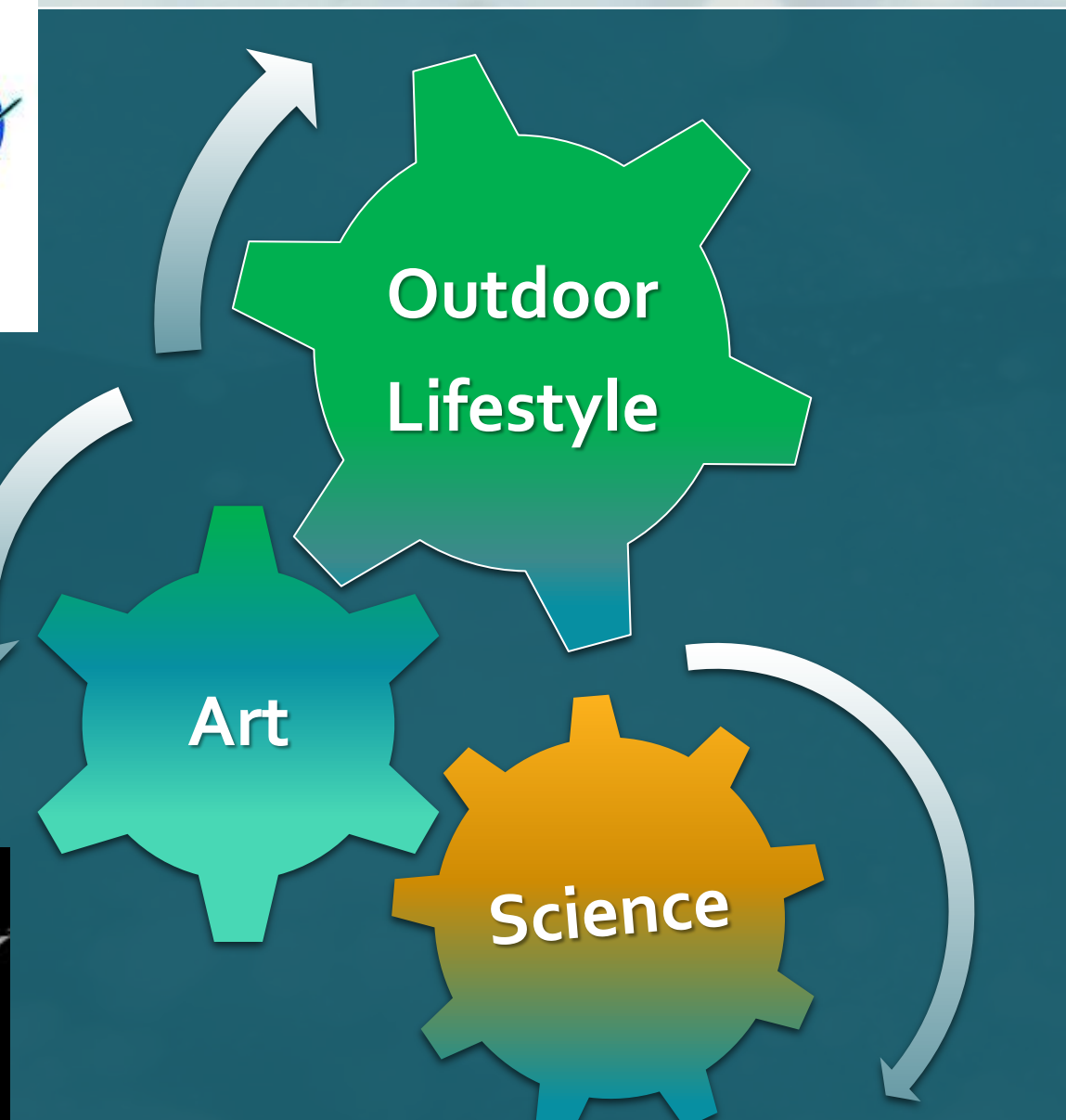
SUSTAINABILITY: Okee Tantie isn’t just a project among many in a sprawling corporate empire....it’s THE PROJCT.... at the center of Guy’s adopted home - Florida. This isn’t about fishing. It’s not about selling stuff. Its about ensuring the Lake heritage of future generations by educating young and old to understand and respect the community’s ecological and social balance while building its cultural and financial well-being. This is Guy’s brand.

COMMUNITY COMMITMENT: As Guy has learned from a life in the islands, committing to help neighbors, families and businesses brings prosperity and well being to all. Okeechobee is our adopted island. Our commitment has been made and our community work will continue. This is Guy’s legacy.





THE GUY HARVEY BRAND IS
POWERED BY
CONSERVATION SCIENCE
ART AND
THE OUTDOOR LIFESTYLE



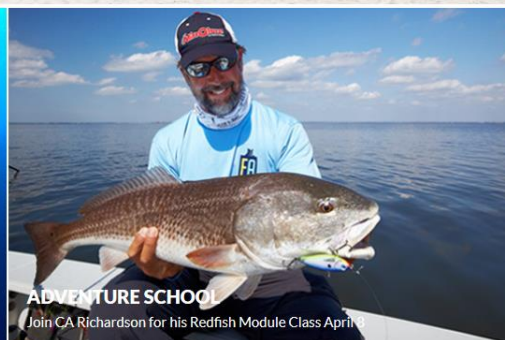


GuyHarvey.com

Home Office
Ft. Lauderdale

Core Activities.....

*Conservation
Science
Art
Lifestyle*



GuyHarveyOutpost.com

Home Office
Ft. Lauderdale

Core Activities.....

*Resorts
Lodges
Clubs
Expeditions*



Bill
Shedd

Charles
Forman

Mark
Ellert

Guy
Harvey

Co-Founders/Principals
Guy Harvey Outpost

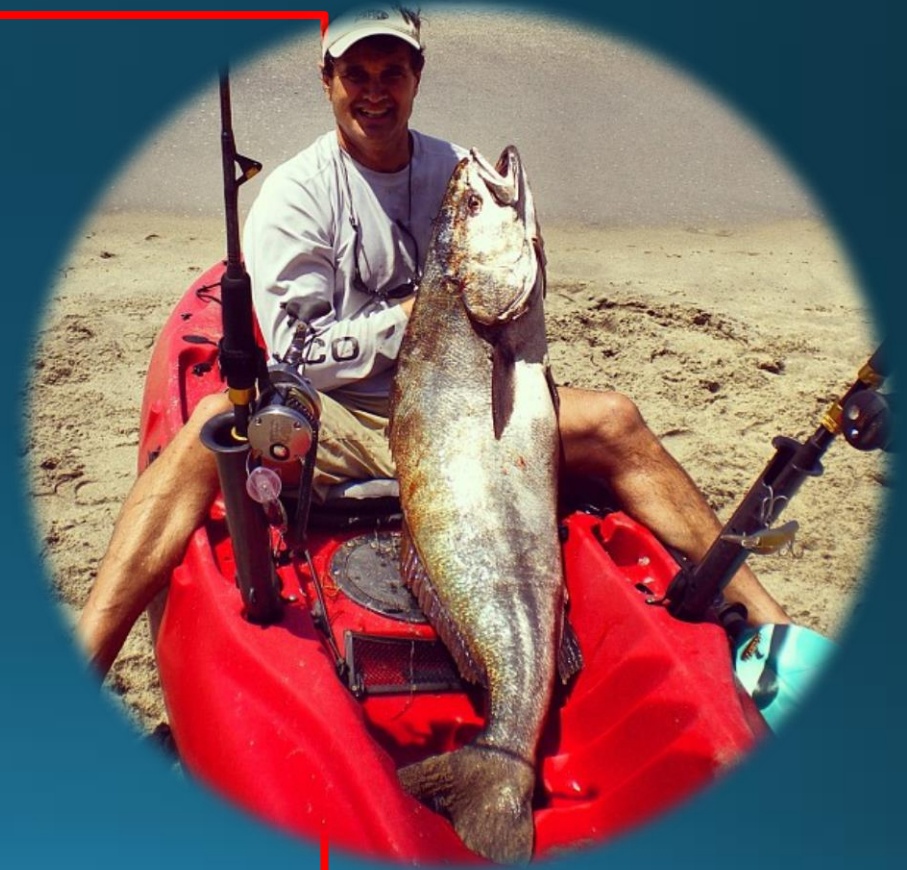
*Guy Harvey Outpost
is an Integrated
Hospitality &
Outdoor Recreation
Company targeted at
Leisure Travel,
Adventure Travel &
Outdoor Recreation
Customers.*



BILL SHEDD

A Family Legacy of Marine Science, Entertainment & Conservation

- Co-Founder, SeaWorld Amusement Park
- Founder / Chairman, Hubbs-SeaWorld Research Institute, San Diego
- Director, California Artificial Reef Enhancement Program
- Owner, American Fishing Tackle Co. (AFTCO)
- Trustee, International Game Fishing Association



CHARLES FORMAN, ESQ.

A Family Legacy of Education

- Pioneer Broward County, FL family.
- Donated lands for Nova Southeastern University (NSU) campus.
- Established Guy Harvey Research Institute partnership with NSU Oceanographic Center.
- Earliest expedition, underwater photography and business colleague of Guy.



MARK ELLERT

- 35 yrs. resort development, finance and management.
- US, Florida, Caribbean, and Hawaiian Islands.
- Organized Outpost partners to promote the Guy Harvey Brand into resort lifestyle marketplace.





CLUB & RESORT COLLECTION

OUTPOST

Tarpon Springs



CLUB & RESORT COLLECTION

OUTPOST

Tarpon Springs



RESORT CLUBHOUSE ARRIVAL

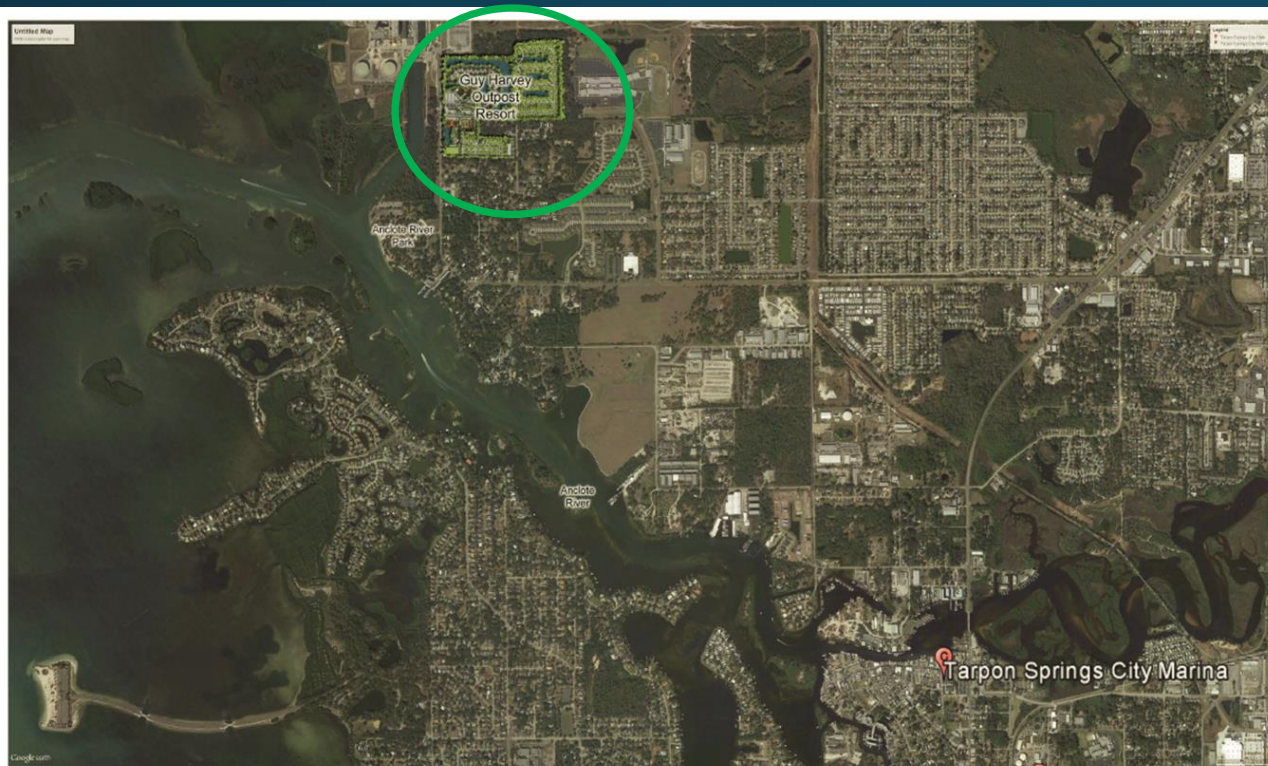
62 AC, 70 COTTAGES/270 RV PADS



CLUB & RESORT COLLECTION

OUTPOST

Tarpon Springs



Guy Harvey Outpost Resort - Pasco Park
Location Map
December 6, 2016



OWN THE ADVENTURE. CONSERVE THE FUTURE.

The Good Life Meets
The Great Outdoors

There's a place where getting back to nature is more than an escape and adventure always feels right at home. Welcome to the new Guy Harvey Outpost Club & Resort Collection. Inspired by the life work of world-renowned conservation advocate, marine scientist and acclaimed marine artist, Dr. Guy Harvey, this one-of-a-kind resort residential experience on Florida's west coast is dedicated to the pure enjoyment of the amazing natural world.



Elevated Florida Living

Return to carefree Old Florida outdoor living and barefoot relaxation at its best in Tarpon Springs, Florida. Just 40 minutes from Tampa International Airport, your resort neighborhood is lined with old-growth oak, pine, and palm trees, and a full array of contemporary resort amenities, all where the Anclote River meets the Gulf of Mexico.





CLUB & RESORT COLLECTION

OUTPOST

Tarpon Springs



POOL PATIO



COTTAGES



ST. PETE BEACH

220 ROOMS & SUITES

GUY HARVEY RUMFISH GRILL & AQUARIUM

OPERATING SINCE SEPTEMBER, 2014



ISLAMORADA

125 OCEANFRONT SUITES

25 BAYFRONT TOWNHOMES.

OPERATING SINCE JANUARY, 2016



ST. AUGUSTINE BEACH

152 ROOMS & SUITES

GUY HARVEY'S SURFSIDE GRILL AND TIKI BAR

OPENING SEPTEMBER, 2017

GUY HARVEY OUTPOST
EXPEDITION COLLECTION



LODGES



GUY HARVEY OUTPOST
EXPEDITION COLLECTION



ADVENTURES

GHOMEXICO

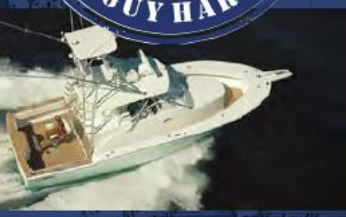



OUTPOST COLLECTION
BUCKET LIST 2017
GUY HARVEY

MEXICO MADNESS

3-Day/4-Night Expeditions
Isla Mujeres, Mexico

PANAMA BIG GAME
SAFARI




OUTPOST COLLECTION
BUCKET LIST 2017
GUY HARVEY

BILLS 'N BASS
SAFARI

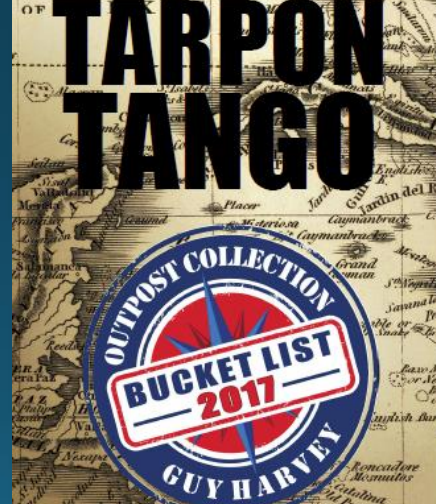



GALAPAGOS
HARD to Imagine
IMPOSSIBLE to Forget

PHOTO SAFARI ADVENTURE
with acclaimed Sports Illustrated
photographer Ron Modra.



TARPON
TANGO



OUTPOST COLLECTION
BUCKET LIST 2017
GUY HARVEY

THE HUNT IS ON

GUY HARVEY OUTPOST
EXPEDITION COLLECTION



OUTFITTERS





OUTFITTER SHOP & ADVENTURE CENTER

SPORTSWEAR
FASHION WEAR
OUTDOOR GEAR
HOME ACCESSORIES
GUIDED EXCURSIONS
CHARTERS
WATERCRAFT RENTAL



NOVEMBER 11, 2016 • AFTCO MFG. CO.

SURFACE TENSION: BASS STACHE

In this episode, AFTCO teams up with B.A.S.S. Elite Pro Jared Lintner on the St. Johns River, Florida. Jared gives a rundown of his passion...

[READ MORE >](#)



TODD KLINE
AFTCO FISHING TEAM
FLW BASS CHAMPION

S. Florida Native
Champion Pro Surfer

AMERICAN FISHING TACKLE COMPANY “AFTCO”

SHIRTS
SHORTS
OUTERWEAR
FISHING TACKLE
GUY HARVEY SPORTSWEAR



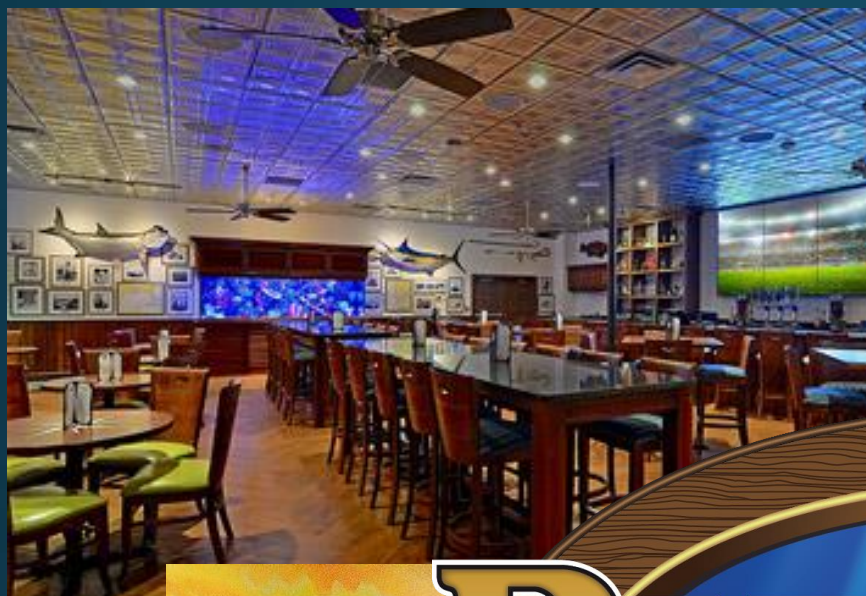
Li 'L Guys

ART

SCIENCE

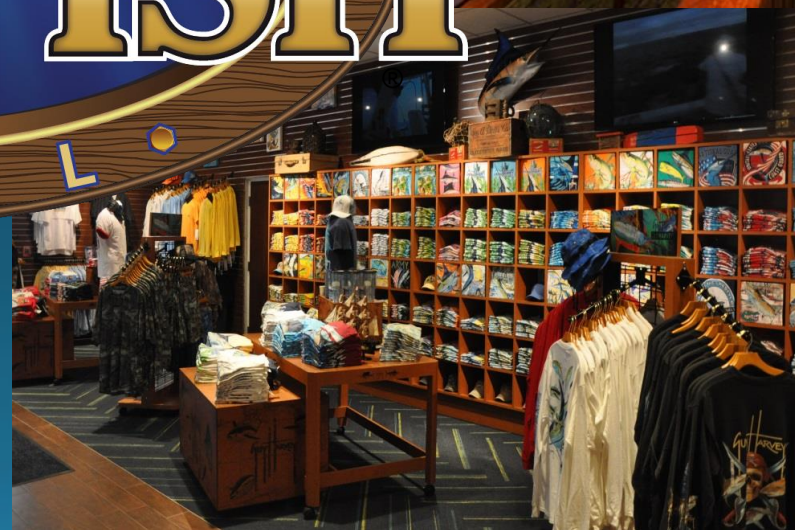
ENTERTAINMENT





RUMFISH

GRILL



GUY HARVEY OUTPOST Management

Kevin DeNell,
EVP & Mgr. Director,
Finance



Chris Pollock,
Mgr. Director
Lodging Operations



Mark Ellert,
President



Christine Legris,
Mgr. Director.
Brand Development & Sales



Beth Watson,
Director Call Center
Operations



Richard Weyant
Development Manager



CLUB & RESORT COLLECTION

OUTPOST

RESORT MANAGEMENT





76
Hotels

9,659
Keys

3,000
Hospitality
Professionals

Ranked #15
operator in
U.S.

\$300 million
gross revenue under
management

Brands

RHG is an approved operator for major national brands and develops lifestyle boutique hotel branding





Hilton Garden Inn
Miami Dolphin Mall



Aloft Long Island City-Manhattan View
Queens, NY



Bethany Beach Ocean Suites
Bethany Beach, Delaware



Homewood Suites
Miami Dolphin Mall



Sheraton Brooklyn New York
Brooklyn, New York



Courtyard by Marriott
Manhattan – Downtown, New York



Hotel RL Brooklyn
Brooklyn, New York



Fairfield Inn & Suites, 2501
Philadelphia Avenue
Ocean City, Maryland



Aloft Financial District/Downtown
Manhattan – Downtown, New York



Hotel Shocard
Manhattan – Times Square, New York



The Brooklyn
Brooklyn, New York



Aloft Syracuse Inner Harbor
Syracuse, New York



Commander Hotel & Suites
Ocean City, Maryland



Moxy
Manhattan – Downtown, New York



Crowne Plaza
Wilmington North



Fairfield Inn & Suites Queensboro
Bridge
Long Island City, New York



Boro Hotel
Long Island City, New York



Aloft New York Brooklyn
Brooklyn, New York



Fairfield Inn & Suites New York
Downtown
Manhattan – Downtown, New York



Four Points by Sheraton Midtown
West
Manhattan – Midtown, New York



Dunes Manor Hotel
Ocean City, Maryland



element by Westin
Syracuse, New York



Fairfield Inn & Suites West 28th
Street
Manhattan – Chelsea, New York



Country Inn & Suites
Newark, Delaware



BKLYN House Hotel
In the vibrant Bushwick
neighborhood of Brooklyn



Fairfield Inn & Suites Times
Square
Manhattan – Times Square, New York



Hyatt House
Manhattan – Chelsea, New York



MADE
Chelsea, New York



Fairfield Inn & Suites, 19113
Coastal Highway
Rehoboth Beach, Delaware



Fairfield Inn & Suites
Chincoteague
Chincoteague Island



Home2 Suites by Hilton
Long Island City, New York



Fairfield Inn & Suites West 37th
Street
Manhattan – Midtown, New York

Properties Under Management

Hotels

Aloft Long Island City
Aloft New York Brooklyn
Aloft Syracuse
Aloft Ocean City
Element Hotel Syracuse, Inner Harbor
Four Points by Sheraton Newark
Four Points by Sheraton Flushing
Four Points by Sheraton SoHo
Four Points by Sheraton Westside
Four Points by Sheraton Times Square
Sheraton Brooklyn New York
Westin New York Flushing
Courtyard by Marriott Boston/Westboro
Courtyard Financial District

Fairfield Inn & Suites Long Island City
Fairfield Inn & Suites 25th Street
Fairfield Inn & Suites Chincoteague
Fairfield Inn & Suites Chelsea
Fairfield Inn & Suites NY Queensboro

Fairfield Inn & Suites Rehoboth
Fairfield Inn & Suites Seaport

Fairfield Inn & Suites Times Square
Fairfield Inn & Suites New York 5th Ave
Fairfield Inn & Suites Clermont Florida
Moxy World Trade Center
Residence Inn Financial District
Renaissance Manhattan Chelsea
Renaissance Manhattan Harlem
Hampton Inn United Nations
Hampton Inn Westbury – Jericho
Hampton Inn Bartow
Hilton Garden Inn Miami Dolphin Mall
Hilton Garden Inn Appleton
Hilton Garden Inn Grand Forks
Hilton Garden Inn Green Bay
Hilton Garden Inn Lakeland

Hilton Garden Inn Oshkosh
Home 2 Suites Long Island City
Home 2 Suites Ocean City
Home 2 Suites Lewes
Homewood Suites Miami Dolphin Mall

Hyatt House Manhattan Chelsea
Crowne Plaza Monroe

Crowne Plaza Wilmington North
Holiday Inn Express TS South
Holiday Inn Express Woodside
Hotel Indigo
Wyndham Garden Hotel Phil' Airport
Country Inn & Suites Newark
Clarion Inn Fairmont
Comfort Suites O'Hare Airport
Solita Soho Hotel
Hotel RL Brooklyn
Bethany Beach Ocean Suites
BKLYN House Hotel
Boro Hotel
Hotel 373
Hotel Shocard

Hotel de Point
Hotel Monte Carlo
Hotel Monte Carlo & Suites
Hotel Vetiver
Made Hotel
Monitor
Montauk Blue Hotel

Ocean 1 Hotel & Suites
Parc Hotel
Rushmeyer's Hotel
Sea Breeze Inn
The Brooklyn A Hotel
The Commander Hotel
The Dunes Hotel
The Dunes Manor Hotel
The Great Smokies Inn
White Marlin Inn

Camp Grounds

Resort at Massey's Landing
Sunset Beach Resort
KOA Maddox Family Campground



Senior Team Members - Experience, Diversity & Depth

Executive Team

Benjamin Seidel, CEO & President

John Parker, COO & VP

Ken Berger, CFO & VP

Joseph Yi, CIO & VP

Rick Day, VP of Marketing

Ron Loman – VP of Sales

Operations

John Parker, COO

Sanjay Bedi, Regional Director

Louis Llach, Regional Director

Daniel Jasinski, Regional Director

Allen Kirincic, Regional Director

Marketing

Rick Day, VP of Marketing Zach

Bova, Marketing Assistant

Sales and Marketing

Ron Loman, VP of Sales and Marketing

Lourdes Lopez, VP of Sales

Robin Lattinville, Regional Director

Michael Zayas, RD Digital Media

Finance and Accounting

Ken Berger, CFO

Joanne Wagner, Director of Accounting

Katie Randrup, Field Manager

Swita Ay, Field Audit

Human Resources

Alma Seidel, Director of HR

Slyne Louissant, Area HR

Matthew West, Talent Manager

Revenue Management

Richard Rebidue, VP

Jonathan Brooks, VP

Partner Companies

Beecher Carlson, Risk Management

A-1 HR, Payroll Administrator

Real Hospitality Group ("RHG") is a leading hotel management firm based in Ocean City, Maryland with a portfolio of 78 urban and resort properties in eleven states stretching along the eastern US seaboard from Florida to New York. The company is an approved operator for most leading hotel brands, testimony to its breadth of operational skills across and delivery of consistently high consumer satisfaction across all types of hospitality products and segments.

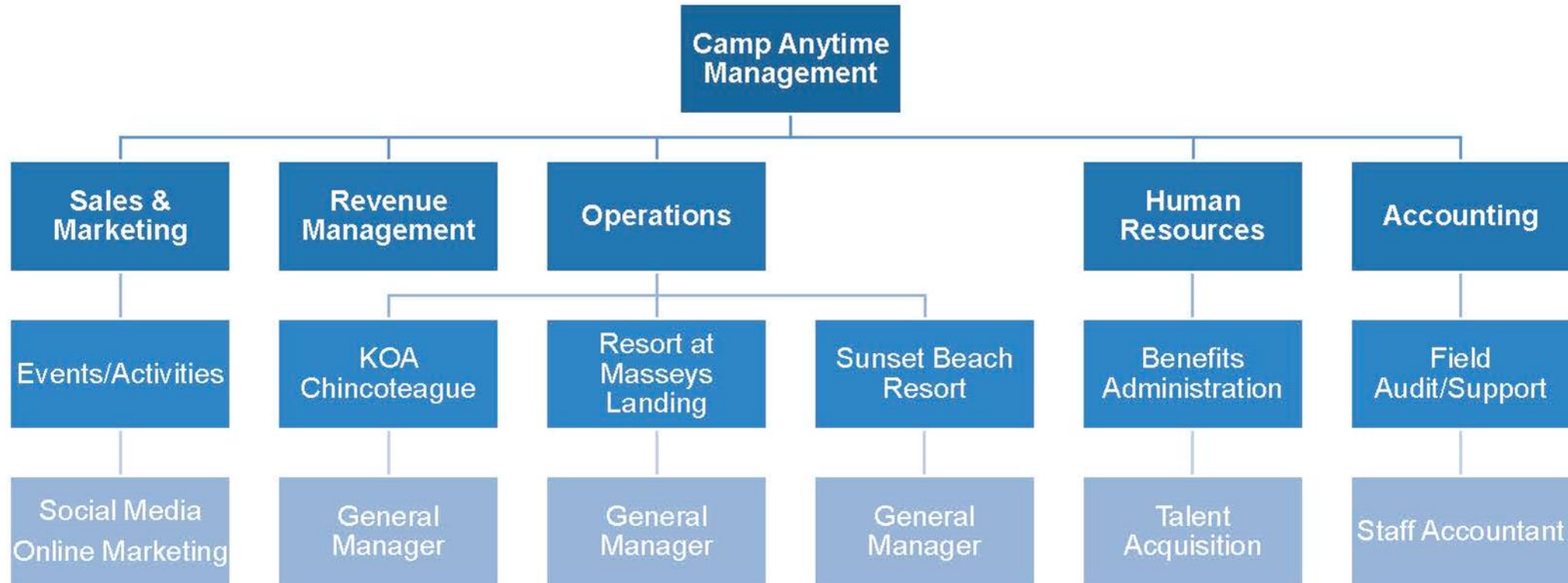
As an affiliate of RHG, and in an industry first, **Camp Anytime Management** is organized to deliver hotel industry best practices for personalized and attentive guest service, innovative facilities planning and design, sophisticated sales, marketing and revenue management, cutting edge technology and comprehensive reporting to the outdoor hospitality resort segment.



Strategies for Success

- ✓ **Organizational Depth:** 5,000 associates
- ✓ **Industry Breath:** +80 properties, all major hotel brands
- ✓ **Integrated Technology:** Cloud based PMS

Organization and Support Structure



Institutional Operating Practices

✓ New Technology

- PMS
- POS
- In Stay Communications
- Email Marketing System

✓ Business Planning

- Marketing Plan
- Detailed Budget
- Forecasting Module

✓ Cross Selling

- Loyalty Program
- Activities Programs
- Joint Representation at Consumer Travel Shows
- On Site Event Promotions
- Local Event Sponsorships

✓ On Site Marketing

- Merchandising
- Directional
- Guest Contact
- Consistent Messaging

✓ Standard Operating Systems

- Associate Hiring, Training, Development
- Turnkey Web Based Accounting
- Implementation of Policies and Procedures



Integrated Cloud Based PMS Technology



Human
Resources



Operations



Finance &
Accounting



Sales &
Marketing



Revenue
Management

Integrated RMS Disciplines for Project Success

Human Resources

- Sourcing and recruiting
- Onboarding and Training
- Integrated Time and Attendance
- Benefits Administration
- Automated processes
- J1 Student
- Work Campers
- Consistent Handbook, Policies and Procedures



Operations

- Communication
- Standards of Operation
- Grounds and Engineering Focus
- Property Visitation and Interaction
- Access to Forms, Procedures and Systems
- Consistent Expectations
- Brand Toolkits
- Social Media Monitoring
- Associate Training



Finance & Accounting

- Turnkey Financial Package
- Daily Labor Reporting
- Standard Operating Systems
- Cash Management
- Internal Audits
- Daily Outlet and Sales Process
- Integrated Accounting Platform – Web Based
- Training and Associate Development
- Purchasing – National Pricing
- Energy and Insurance Programs
- Sales Tax Audits



Sales and Marketing

- Director of Sales
- Activities Director
- Local Sales Presence
- Industry Shows
- Consumer Shows
- Automated Sales Tracking System
- Call Goals and Communication
- Events – On-site and Local
- In Stay Guest Communication
- Prospecting



Revenue Management

- Site Type Analysis
- New Online Booking Engine
- Online Distribution
- Pace Analysis
- Updated Site Types
- New rate structure for adjusted rate based on occupancy
- Competitor Shopping
- Variable Pricing for RV Type
- Group and Event Planning
- Special Offers for Need Periods





Resort RV/Campground Portfolio

3 Waterfront Resorts

990 sites

105 Rooms & Cottages



Home / Rates

Rates

SHARE    



RV Sites

You'll be a happy camper on any of our standard size or larger pull-through RV sites.

Book Now

Find Out More



Cottages

Sure, it's camping, but with a few more perks and upgrades (and rooms) under one roof.

Book Now

Find Out More



Tent Sites

Go ahead, pitch a tent and get back to basics in the great outdoors.

Book Now

Find Out More



Resort RV Sites

Sunset Beach Resort offers seasonal, premium waterfront and standard RV sites with a variety of back-in and pull-through locations that can accommodate RV sizes up to 45-feet.

[Book Now](#)

[Find Out More](#)



Beach Cottages

Beach cottages sleep six individuals and include a full kitchen and outdoor grill.

[Book Now](#)

[Find Out More](#)



Sunset Hotel

Newly remodeled, pet-friendly suites offer 42" flat screen TV, and free wireless hi-speed internet - among other amenities.

[Book Now](#)

[Find Out More](#)



CLUB & RESORT COLLECTION

OUTPOST

PROJECT VISION

THE OKEECHOBEE SENSE OF PLACE

A distinctive “Sense of Place” is a community’s most important determinant to economic sustainability. The Lake Okeechobee community is shaped by many. And the many give shape to our project vision - our Sense of Place – so that we may proudly represent and support all who call Lake Okeechobee their home. At Guy Harvey Outpost, we call this

THE PERFECT SPOT.





THE FAMILY LIFESTYLE

Our customer is the family, those who embrace the great outdoors. Young or old, with friends and pets, they travel for personal enrichment, adventure and well being.



CLUB & RESORT COLLECTION

OUTPOST

A RESORT COMMUNITY



A RV COMMUNITY



A CAMPING COMMUNITY



FOR FAMILIES



FOR ANGLERS



FOR BASSMASTERS



FOR BOATERS

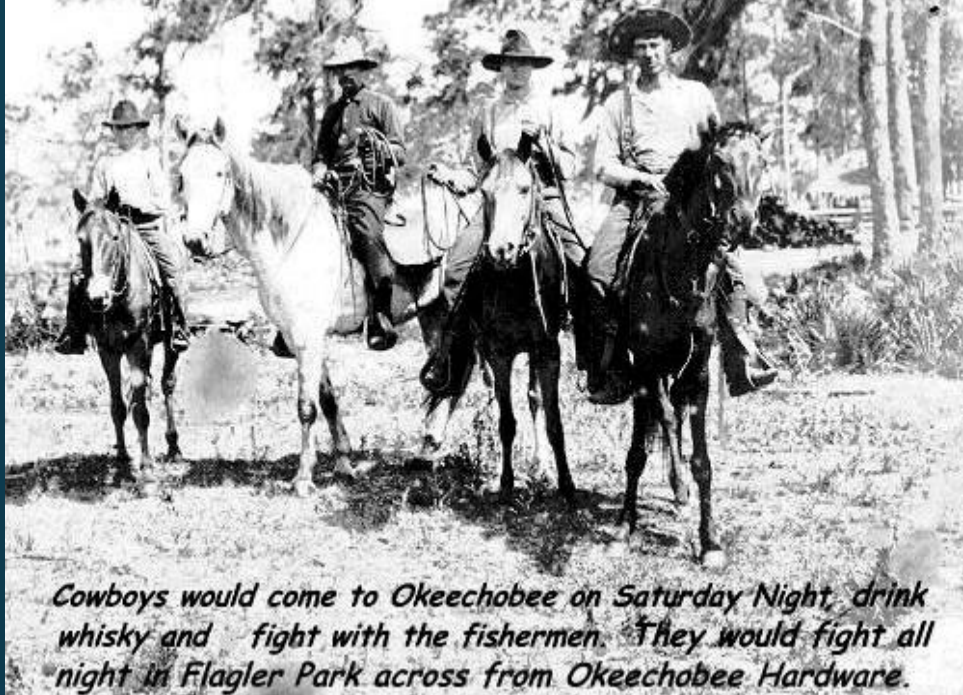


FOR AIRBOATERS

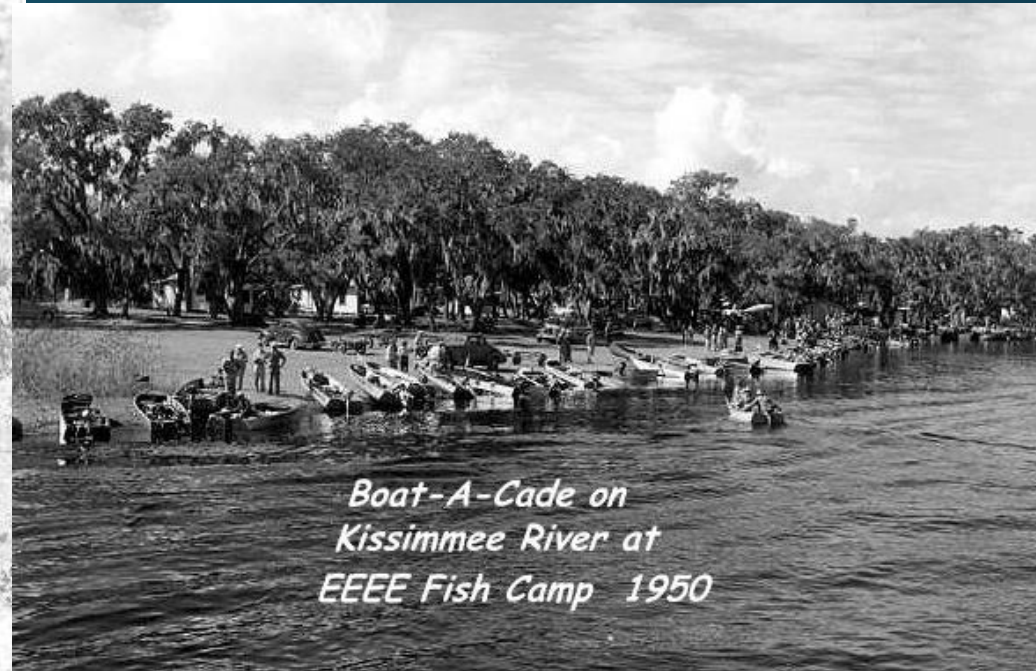


FOR WINGSHOOTERS





Cowboys would come to Okeechobee on Saturday Night, drink whisky and fight with the fishermen. They would fight all night in Flagler Park across from Okeechobee Hardware.



*Boat-A-Cade on
Kissimmee River at
EEEE Fish Camp 1950*



*Mr. Sweatt Harold Watford G.L. Sweatt
At Madelyn Padgett's Service Station and Tackle Shop
Corner of South Park & Parrot Ave. Okeechobee, FL 1940*



*Commercial
Fishing
on
Lake Okeechobee
C. 1915*



CLUB & RESORT COLLECTION

OUTPOST

PROJECT MARKETING

RESORT MARKETING

OUR CORNERSTONE STRATEGIES

1. PROPER PRODUCT POSITIONING. DIFFERENTIATE THE PRODUCT AND PROMOTE ITS UNIQUE CHARACTERISTICS. THIS PRODUCT IS BIGGER THAN ITS BUILDINGS OR ITS PERSONALITIES. THIS PRODUCT IS LAKE OKEECHOBEE; A DESTINATION AND SENSE OF PLACE. IT IS "FLORIDA'S WILD COAST". WE CALL IT "THE PERFECT SPOT".

2. BRAND PROMOTION. MATCH THE BRAND TO THE PRODUCT TO DIFFERENTIATE THIS PROJECT IN THE HIGHLY COMPETITIVE AND NOISY TOURISM MARKETPLACE. THE "GUY HARVEY" BRAND IS 30 YRS SUCCESSFUL IN DEFINING COASTAL CONSERVATION AND THE OUTDOOR LIFESTYLE. IT OFFERS A COMPLETE BRAND ECO-SYSTEM TO LEVERAGE AND ROBUST SOCIAL MEDIA CHANNELS TO EXPLOIT.

3. DELIVER CUSTOMER SATISFACTION. MANAGE PROFESSIONALLY, NOT PERSONALLY, TO MAXIMIZE GUEST SATISFACTION AND REPEAT VISITATION. REAL HOSPITALITY GROUP DELIVERS OUTSIZED GUEST SATISFACTION AT MANY PROPERTIES, IN MANY MARKETS, ON BEHALF OF MANY HOTEL BRANDS AND OWNERS. IT HAS POWERFUL INSIGHTS INTO RESORT CUSTOMERS AND THE TOOLS USED BY ALL MAJOR HOTEL COMPANIES TO ENGAGE GUESTS IN UNIQUELY PERSONALIZED WAYS THAT DRIVE LOYALTY, REPEAT BUSINESS AND GUEST REFERRALS.


4. EFFECTIVE CHANNEL MANAGEMENT. EXPLOIT BOTH HOTEL AND CAMPGROUND INDUSTRY NETWORKS TO FORMULATE AND EFFECTIVELY EXECUTE A WINNING SALES/MARKETING PLAN. THE "GHO TO" TEAM HAS BROAD AND DEEP EXPERIENCE TO DRIVE EFFICIENT AND PRODUCTIVE SALES/MARKETING TO PROMOTE THE PRODUCT, BRAND AND DESTINATION.

1. Proper Product Positioning

FloridasWildCoast.com



Outdoor Activities in Okeechobee



<

Your Selections Clear all

Outdoor Activities


Outdoor Activities

- ☐ Fishing Charters & Tours (7)
- ☐ Other Outdoor Activities (7)
- ☐ Boat Tours (5)
- ☐ Golf Courses (1)
- ☐ Hiking Trails (1)
- ☐ Horseback Riding Tours (1)
- ☐ Nature & Wildlife Tours (1)
- ☐ Off-Road & ATV Trails (1)

We have liftoff!

New nonstop service from Ft. Lauderdale to Washington, D.C. (Dulles) and Orlando.

Sorted by: Ranking




Okeechobee Bass Guide Service

5.0 (62 reviews)

#1 of 23 Outdoor Activities in Okeechobee

Fishing Charters & Tours

[More Info](#)




Just 4 Bass

5.0 (77 reviews)

#2 of 23 Outdoor Activities in Okeechobee

Other Outdoor Activities

[More Info](#)




Ron's Guide Service

5.0 (120 reviews)

#3 of 23 Outdoor Activities in Okeechobee

Fishing Charters & Tours

[More Info](#)




Florida Airboat Charters

5.0 (45 reviews)

#4 of 23 Outdoor Activities in Okeechobee

Boat Tours

[More Info](#)



Quail Creek Plantation

5.0 (41 reviews)

#5 of 23 Outdoor Activities in Okeechobee

Nature & Wildlife Tours

[More Info](#)

OKEECHOBEE'S TOURISM PRODUCT OFFERING.....



Outdoor Activities

Fishing Charters & Tours (7)

Other Outdoor Activities (7)

Boat Tours (5)

Golf Courses (1)

Hiking Trails (1)

Horseback Riding Tours (1)

Nature & Wildlife Tours (1)

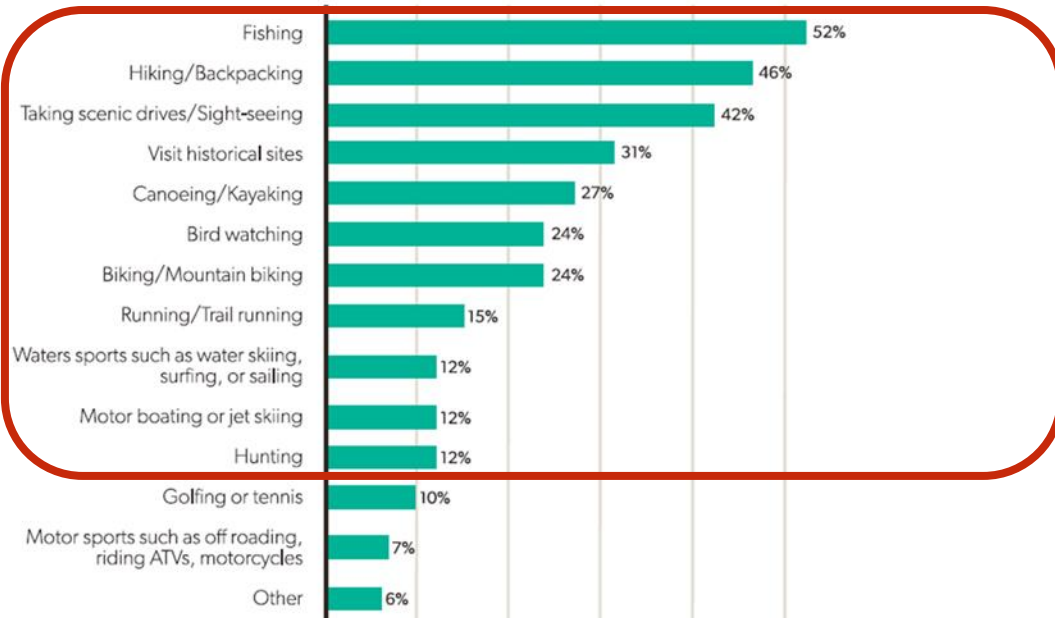
Off-Road & ATV Trails (1)

WHAT PEOPLE DO WHEN THEY'RE CAMPING

Activities

Fishing is the most common activity while camping. Younger campers tend to gravitate toward the more active recreational activities such as mountain biking, organized sports and running.

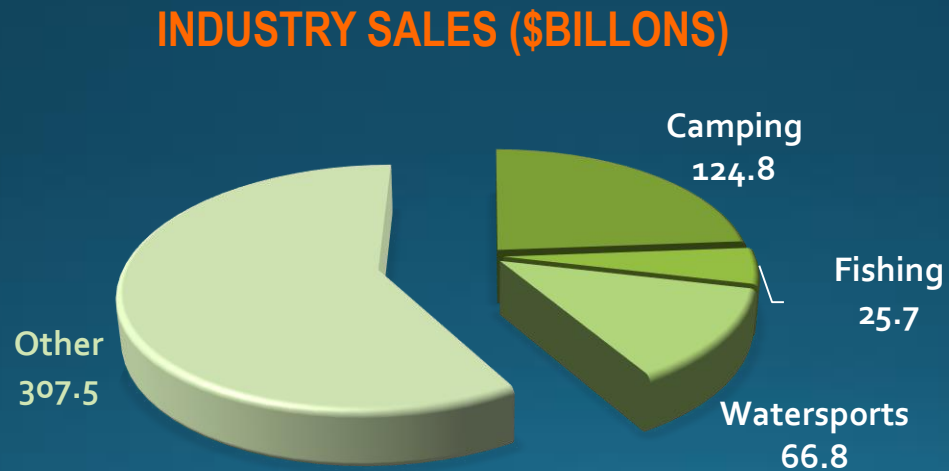
RECREATION



OKEECHOBEE....
THE CALL OF
FLORIDA'S WILD COAST

4. BRAND PROMOTION


Okeechobee is 100% Outdoor Recreation;
Guy Harvey Outpost is 100% Outdoor Recreation.




Camping/Fishing/Watersports is 41% of Outdoor Recreation Industry

GUY HARVEY BRAND

SOCIAL MEDIA CHANNELS

 | Instagram







[Get the app](#) [Sign up](#) [Log in](#)



drguyharvey [Follow](#)

2,294 posts 175k followers 86 following

Guy Harvey The official Instagram account of Dr. Guy Harvey - artist, scientist, diver, angler, conservationist, and Leader of the Hammerhead Nation! www.guyharvey.com



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Guy Harvey [@DrGuyHarvey](#)


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Photos



Artist

Welcome to the official Facebook Page for GUY HARVEY - artist, scientist, diver, angler, conservationist and explorer. www.guyharvey.com and www.guyharveysportswear.com

1,077,155 people like this and 1,042,289 people follow this


About [See All](#)

(800) 288-1227
www.GuyHarvey.com
Artist

People [>](#)

1,077,155 likes

Photos, Videos, Articles, and More

 **Guy Harvey**
30 recent updates

GUY HARVEY BRAND

OUR FACEBOOK SOCIAL MEDIA ECOSYSTEM

HOW OUR NUMBERS STACK UP...

1,077,000	Guy Harvey Inc.
397,000	Guy Harvey Sportswear AFTCO
89,500	Guy Harvey Outpost
63,100	Outpost St. Pete Beach
12,200	Guy Harvey Magazine
11,800	Outpost Islamorada
1,650,600	"Likes"

Source: Facebook, April, 2017



GUY HARVEY BRAND

SOCIAL MEDIA REACH – FACEBOOK “LIKES”

WE HUNT WITH THE BIG HOTEL DOGS...

2,505,000	Marriott
1,651,000	Guy Harvey
1,613,000	Hilton
513,000	InterContinental
424,000	Hyatt
199,000	Starwood

Source: Facebook, April 2017



GUY HARVEY BRAND

CONSUMER REACH – FACEBOOK “LIKES”

TAKING LOCAL TOURISM TO A NEW LEVEL

1,651,000 Guy Harvey

15,200 Quail Creek Plantation

8,800 Silver Palms RV Resort

5,200 Guy Harvey Outpost Club Okeechobee

4,200 OK Corral Gun Club

2,300 KOA Okeechobee

400 Hampton Inn Okeechobee

350 Pier II Resort

150 Holiday Inn Express Okeechobee

80 Best Western Okeechobee

Source: Facebook, April, 2017



We're pretty engaged with the community, and we're not even open!

SCIENCE & SCHOLARSHIP CHANNELS



NOVA SOUTHEASTERN
UNIVERSITY

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NSU GUY HARVEY OCEANOGRAPHIC CENTER FACILITY

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BIOGRAPHIES

- Guy Harvey, Ph.D.
- George L. Hanbury, II, Ph.D.
- Richard Dodge, Ph.D.

SUPPORTING INSTITUTES



GUY HARVEY
RESEARCH INSTITUTE

[LEARN MORE](#)



save our seas
shark research center

[LEARN MORE](#)



BROWARD COUNTY
SEA TURTLE
CONSERVATION PROGRAM
Nova Southeastern University

Since Guy Harvey, Ph.D. has supported, and continues to support NSU in scholarship, research and the conservation of marine life, **Nova Southeastern University (NSU)** has named its newest research facility the Guy Harvey Oceanographic Center.

"Nova Southeastern University has had a long-standing relationship with Dr. Harvey, and we're thrilled that will continue for many more years to come," said Hanbury. "His generosity is ensuring today's leaders in marine sciences teach and pass on their expertise to tomorrow's researchers. I am very pleased that Guy Harvey is putting his name - literally - on the growing legacy of our Oceanographic Center."

For many years, NSU has enjoyed an excellent working relationship with Harvey through the **Guy Harvey Research Institute (GHRI)**, where researchers and students work together as they study and learn about all aspects of our marine ecosystem.



GUY HARVEY BRAND

MULTIPLE PUBLISHING CHANNELS



iTunes Preview

Overview Music Video Charts

Guy Harvey Expeditions, Season 1

Open iTunes to preview or buy TV shows.

Description

Join legendary artist, explorer and angler Guy Harvey on ocean adventures around the world to help discover and protect the life under the waves.

Name	Description	Time	Price	
1 Meet Guy Harvey	A candid conversation with artist, explorer and	22:16	\$2.99	View in iTunes >
2 Giants of the Gulf	Join Dr. Guy Harvey for an adventure millions of	43:35	\$2.99	View in iTunes >
3 Sharks of North America	It's an expedition around the world with Dr. Guy	43:33	\$2.99	View in iTunes >

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YouTube Movies

Guy Harvey

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Tiger Beach & Tiger Sharks - Guy Harvey

688 views 9 months ago

Guy Harvey talks about diving with the impressive Tiger Sharks at Tiger Beach...

Guy recently put together an expedition to Tiger Beach to shoot a sequel to his award-winning film, "This is Your Ocean" - and to help inspire the next generation to protect sharks.

Special thanks to the Kenneth B. Dart Foundation for sponsoring this project.

[Read more](#)

GUY HARVEY OUTPOST

TOP 10 SOCIAL MEDIA MARKETS

**IN FLORIDA,
OUTPOST CUSTOMERS ARE
CONCENTRATED WITHIN 150
MILES LAKE O**

**IN US,
OUTPOST CUSTOMERS ARE
CONCENTRATED ON THE EASTERN
SEABOARD, THE PRIMARY FEEDER
MARKET FOR FLORIDA**

Florida

Jacksonville

Fort Lauderdale

St. Petersburg

Tampa

Ocala

Bradenton

Pasco

Orlando

Lakeland

Miami

US

Mobile, AL

Gulfport, MS

Myrtle Beach, SC

Wilmington, NC

Virginia Beach, VA

Charlotte, NC

Ocean Springs, MS

Chatham City, GA

Atlanta, GA

New York, NY



GUY HARVEY OUTPOST

WEBSITE VISITOR DISTRIBUTION



METRO MARKETS

Top 10 by State

Florida
Texas
Georgia
North Carolina
New York
Virginia
New Jersey
South Carolina
California
England

Top 10 by City

Fort Lauderdale, FL
Miami, FL
Orlando, FL
Tampa, FL
Jacksonville, FL
Mumbai
Hollywood, FL
New York, NY
Atlanta, GA
Coral Springs, FL

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Guy Harvey Outpost

2 hrs ·

DO THE TARPON TANGO IN ISLAMORADA!

Book your Islamorada "Tarpon Tango" hotel / fishing package now at Islander Resort, a Guy Harvey Outpost: 800.513.5257, or online at <http://bit.ly/2p32y4X>! #OutpostAttitude

Credit: Boned Up Fishing Charters



Hotel Resort

4.5 ★★★★★

Guy Harvey Outpost (GHO) is an independent hotel/travel brand that represents a collection of water-centric hospitality properties and travel experiences. Reservations: 800.513.5257.

89,633 people like this and 88,956 people

5,673 people have been here

About

See All



(800) 513-5257

www.guyharveyoutpost.com

Hotel Resort · Travel Company

People

★★★★★

89,633 likes

5,673 visits

GUY HARVEY OUTPOST

CORPORATE AND PROPERTY LEVEL

SOCIAL MEDIA CHANNELS

facebook



Guy Harvey
Outpost Club, Lake
Okeechobee
@GHOCubLakeOkeechobee

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Reviews

4.4 ★★★★★ 5 Reviews



Tell people what you think



Doug Harris

★★★★★ · November 28, 2016

I think that the okeetantee project will be very good for okeechobee, and the tournament scene in general. So far, we've seen no progress at the old okeetantee location! 2017 completion date is looking kind of sketchy though.



Wes Jackson

★★★★★ · October 15, 2016

When will they be open and what part of the lake? Sounds like a awesome place

Cottage in Okeechobee, Florida

4.4 ★★★★★ · Always Open

Guy Harvey Outpost Club, Lake Okeechobee includes wet slips, 370 RV pads, 60 for sale/rental cabins, and a 10,000 sq. ft. lodge w/ a pool and restaurants. (in approval phase)

5,241 people like this and 5,235 people follow this

2 people have been here


About

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GUY HARVEY OUTPOST


SOCIAL MEDIA CHANNELS OF BRAND PARTNERS

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@AftcoFishing

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Like Share Suggest Edits ... Shop Now Message

Posts

 AFTCO
7 hrs · 🌐

Epic underwater wolf pack shot of Striped Marlin off Mag Bay taken by photographer Perrin James.
Source: The Obsession of Carter Andrews



Fishing Store
4.7 ★★★★★


The official Facebook page of American Fishing Tackle Company - AFTCO.
<https://aftco.com>

397,688 people like this and 394,486 people follow this

About See All
(877) 489-4278
aftco.com
Fishing Store


People >

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Built For The Wild

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2. DELIVER CUSTOMER SATISFACTION

“HAPPY CAMPERS” are why Real Hospitality wins awards:

Brooklyn (Aloft) – Starwood Guest Experience Ranking No. 13 Worldwide

Ocean City, MD (Dune Manor) - Number 1 on TripAdvisor 2015, 2016

Chincoteague, VA (Fairfield Inn) – Marriott Platinum Award 2014, 2015

Chincoteague, VA (Fairfield Inn) – Marriott Gold Award 2013, 2016

Long Island City (Home2Suites) – Hilton Merit Award 2016

Grand Central Station (Hampton Inn) – Hilton Movers & Shakers Award, Jan-Jun 2016



4. EFFECTIVE CHANNEL MANAGEMENT

EXPLOIT BOTH HOTEL & CAMPGROUND MARKETING CHANNELS KNOWN TO BE EFFICIENT AND PRODUCTIVE.





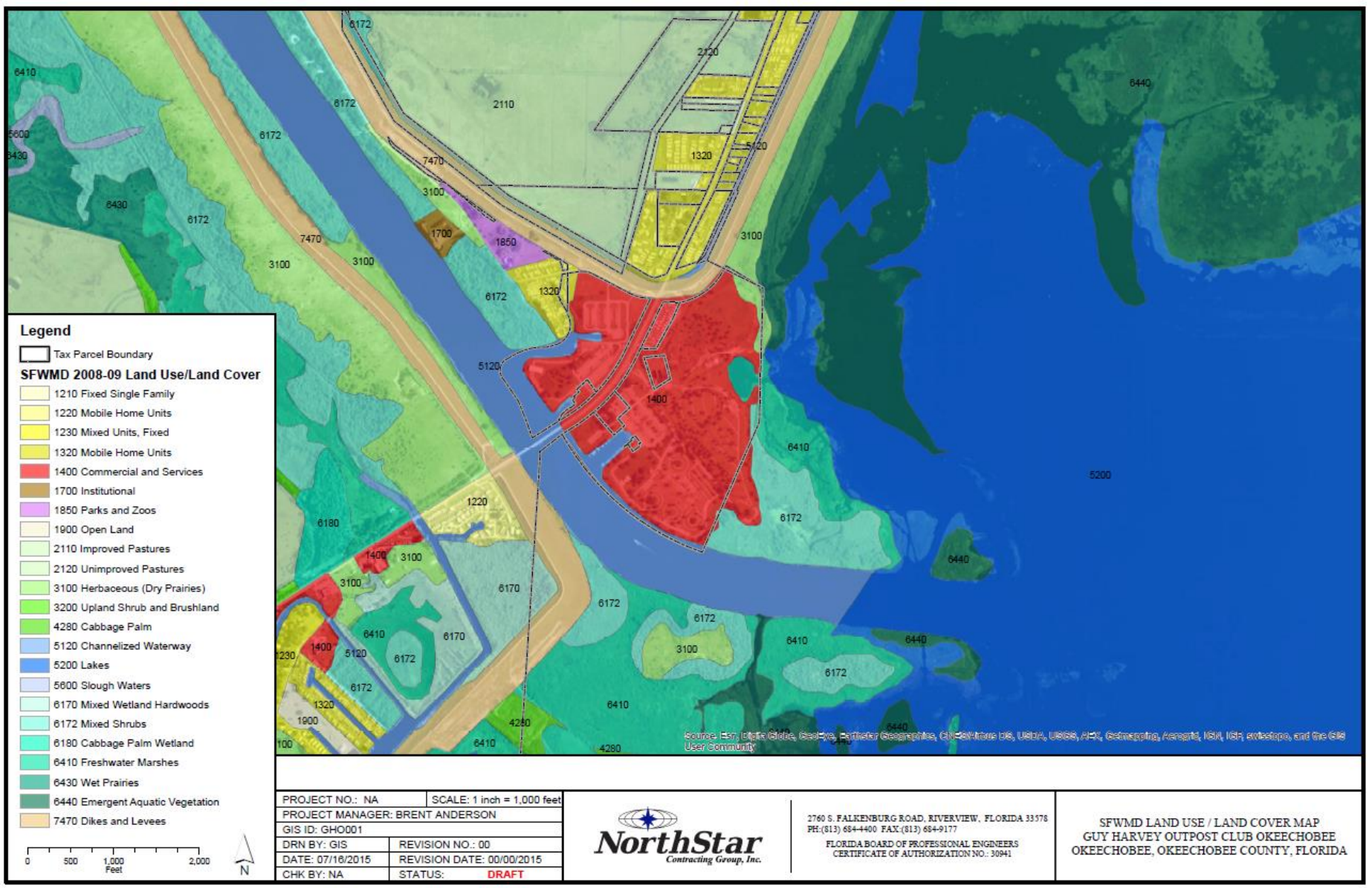
CLUB & RESORT COLLECTION

OUTPOST

PROJECT DESCRIPTION

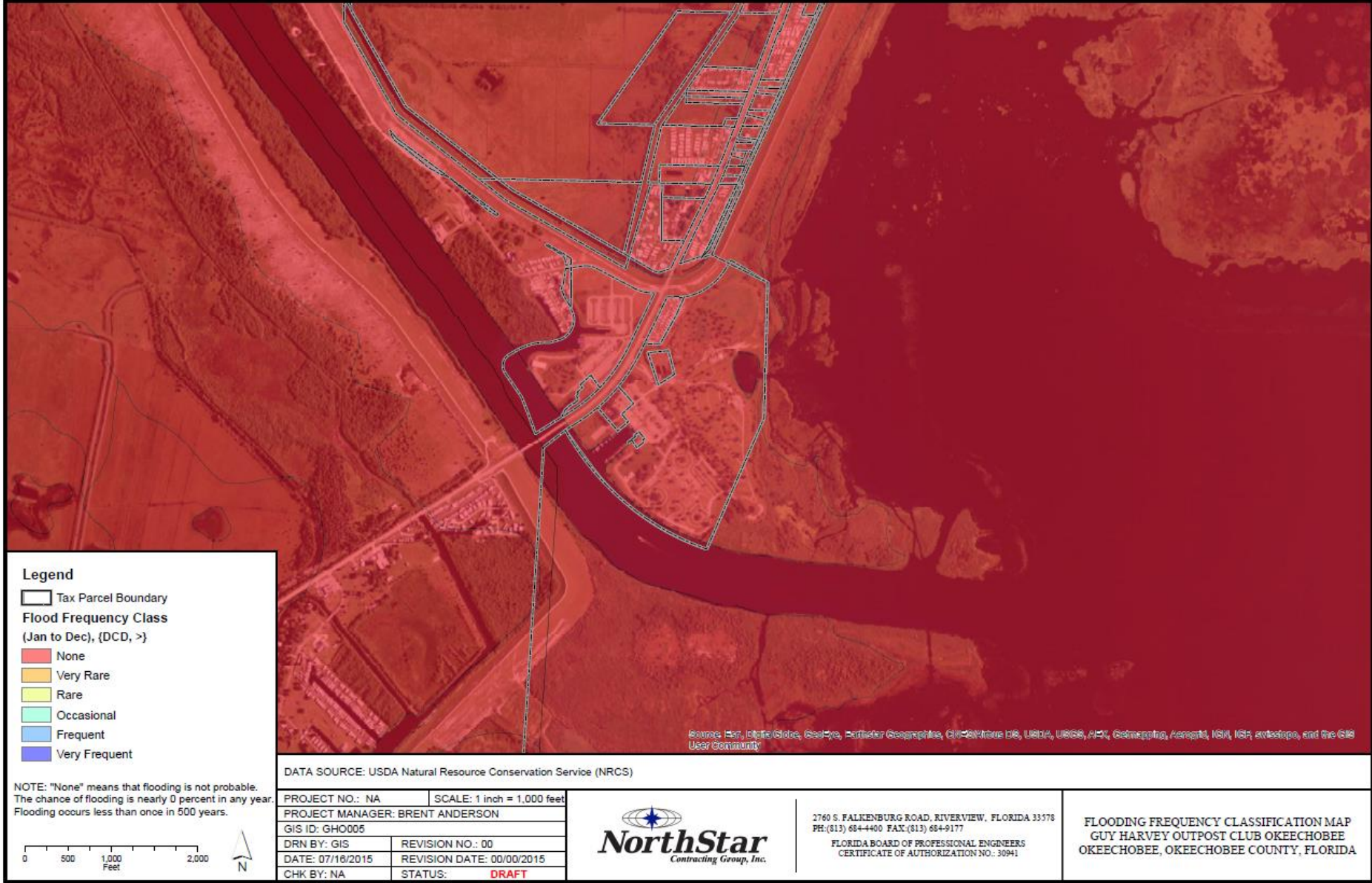
SURVEY OF EXISTING CONDITIONS

SFWMD LAND USES



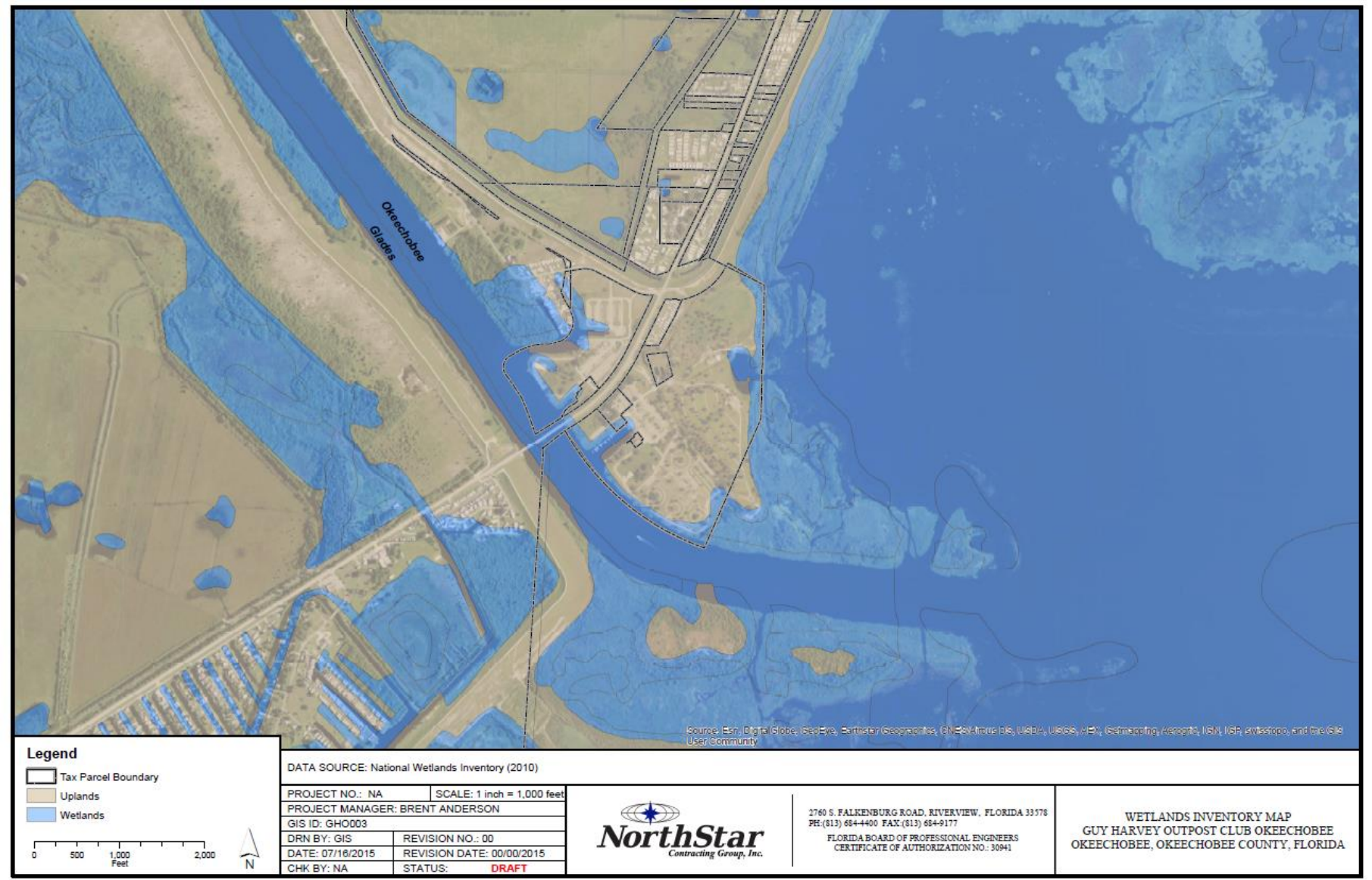
SURVEY OF EXISTING CONDITIONS

FLOOD FREQUENCY



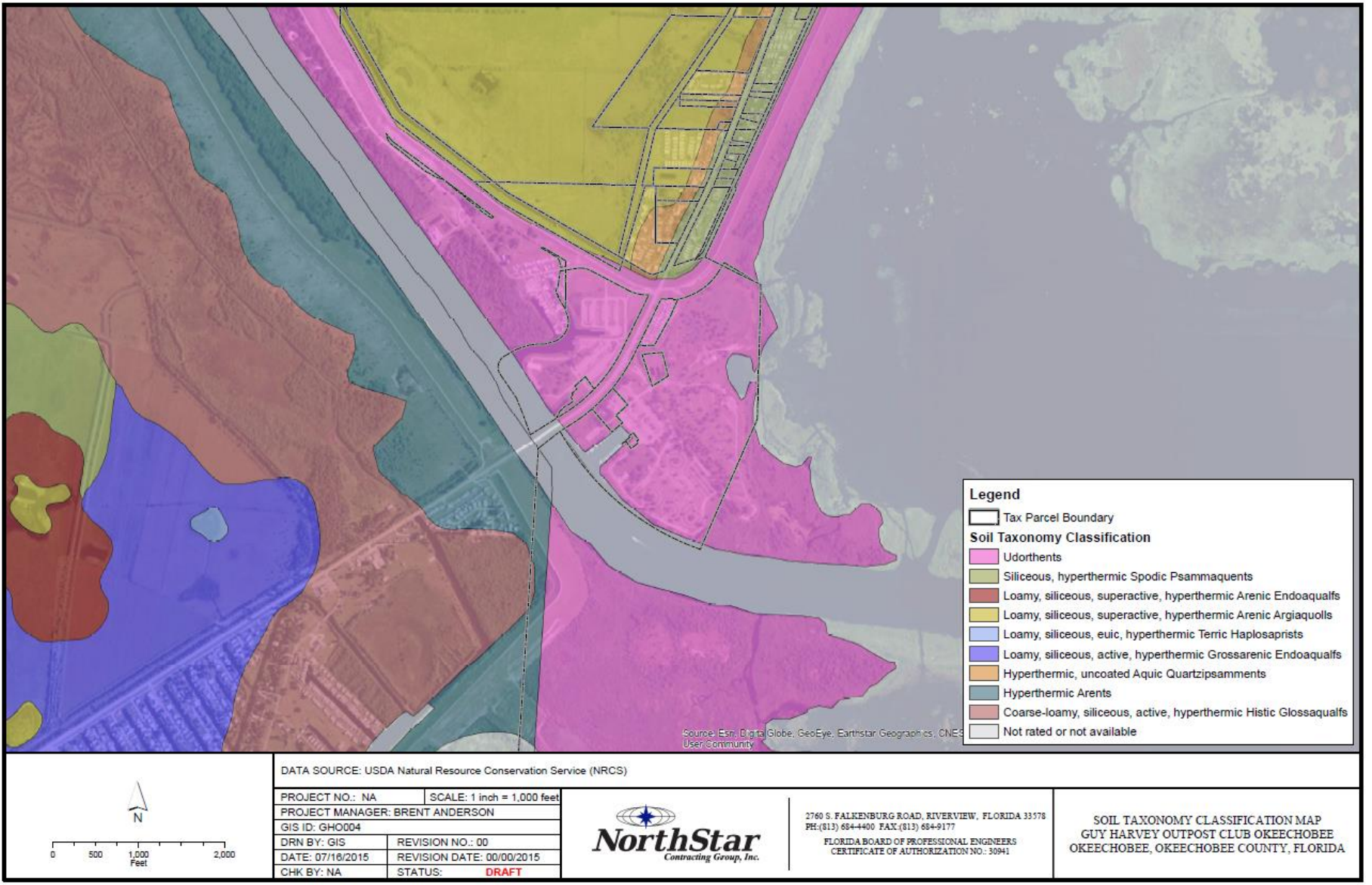
SURVEY OF EXISTING CONDITIONS

WETLANDS INVENTORY



SURVEY OF EXISTING CONDITIONS

SOILS INVENTORY



SURVEY OF EXISTING CONDITIONS

WWTP CAPACITY

ESTIMATEE INFLUENT WASTEWATER FLOW								
Area (SF)	Number of Units	FLOW GPD (*)	Phase			Cumulative Avg Day (Gal)		
			One	Two	Three	One	Two	Three
Sites	430	75	130	317	430	9,750	23,775	32,250
Clubhouse	10,000	1	2000	10000		2,000	2,000	2,000
F&B	10,000	225	40	10000		9,000	9,000	9,000
Bathhouse	3	2000	1	2	3	2,000	4,000	6,000
Office	2,500	0.15	2500			375	375	375
Retail	12,500	0.1	5000	7500	12500	500	750	1,250
Marina/Bait Shop	2,500	0.1 (**)	2500			550	550	550
						24,175	40,450	51,425
With 20% Reserve *						29,010	48,540	61,710
Existing Capacity *						35,000	35,000	35,000
Expansion Required							13,540	26,710

* Per Eckler Engineering Report 10.30.2015 prepared for OUA

** plus 400 for bathroom

60,000gpd class 3 plant discharging to RIBS. Including FEQ with duplex pumps and simplex motor/blower, 30,000gallon aeration single train with duplex motor/blowers, dual clarifiers, sludge holding, dual chlorine contact tank with flowmeter set and sealed . Exclusions- sitework, permitting, electrical, fencing, access roads, landscaping/sodding/seeding, dewatering, tertiary treatment and enhanced nutrient removal.

Allow: \$205,000- \$220,000 per Mack Industries. Budgeted at \$220K +20%



PROGRAM SUMMARY

REQUIRED	PROGRAM	PROVIDED
	LODGING	
Not Specified } Not Specified } 125 10 20	COTTAGES RV LOTS GLAMPING TENTS RUSTIC TENTS	41 } 89 } 130 10 20
	RESORT CORE	
HEATED, SPLASH PAD, OTHER 8,000 SF 8,000 SF 10,000 SF w/ 5,000 SF LAWN COURTS w/ 2000 SF EXERCISE	RESORT POOLS WATERFRONT F&B CLUBHOUSE CONFERENCE CENTER SPORTS/EXERCISE	YES YES YES YES YES
	RETAIL	
1,500 SF 1,500 SF 1,500 SF	RETAIL TACKLE/GUIDE SERVICE CAMP STORE	8,400 SF 2,500 SF 1,600 SF
	MARINA	
40/25 FT AVG 2 5,000 GAL / 1 PUMP 1 PUMP	PUBLIC SLIPS PUBLIC SAFETY SLIPS DOCK FUEL UPLAND FUEL	YES YES YES YES
	AIRBOAT PARK	
2.5 ACRES 3 BOATS	AREA LAUNCH CAPACITY	YES YES
	OTHER PUBLIC FEATURES	
PROVIDE 5 ACRES MIN. PROVIDE RELOCATION PLAN	DISCOVERY CENTER OPEN SPACE BOAT TRAILER PARKING BAND SHELL	YES YES YES SCOTT DRIVER

CONCEPT SITE PLAN
April 21, 2017




THE PIECES



THE PHASES

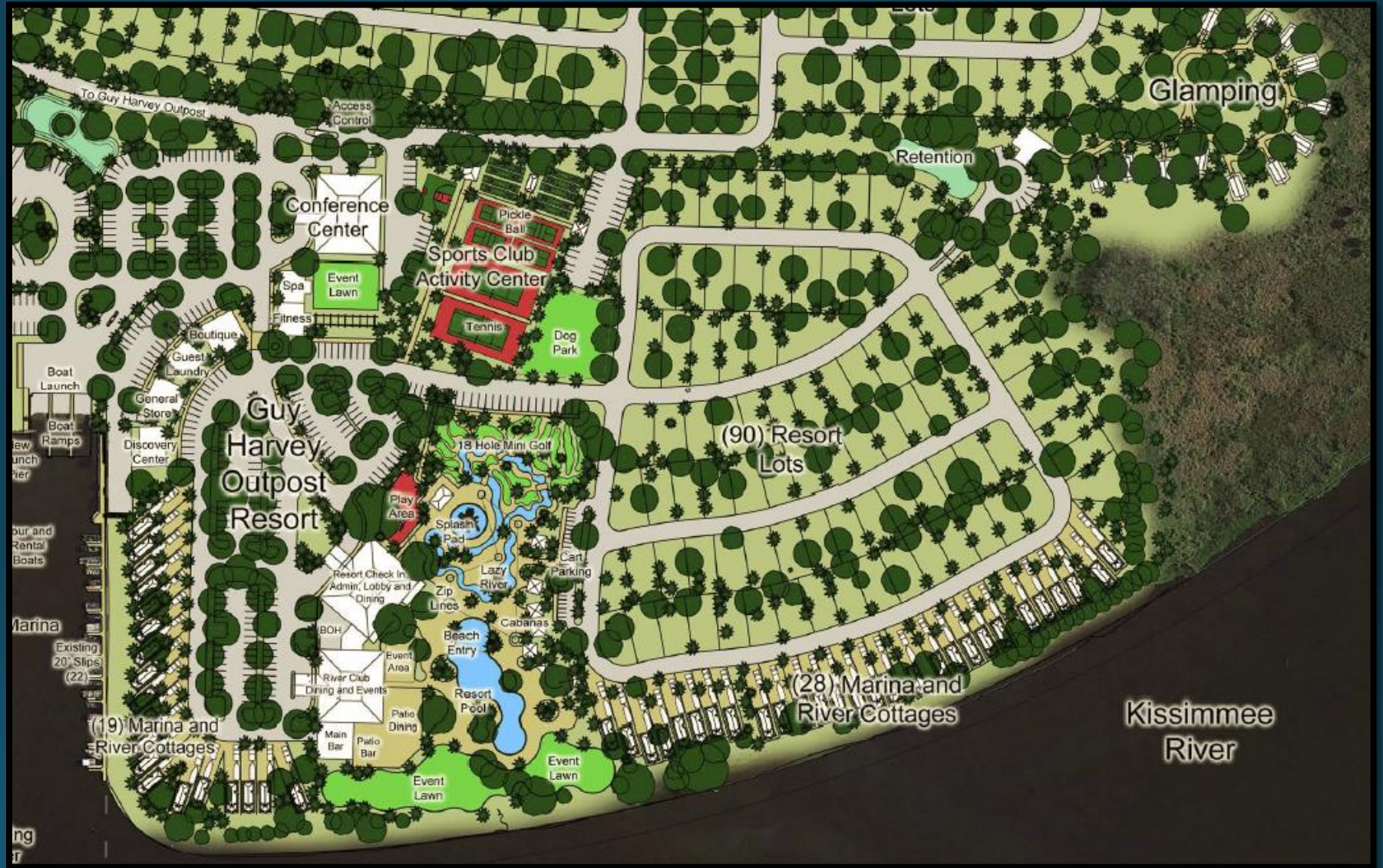


THE PHASES

<div>  <div> <small>CLUB & RESORT COLLECTION</small> OUTPOST </div> </div>					
IN PLACE PROGRAM SCOPE	130 Units Initial Phase	317 Units Phase 2	430 Units Phase 3	BY Demand	By County
<i>Projected Timeframe (Yrs)</i>	<i>0-2</i>	<i>3-4</i>	<i>5-6</i>		<i>TBD</i>
LODGING <i>Marina Cottages</i> <i>River Cottages</i> <i>Resort RV Lots</i> <i>Active Camping RV Lots</i> <i>Glamping Tents</i> <i>Rustic Campsites</i>	<i>19</i> <i>22</i> <i>89</i>				
		<i>177</i> <i>10</i>	<i>93</i> <i>20</i>		
AMENITIES	<i>130</i>	<i>187</i>	<i>113</i>	<i>Conference Center</i>	
	<i>Clubhouse</i> <i>Pool Patio & Features</i> <i>River Grill</i> <i>Anglers Bar</i> <i>Discovery Center</i>	<i>Lagoon Beach</i> <i>Sports Club</i>	<i>Discovery Village</i>		
MARINA	<i>New Fuel Dock</i> <i>Wet Slip Renovation</i> <i>Outfitter Adventure Center</i>		<i>Wet Slip Expansion</i>	<i>Marina Village Retail</i> <i>Boat Barn</i>	
PARKS & PUBLIC	<i>Scott Driver Upgrades</i>		<i>Riverside Park</i> <i>Riverside Tiki Bar</i> <i>Scott Driver Entrance</i> <i>Riverside Park Pathway</i>	<i>WWTP</i>	<i>Band Shell</i> <i>Airboat Park</i> <i>Public Safety Office</i>

PHASE 1: 140 UNIT RIVERFRONT RESORT

41 COTTAGES
89 RV SITES
10 GLAMP TENTS
RESORT AMENITIES



RESORT CORE

CONVENTION HALL/EVENT LAWN

SPORTS CLUB/EVENT LAWN

DOG PARK

FITNESS CLUB/SPA

RETAIL VILLAGE

DISCOVERY CENTER

MINI GOLF/ZIP LINE/LAZY RIVER

THE LODGE

DAY CABANAS

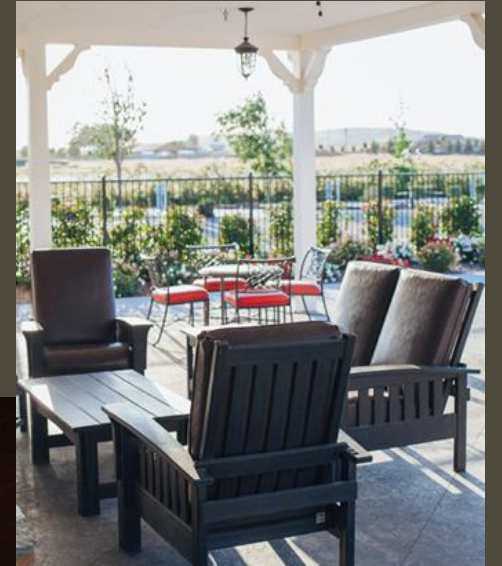
RIVER GRILL & ANGLERS BAR

POOLS/PATIOS

MARINA & RIVER COTTAGES



MAIN LODGE



RIVER GRILL



FRIED OYSTER OR SHRIMP BASKET \$14.00

Low Country Boil

FOR 2: CRAB LEGS, SHRIMP, MUSSELS, CLAMS,
ANDOUILLE SAUSAGE, POTATOES & CORN 39.00

There is one thing more exasperating than a wife who can cook and won't,
and that's a wife who can't cook and will. Robert Frost

DISCLAIMER: There is a risk associated with consuming raw oysters. If you have chronic illness of the liver
or blood or have immune disorders, you are at greater risk of serious illness from raw oysters,
and should eat oysters fully cooked. If unsure of your risk, consult a physician.



Never too late to have a happy childhood
reathed

WE SUPPORT LOCAL FARMS
SOME OF OUR PARTNERS INCLUDE:
FAMILY FARM, HUNSADER FARMS, MYNICK...

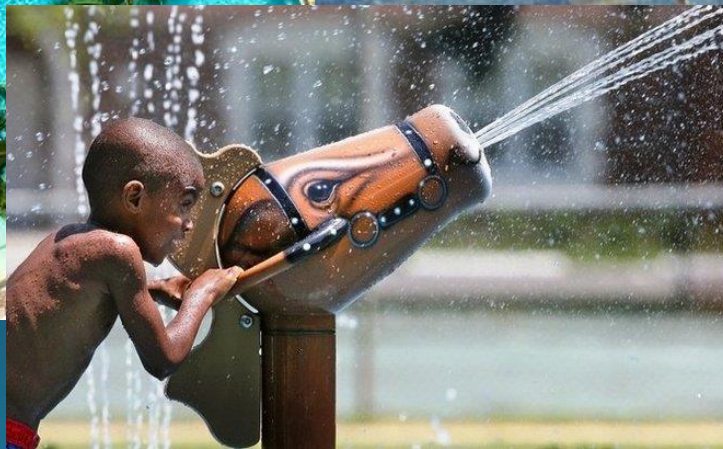


RIVER GRILL
& Angler's Bar
catch em up!

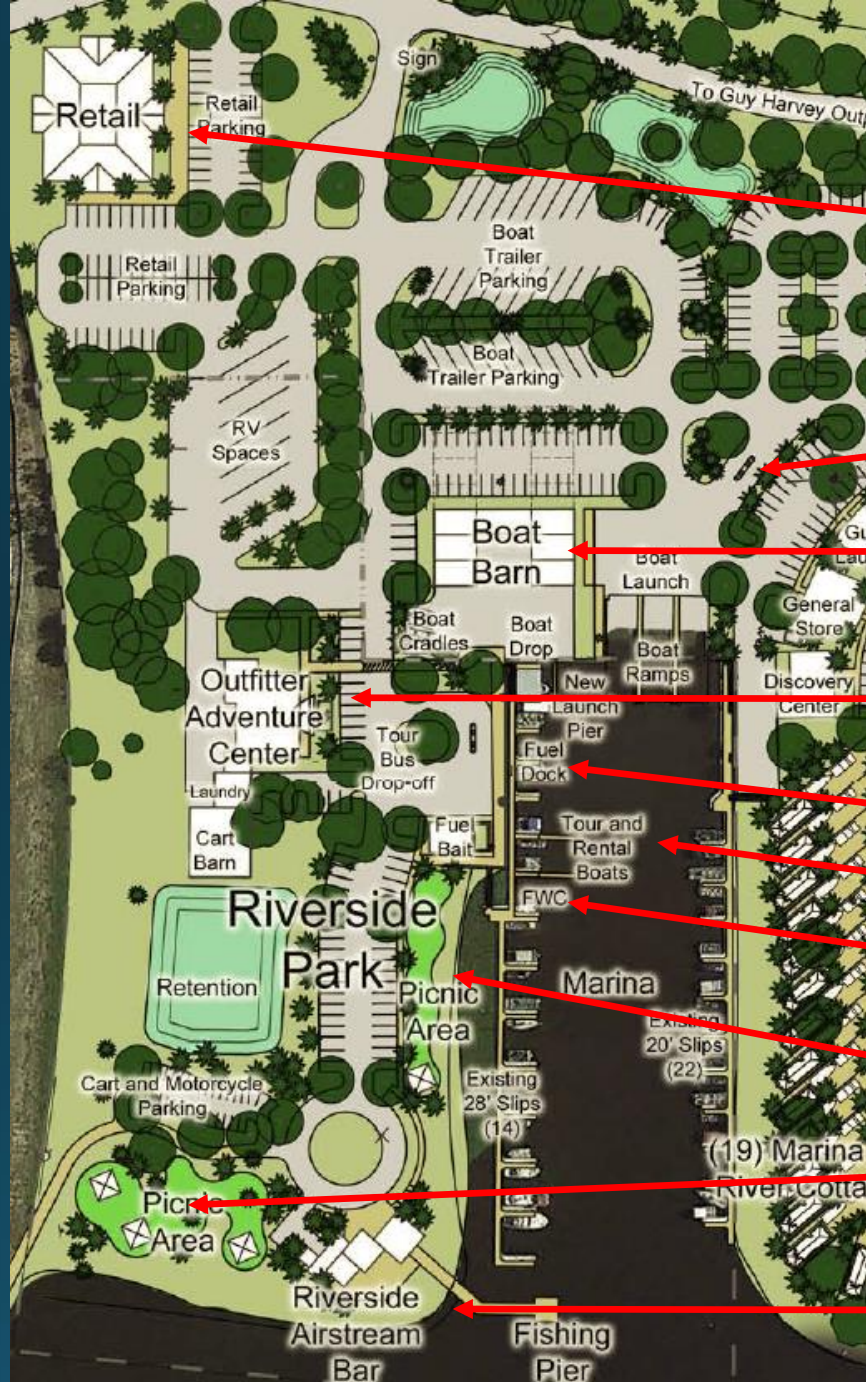
GUY ARVEY

124

WATER FEATURES



MARINA VILLAGE



RETAIL COMPLEX (FUTURE)

UPLAND FUEL PUMP

BOAT BARN (FUTURE)

OUTFITTER / GUIDE SERVICES

MARINA FUEL DOCK

NEW TOUR BOAT SLIPS

NEW PUBLIC SAFETY SLIPS (2)

PICNIC AREAS (FUTURE)

TIKI RIVER/FISHING PIER (FUTURE)

MARINA BASIN



NEW PEDESTALS, DECKING, AND SECURITY GATES



MARINA VILLAGE

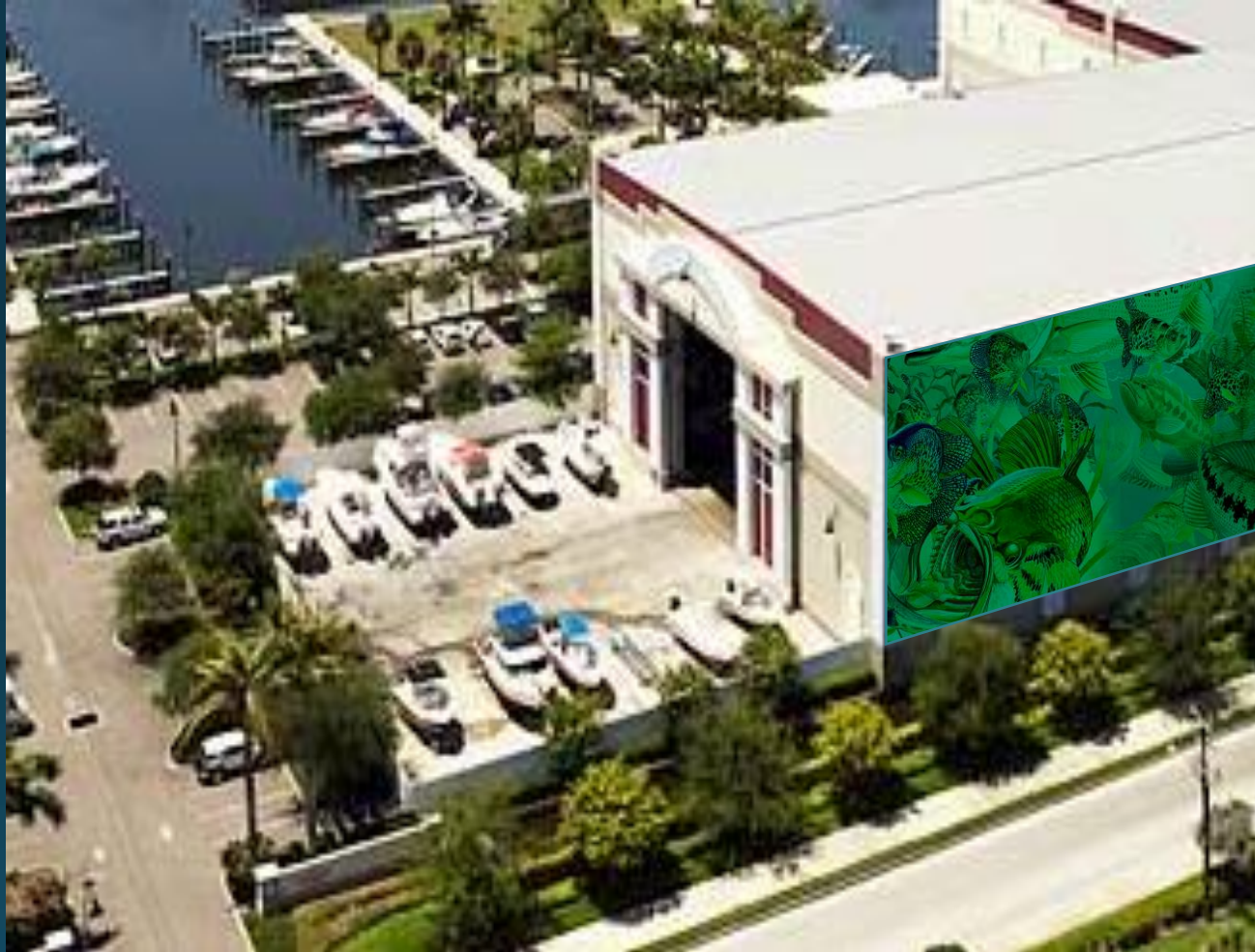
NEW 5,000 GAL FUEL DOCK



MARINA VILLAGE



BOAT BARN



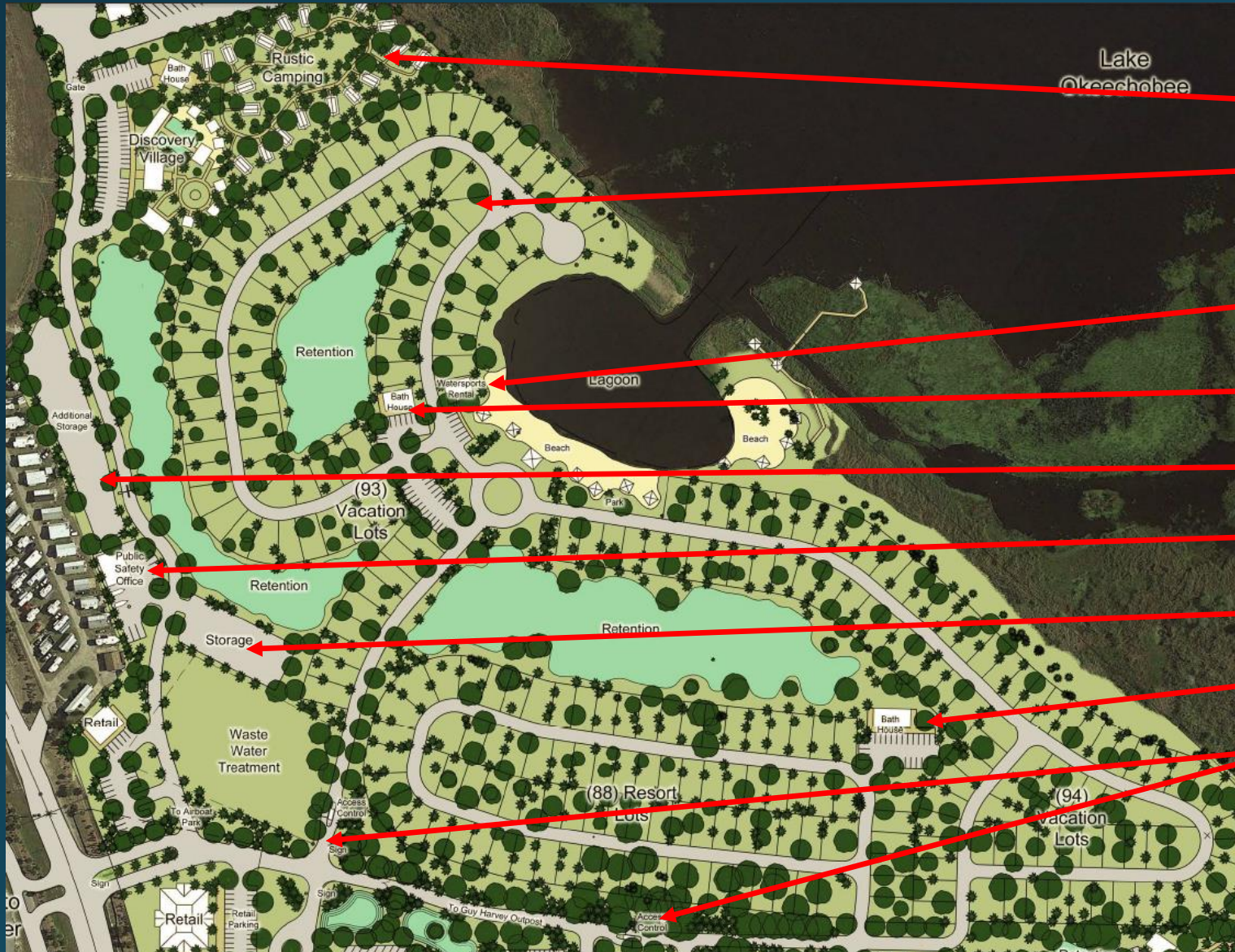
Guy Harvey Super Graphic

**Future 48 Slips
(Initial Phase)**

32 Slip Expansion Phase

Boat Service Area

RV ELEMENTS



RUSTIC CAMP SITES (20)

FULL SERVICE SITES (270)

KAYAK RENTALS/SNACK BAR

BATH HOUSE

STORAGE YARD

SHERIFF'S STATION

MAINTENANCE YARD

BATH HOUSE

GATE CONTROL

DISCOVERY VILLAGE

Showcasing the Work of Environmental Advocates to Bring Art, Science and Conservation to Life.



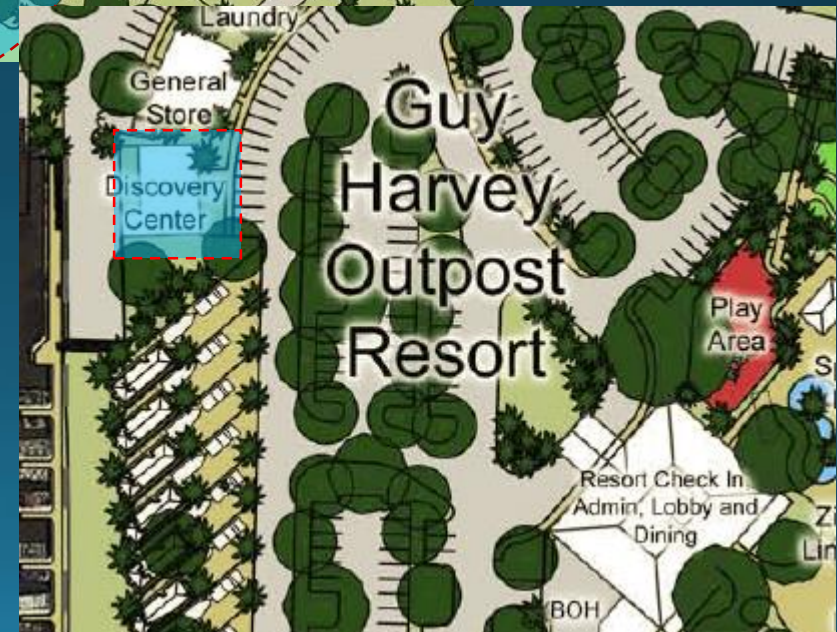
"For 80 years Audubon has had a presence on Lake Okeechobee protecting them lake's fish, birds, water and habitats. Audubon's 28,250 acres of marsh sanctuaries in Lake Okeechobee anchor our education and stewardship efforts. We are pleased to partner with Guy Harvey Outpost so that more people can experience and appreciate the lake's bountiful ecosystems. "

Eric Draper, Executive Director

Discovery Center
Audubon Florida
& Everglade
Foundation
Exhibits



Discovery Village
Harbor Branch
Interactive
Exhibits





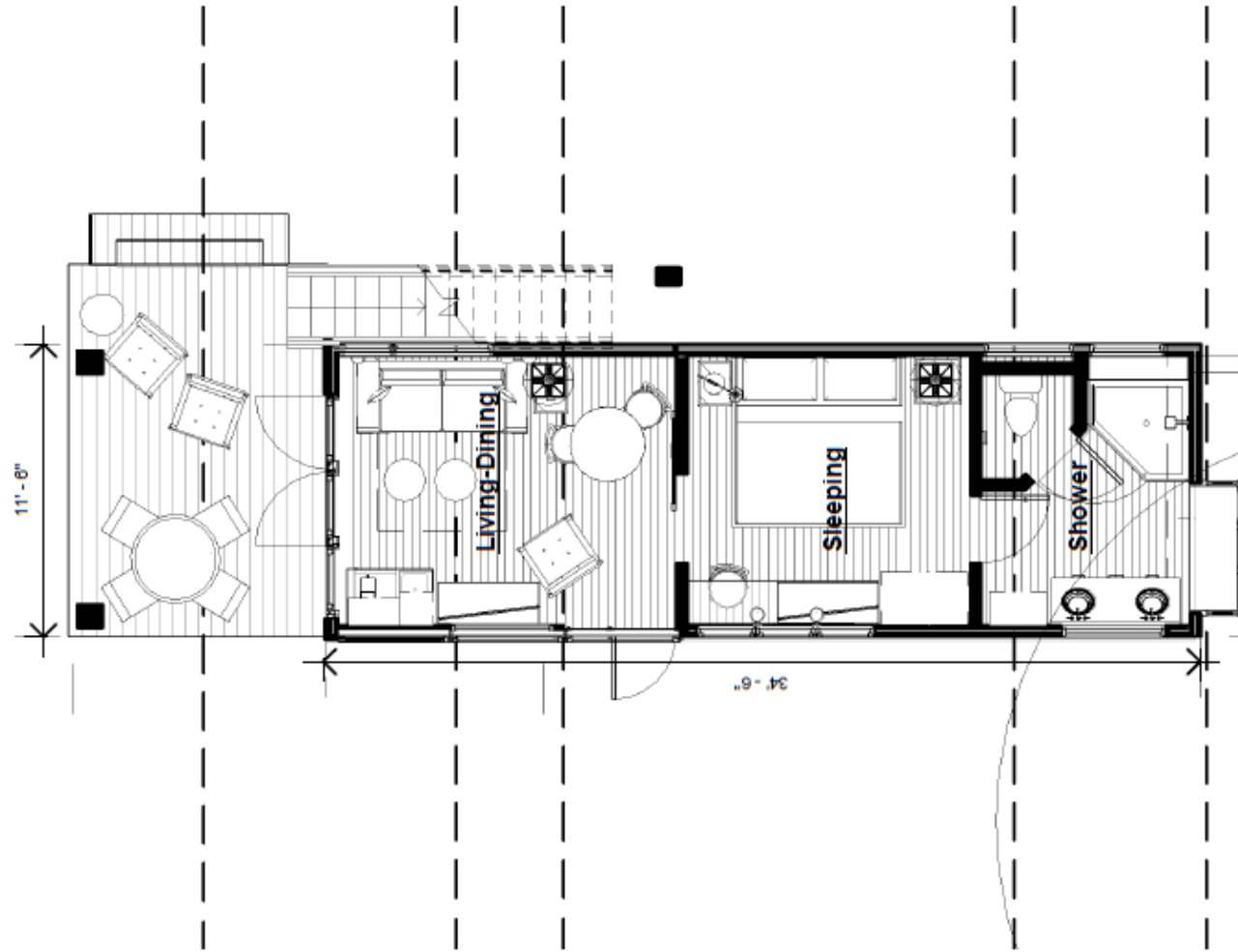
CLUB & RESORT COLLECTION

OUTPOST

LODGING PROGRAM

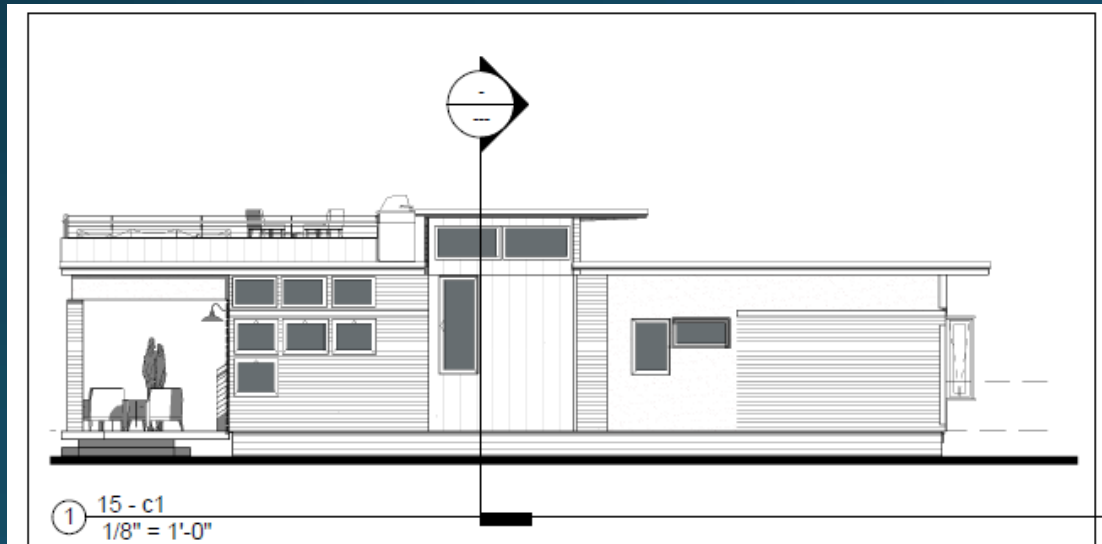
RESORT ACCOMMODATIONS

STUDIO COTTAGE 400 SF W/ ROOF DECK



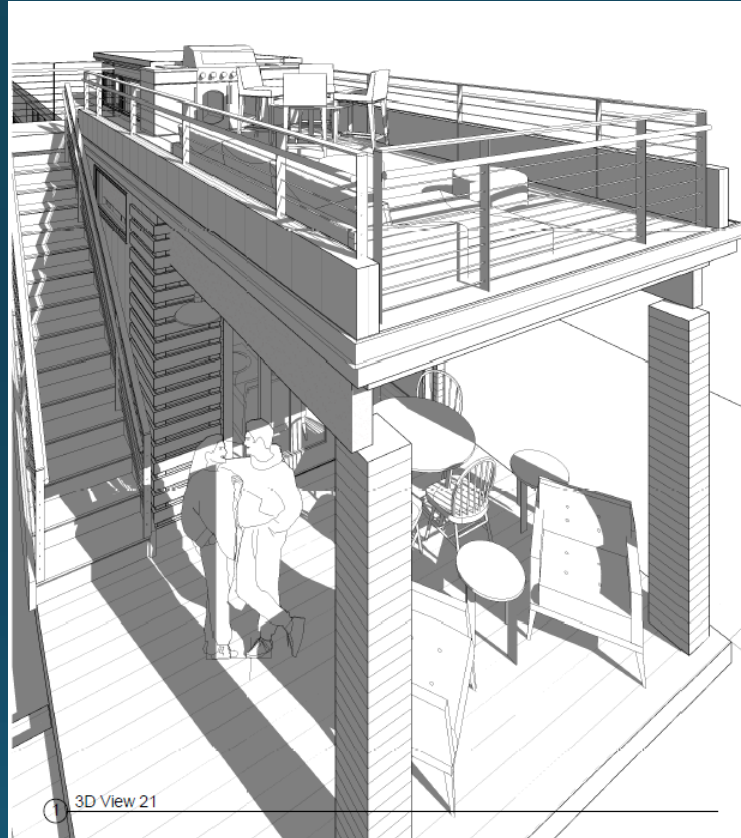
RESORT ACCOMMODATIONS

ELEVATIONS

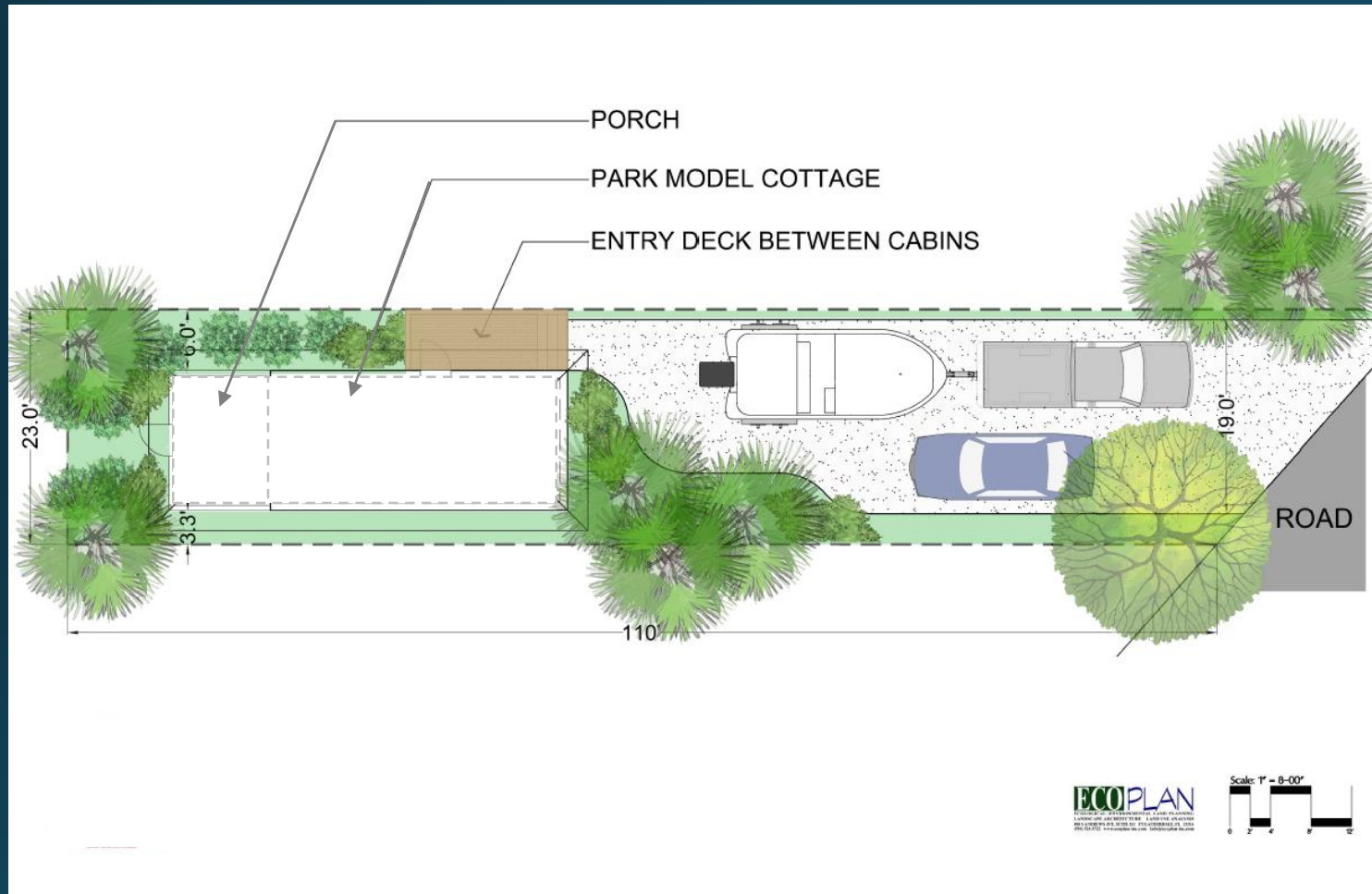


RESORT ACCOMMODATIONS

PERSPECTIVES



COTTAGE SITES



Marina & Riverfront Lot Plan

GLAMPING



Concepts....
Glamp Tents to include:

- En-suite Bath w/ Shower**
- Portable AC/heat**
- Mini-Fridge**
- Digital Safe**
- Layouts for 2- 8**

GLAMPING



FIXED TENTS (10)

ADMIN/SERVICE

PARKING

GATE CONTROL

RUSTIC CAMPING



**Concepts....
Standard Tents to
include:**

**King and 2 twin beds
No Utility Services
Bath House**

RUSTIC CAMPING



FIXED TENTS (20)

BATH HOUSE

PARKING

RV SITES



**Avg 80ft x 40 ft
Paver RV Parking Area
Paver Boat Parking Area
Landscape Areas
Outdoor Dining Spaces
100 amp electric
Water, sewer, cable**



CLUB & RESORT COLLECTION

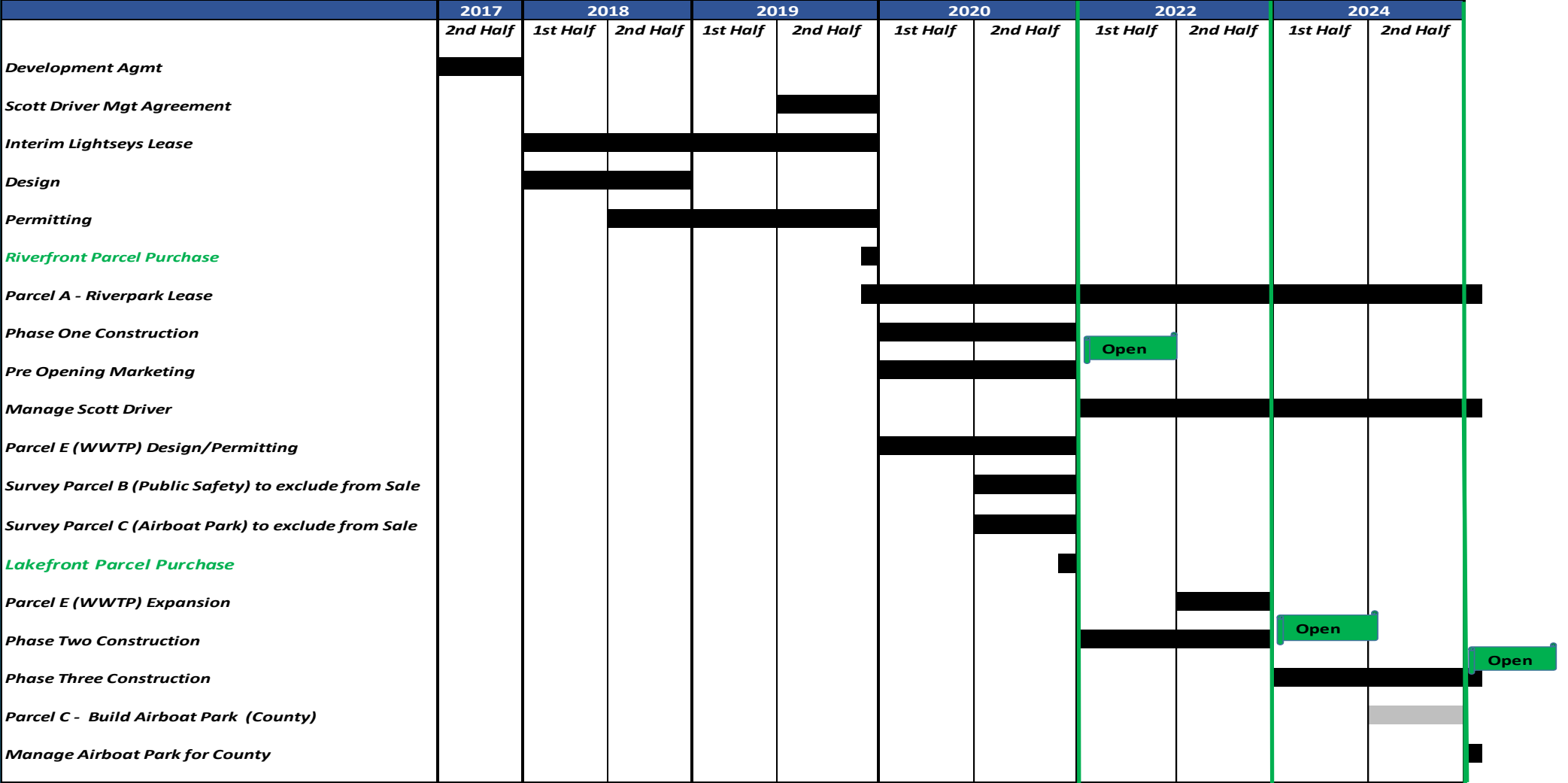
OUTPOST

TRANSACTION

IN SUMMARY

1. Upon execution of the Development Agreement, Sponsor will fund \$110,000 purchase deposit and deliver certificates of insurance as required by the County. Each party bears its own out of pocket and third party consultant costs to execute the Development Agreement and conclude the transactions as contemplated.
2. Upon execution of the Development Agreement, under an “interim” short term lease, Sponsor will renovate Lightsey’s as project center protecting the buildings physical integrity. Sponsor has up to 48 months to accomplish all project permitting, close on purchase of the Riverfront Parcel and commence construction.
3. When permits for construction are issued on Phase 1, this “Interim” lease is terminated and replaced with a long term lease of Lightsey’s, marina basin, and certain surrounding uplands/parking to east and north of marina basin (becoming the “Riverfront Park Lease”).
4. Balance of Okee Tantie site is split into two parcels for sale to Sponsor: Riverfront and Lakefront. Land for relocation of public safety complex and new airboat ramp/parking remains county property and these are excluded from the Lakefront Parcel sale.
5. Sale of Riverfront Parcel occurs at start of resort construction. Sale of Lakefront Parcel can be at that time or deferred for up to 60 months. Receipt of all permits required to expand WWTP are a condition precedent to closing.
6. Existing Public Safety Building and Lagoon boat ramp remain in operation until start of Phase Two (estimated 3-5 years). County controls timing of replacement.
7. Sponsor manages resort, marina basin, future airboat ramp and Scott Driver Park creating a first-class watersport activity center destination to support County’s tourism reputation and the new resort community.

DELIVERY TIMELINE



THE PURCHASE PARCELS



PURCHASE RIVERFRONT PARCEL

Price: \$550,000

Deposit: \$55,000 payable upon execution of Development Agreement

Closing: Anytime prior to expiration of the Interim Lease.

Conditions Precedent to Closing:

- Receipt of all county, state and federal permits for project plan.
- Designation of Riverside Lease, Airboat Park and Public Safety parcels, and ingress/egress easements.
- Execution of Riverside Lease (Parcel A), Airboat Park management agreement (Parcel C) and Scott Driver management agreement (Parcel D).



PURCHASE LAKEFRONT PARCEL

Price: \$550,000

Deposit: \$55,000 payable upon execution of Development Agreement.

Closing: No later than 60 months from Certificate of Occupancy on Parcel 1

Conditions Precedent to Closing:

- Receipt of all permits for WWTP expansion.



INTERIM LEASE

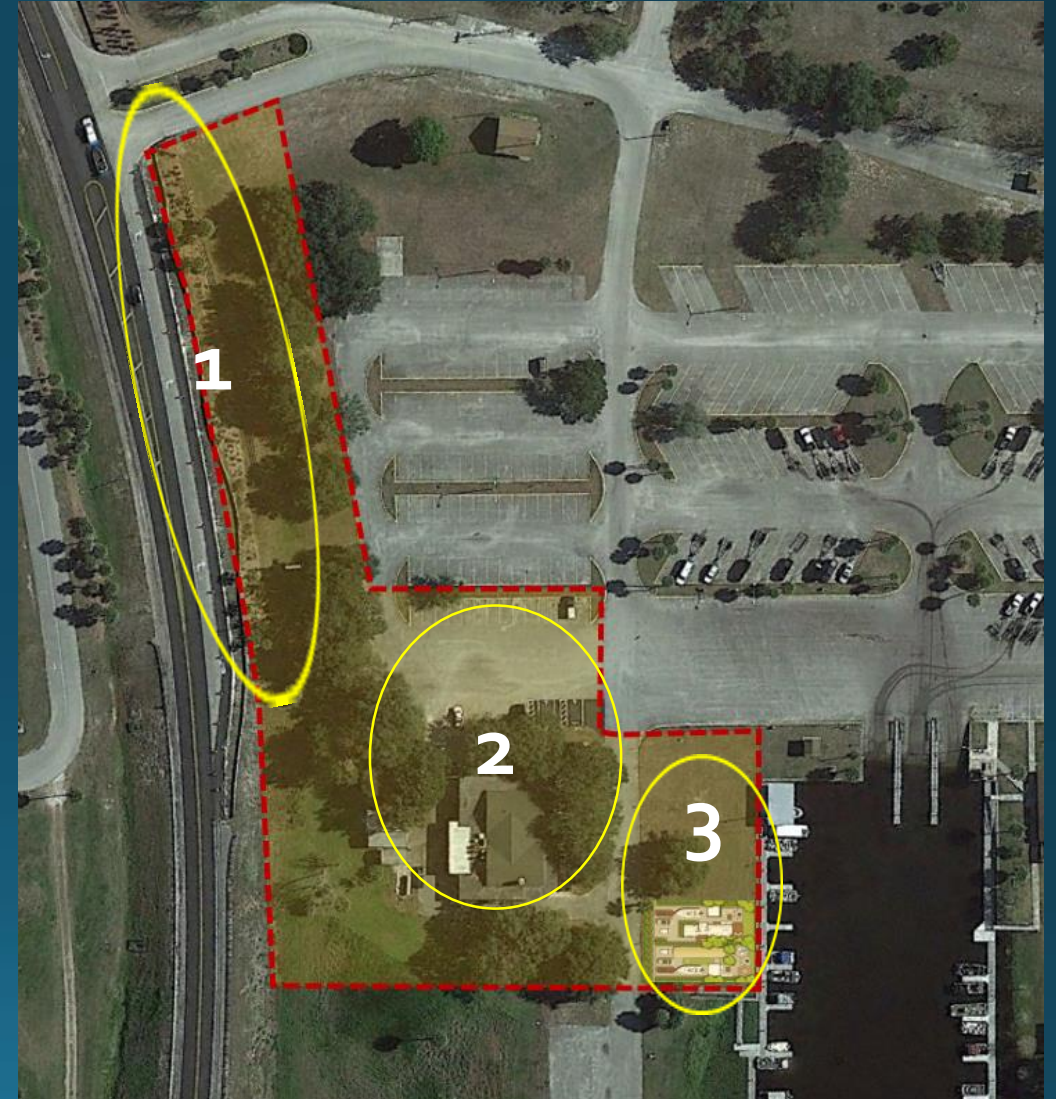
Term: 48 months

Rent: \$1/year NNN

Undertakings:

1. Improve landscaping along entrance; build new project monument signage.
2. Renovate Lightsey's for project management offices
3. Develop Resort Cottage display area overlooking marina.

Termination: Upon purchase of Riverfront Parcel 1, this "interim lease" terminates and the "Riverside Park lease" becomes effective. In event Riverfront Parcel is not purchased tenant shall remove interior FF&E and vacate, leaving premises in leasable condition.



LEASE PARCEL A

Riverside Park

Property: Parcel A (shaded in "Blue")

Structure: 99 year lease, commencing at Parcel 1 purchase.

Rent:

Years 1 - 2:	none
Years 3 - 99	1% of Park Receipts, increasing ½ % every 5 years to maximum of 5%

Park Receipts: Revenues from Lessee operated facilities located within the leasehold area plus revenues from any sublease or concessions paid to Lessee by third parties for use/operation of such facilities or any portions of leasehold property.

Expenses: Lessee responsible for all operating, maintenance and other expenses including taxes and insurance.

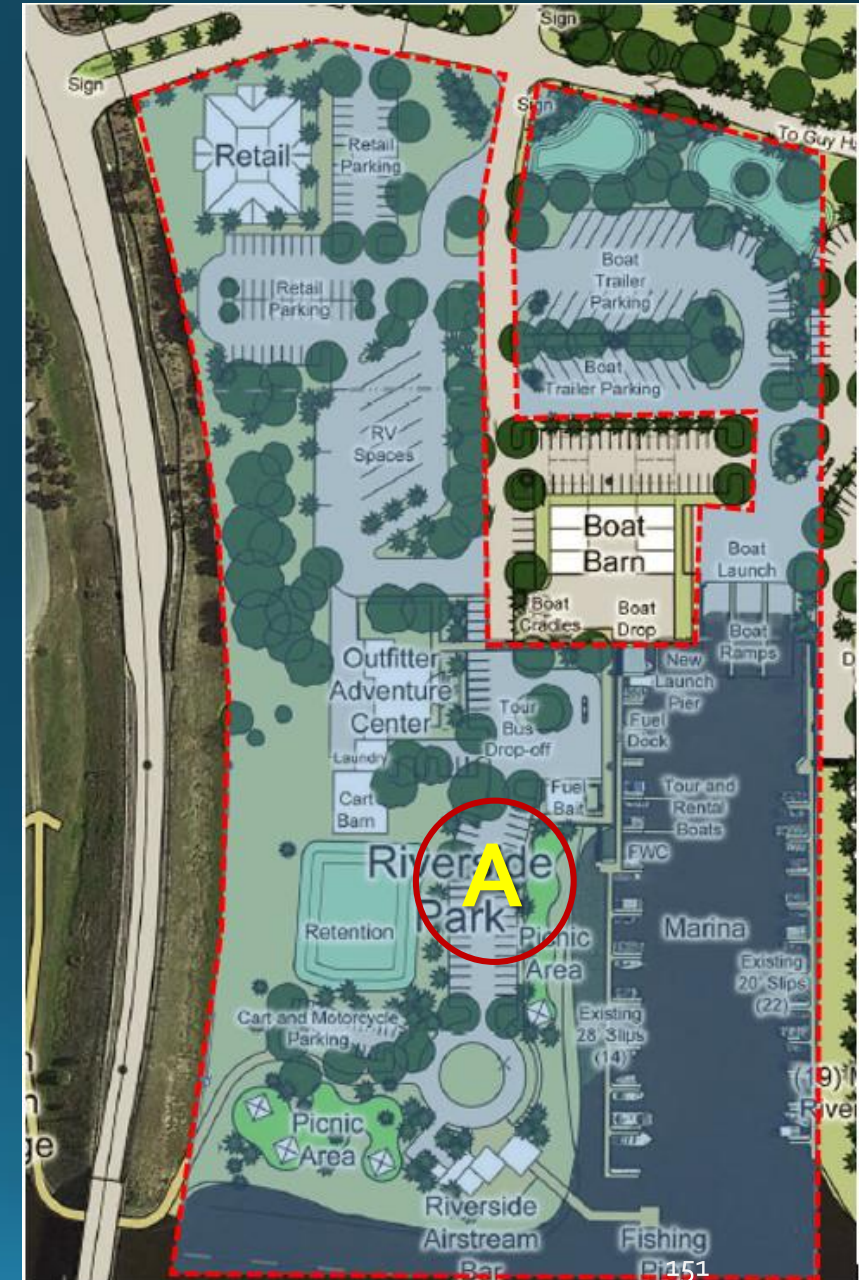


LEASE PARCEL A

Riverside Park

Tenant Use & Undertakings:

- Install dockside and upland fuel
- Convert Lightsey's from project office to Outfitter Adventure Center
- Renovate existing south pier slips for Resort use.
- Resort Back of house / Golf Cart Storage Barn
- Picnic area
- Riverside Tiki Bar and fishing pier/day dock.
- Retail Outparcel Build to Suit / Sublease (5,900 sf AC area)



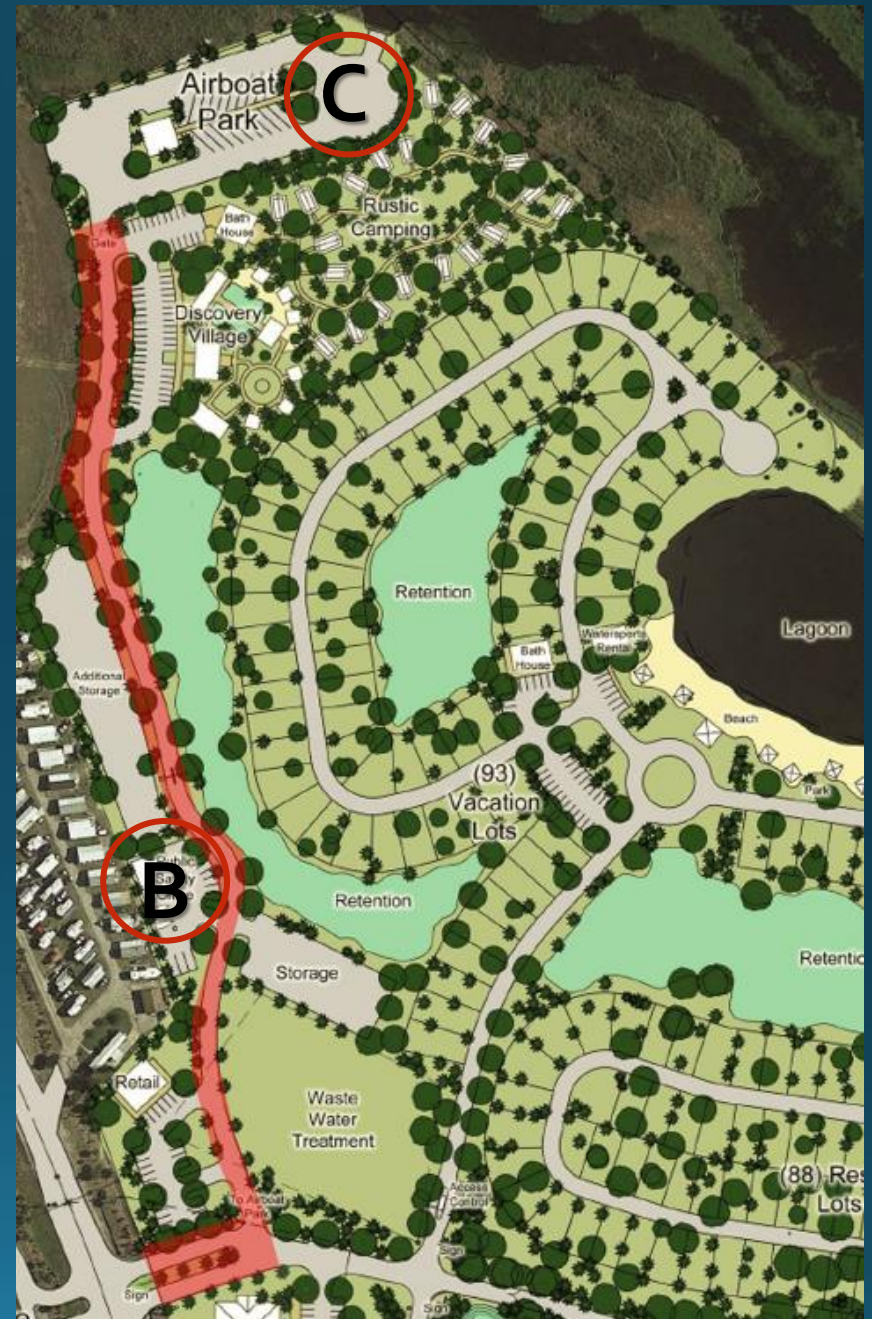
EXCLUDED PARCELS B & C

Public Safety & Airboat Park

Property: Parcels B (Public Safety) and C (Airboat Park) remains property of County, with perpetual access easement ("Red").

County Undertakings:

- Construct Public safety office and emergency watercraft vehicle storage facility.
- Construct Airboat Park with ramp, paved parking, and restroom facility.



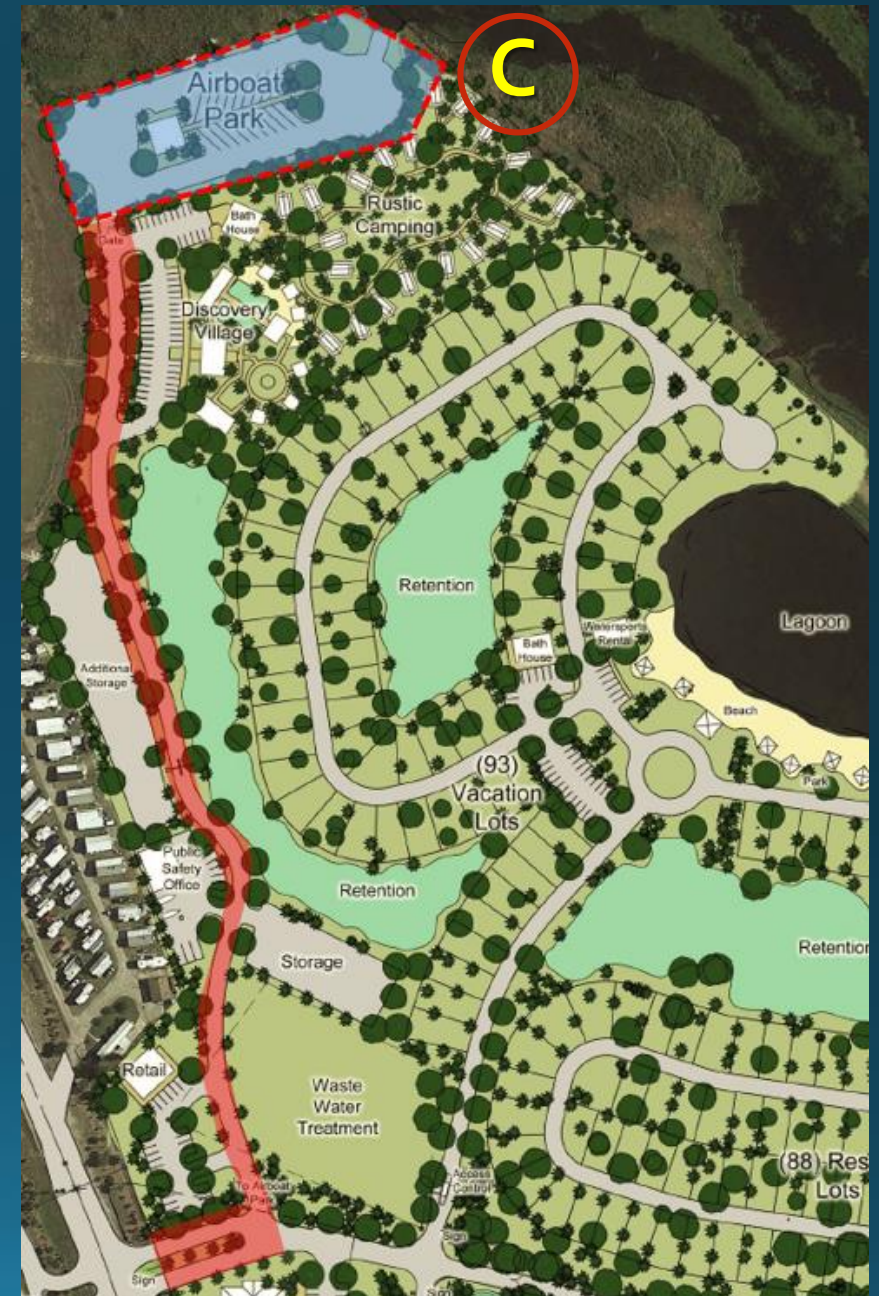
MANAGEMENT AGREEMENT

Parcel C - Airboat Park

Property: Parcel C. Remains property of County, with perpetual access easement (shaded in "Red").

Structure: Management Agreement for fee of 10% of User Fees as Established by County.

Term: 10 years, automatic renewals until expiration of Riverside Park lease.



MANAGEMENT AGREEMENT

Parcel D - Scott Driver

Property: Owned by County

Structure: Management Agreement with Developer.

Manager Fee: 10% of Revenues Collected.

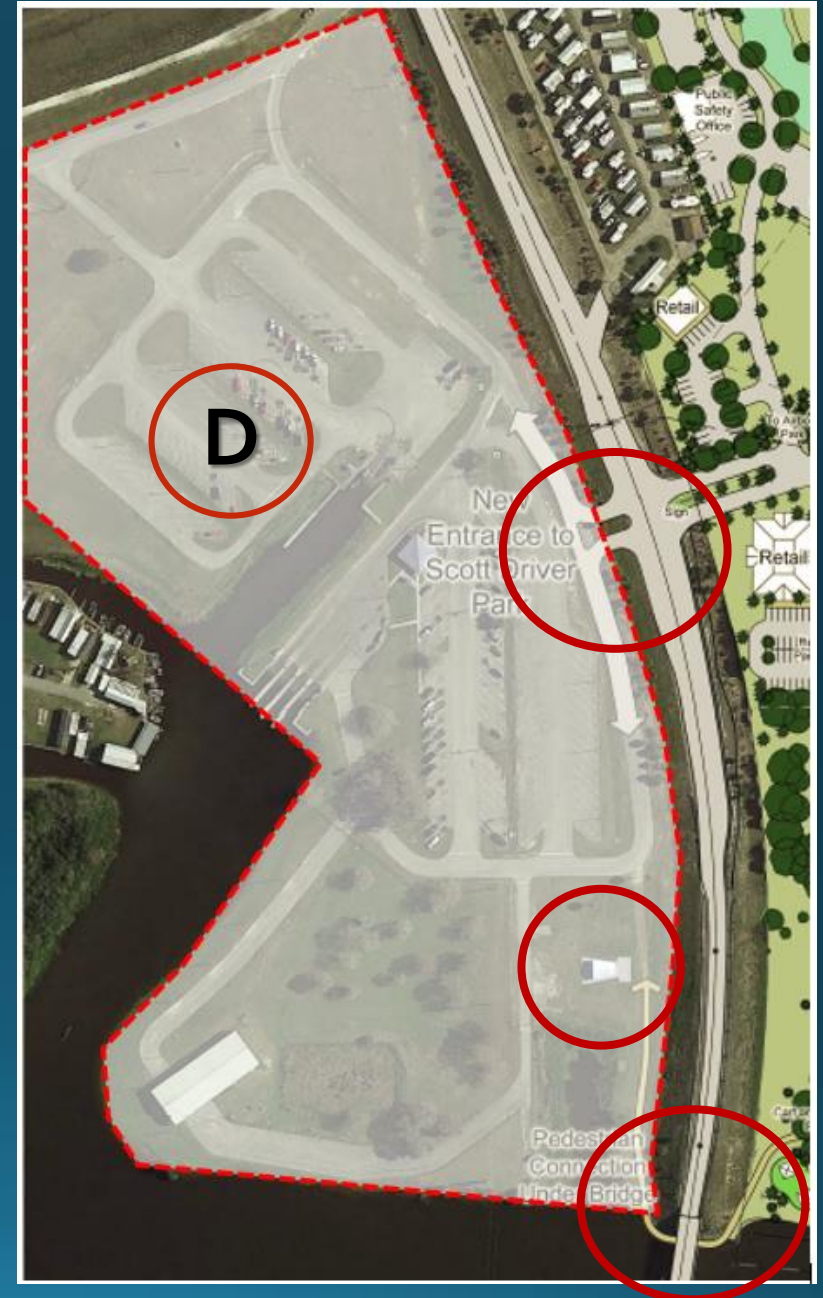
Term: 10 years, automatic renewals until expiration of Riverside Park lease.

Manager (Developer) Undertakings:

- \$100,000 for Facility Improvements (Phase 1)
- New Highway Entrance (Phase 3)
- Riverside Park Pathway (Phase 3)
- Manage as “first class” boat ramp and tournament fishing expo facility

County Undertakings:

- Rebuilding of Band Shell (Timing TBD)
- Maintain to “first class” standards



WWTP PARCEL

Parcel E

Property: Owned by OUA

Sponsor Undertakings:

- Determine capacity requirements in conjunction with updated site plan.
- Construct expansion to accommodate projected demand

County Undertakings:

- Release portion of property (Parcel E) for incorporation into Lakefront Parcel, for construction of new spine road serving Airboat Ramp and relocated Public Safety complex.





CLUB & RESORT COLLECTION

OUTPOST FINANCIAL

PROJECT CAPITAL

RFP:

**130 Unit RV/Campground Resort
\$19.4mm**

Future:

**190 Unit/Amenity Expansion
\$12.8mm**

CLUB & RESORT COLLECTION			Resort	Future
SOURCES OF FUNDS			\$ Amount	\$ Amount
Senior Loan	Of Total 50.6%	\$ 9,900,000	\$	6,400,000
Sponsor Initial Equity	49.4%	\$ 9,500,000	\$	6,400,000
TOTAL SOURCES OF FUNDS		\$ 19,400,000	\$	12,800,000
USES OF FUNDS			Initial	Future
Land		\$ 550,000	\$	550,000
Hard Costs				
RESORT GROUNDS		\$ 3,324,448	\$	8,315,665
LODGE		\$ 3,650,000	\$	-
COTTAGES		\$ 3,432,000	\$	-
MARINA VILLAGE		\$ 2,435,000	\$	462,500
MARINA BASIN		\$ 805,000	\$	-
SPORTCLUB		\$ -	\$	607,200
OTHER		\$ 475,000	\$	275,000
OS&E		\$ 650,000	\$	300,000
Total Hard Costs		\$ 14,771,448	\$	9,960,365
Soft Costs				
A&E		\$ 738,572	\$	498,018
OTHER		\$ 738,572	\$	498,018
START UP		\$ 300,000	\$	-
CONTINGENCY		\$ 1,654,859	\$	1,095,640
Total Soft Costs		\$ 3,432,004	\$	2,091,677
TOTAL BEFORE FINANCING COSTS		\$ 18,753,452	\$	12,602,042
FINANCING COSTS		\$ 225,041	\$	151,225
INTEREST RESERVE		\$ 398,548	\$	-
Total Financing Costs		\$ 624,000	\$	151,225
TOTAL		\$ 19,377,452	\$	12,753,267
Say		\$ 19,400,000	\$	12,800,000



PROJECT CAPITAL

LETTER OF INTEREST

CENTERSTATE BANKS OF FLORIDA, INC.

71 OFFICES FLORIDA/GEORGIA

\$5 BILLION ASSETS

We Believe In Community



Mr. Mark Ellert
President
Guy Harvey Outpost Collection
1850 S.E. 17th Street
Suite 108
Fort Lauderdale, FL 33316

Re: Guy Harvey Outpost Club & Resort – Lake Okeechobee

Dear Mark:

Please consider this an expression of interest by CenterState Bank in considering the finance of your exciting new project at Lake Okeechobee. Although we have known each other for over 30 years, I have never worked for a bank more perfectly suited to provide your financing. CenterState Bank is one of Florida's fastest growing banks and we have our roots in the center of the state very near Lake Okeechobee.

In addition to a great location, we were very impressed with your knowledge of the market segment that the new Guy Harvey Outpost at Lake Okeechobee would appeal to. The project seems like it will be very successful and I'm glad you are bringing your team's unique local expertise in resort and RV development and management to the table.

Please let us know how and when we can meet with the partners to discuss financing the project in more detail.

Very truly yours,

Lynda Napolitano

Lynda Napolitano
Senior Vice President
CenterState Bank
954-328-7388

PROFORMA LODGING



PROFORMA

	Year 1	Year 2	Year 3	Year 4	Year 5
Average Rate/Day					
Cottages	\$ 145.00	\$ 150.80	\$ 155.32	\$ 159.98	\$ 164.78
Glamping Tents	\$ -	\$ -	\$ 255.32	\$ 259.98	\$ 264.78
Rustic Tents	\$ -	\$ -	\$ -	\$ 59.98	\$ 64.78
RV Lots	\$ 75.00	\$ 78.00	\$ 80.34	\$ 82.75	\$ 85.23
Occupancy					
Cottages	65.0%	70.0%	75.0%	75.0%	75.0%
Glamping Tents	0.0%	0.0%	80.0%	80.0%	80.0%
Rustic Tents	0.0%	0.0%	0.0%	0.0%	60.0%
Lots	75.0%	85.0%	55.0%	60.0%	65.0%
Nights Occupied					
Cottages	9,727	10,476	11,224	11,224	11,224
Glamping Tents	-	-	2,920	2,920	2,920
Rustic Tents	-	-	-	-	4,380
Lots	24,364	27,612	53,400	78,621	85,173
	34,091	38,088	67,543	92,765	103,697

PROFORMA

CLUB & RESORT COLLECTION																				
OUTPOST																				
PROFORMA																				
LODGING	\$/ORN				\$/ORN				\$/ORN				\$/ORN							
Cottages & Tents	\$	1,410,451			\$	1,579,705			\$	2,488,864			\$	2,554,770			\$	2,906,403		
Lots	\$	1,827,281			\$	2,153,756			\$	4,290,116			\$	6,505,903			\$	7,259,504		
Subtotal Lodging	\$	3,237,733	48.85%	\$ 94.97	\$	3,733,461	49.00%	\$ 98.02	\$	6,778,980	49.65%	\$ 100.37	\$	9,060,673	54.26%	\$ 97.67	\$	10,165,907	50.00%	\$ 98.04
FOOD & BEVERAGE																				
River Grill/Pool Grill Total	\$	1,915,927	86.96%		\$	2,236,057	86.96%		\$	4,158,827	86.96%		\$	4,653,751	86.96%		\$	5,008,117	66.72%	
Tiki Beach Airstream Bar Total	\$	-	0.00%		\$	-	0.00%		\$	-	0.00%		\$	-	0.00%		\$	1,746,882	23.27%	
Banquet Total	\$	287,389	13.04%		\$	335,409	13.04%		\$	623,824	13.04%		\$	698,063	13.04%		\$	751,218	10.01%	
Subtotal F&B	\$	2,203,317	33.24%	\$ 64.63	\$	2,571,466	33.75%	\$ 67.51	\$	4,782,651	35.03%	\$ 70.81	\$	5,351,814	32.05%	\$ 57.69	\$	7,506,217	36.92%	\$ 72.39
MARINA																				
Wet Slip Rental	\$	69,519	1.05%		\$	84,368	1.11%		\$	100,045	0.73%		\$	103,047	0.62%		\$	106,138	0.52%	
Fuel Sales	\$	457,786	6.91%		\$	462,903	6.08%		\$	530,609	3.89%		\$	531,575	3.18%		\$	532,570	2.62%	
Utilities	\$	6,196	0.09%		\$	7,658	0.10%		\$	9,202	0.07%		\$	9,479	0.06%		\$	9,763	0.05%	
Subtotal Marina	\$	533,500	8.05%	\$ 15.65	\$	554,929	7.28%	\$ 14.57	\$	639,856	4.69%	\$ 9.47	\$	644,100	3.86%	\$ 6.94	\$	648,471	3.19%	\$ 6.25
OUTFITTER STORE	\$	344,945	5.20%	\$ 10.12	\$	405,693	5.32%	\$ 10.65	\$	825,949	6.05%	\$ 12.23	\$	947,869	5.68%	\$ 10.22	\$	1,087,646	5.35%	\$ 10.49
MISC (10% of above net)	\$	308,176	4.65%	\$ 9.04	\$	353,209	4.64%	\$ 9.27	\$	624,846	4.58%	\$ 9.25	\$	694,378	4.16%	\$ 7.49	\$	924,233	4.55%	\$ 8.91
Total Revenue	\$	6,627,670	100%	\$ 194.41	\$	7,618,757	100%	\$ 200.03	\$	13,652,281	100%	\$ 202.13	\$	16,698,835	100%	\$ 180.01	\$	20,332,474	100%	\$ 196.08
Department Costs																				
Lodging	\$	1,113,461	34.39%	\$ 32.66	\$	1,169,134	31.32%	\$ 30.70	\$	1,461,418	21.56%	\$ 21.64	\$	1,826,772	20.16%	\$ 19.69	\$	1,918,111	18.87%	\$ 18.50
F&B	\$	1,676,969	76.11%	\$ 49.19	\$	1,912,409	74.37%	\$ 50.21	\$	3,461,432	72.37%	\$ 51.25	\$	3,796,878	70.95%	\$ 40.93	\$	5,181,866	69.03%	\$ 49.97
Marina	\$	489,694	91.79%	\$ 14.36	\$	498,210	89.78%	\$ 13.08	\$	560,085	87.53%	\$ 8.29	\$	564,178	87.59%	\$ 6.08	\$	568,395	87.65%	\$ 5.48
Outfitter Market	\$	224,214	65.00%	\$ 6.58	\$	243,416	60.00%	\$ 6.39	\$	454,272	55.00%	\$ 6.73	\$	521,328	55.00%	\$ 5.62	\$	598,205	55.00%	\$ 5.77
Other	\$	154,088	50.00%	\$ 4.52	\$	176,604	50.00%	\$ 4.64	\$	312,423	50.00%	\$ 4.63	\$	347,189	50.00%	\$ 3.74	\$	462,117	50.00%	\$ 4.46
Total Departmental Costs	\$	3,658,426	55.20%	\$ 107.31	\$	3,999,773	52.50%	\$ 105.01	\$	6,249,629	45.78%	\$ 92.53	\$	7,056,346	42.26%	\$ 76.07	\$	8,728,693	42.93%	\$ 84.18
TOTAL DEPT PROFITS																				
\$ 2,969,244 44.80% \$ 87.10 \$ 3,618,985 47.50% \$ 95.02 \$ 7,402,652 54.22% \$ 109.60 \$ 9,642,489 57.74% \$ 103.95 \$ 11,603,781 57.07% \$ 111.90																				
Escalation Rate-Expenses																				
Unallocated Expenses																				
Credit Card Commissions	\$	159,064	2.40%	\$ 4.67	\$	182,850	2.40%	\$ 4.80	\$	327,655	2.40%	\$ 4.85	\$	400,772	2.40%	\$ 4.32	\$	487,979	2.40%	\$ 4.71
General Administrative	\$	658,478	9.94%	\$ 19.32	\$	678,233	8.90%	\$ 19.89	\$	1,384,071	10.14%	\$ 20.49	\$	1,957,927	11.72%	\$ 21.11	\$	2,254,316	11.09%	\$ 21.74
Advertising/Promotion	\$	502,500	7.58%	\$ 14.74	\$	517,575	6.79%	\$ 13.59	\$	533,102	3.90%	\$ 7.89	\$	549,095	3.29%	\$ 5.92	\$	565,568	2.78%	\$ 5.45
Utilities	\$	231,228	3.49%	\$ 6.78	\$	238,164	3.13%	\$ 6.25	\$	245,309	1.80%	\$ 3.63	\$	252,669	1.51%	\$ 2.72	\$	260,249	1.28%	\$ 2.51
Maintenance & Property Operations	\$	357,580	5.40%	\$ 10.49	\$	368,307	4.83%	\$ 9.67	\$	379,357	2.78%	\$ 5.62	\$	390,737	2.34%	\$ 4.21	\$	402,459	1.98%	\$ 3.88
Total Unallocated Expenses	\$	1,908,850	28.80%	\$ 55.99	\$	1,985,130	26.06%	\$ 52.12	\$	2,869,493	21.02%	\$ 42.48	\$	3,551,200	21.27%	\$ 38.28	\$	3,970,572	19.53%	\$ 38.29
Fixed Expenses																				
Riverpark Lease	\$	8,784	0.13%	\$ 0.26	\$	9,606	0.13%	\$ 0.25	\$	14,658	0.11%	\$ 0.22	\$	15,920	0.10%	\$ 0.17	\$	34,830	0.17%	\$ 0.34
Management /License Fee	\$	331,384	5.00%	\$ 9.72	\$	380,938	5.00%	\$ 10.00	\$	682,614	5.00%	\$ 10.11	\$	834,942	5.00%	\$ 9.00	\$	1,016,624	5.00%	\$ 9.80
Insurance	\$	225,067	3.40%	\$ 6.60	\$	294,658	3.87%	\$ 7.74	\$	351,098	2.57%	\$ 5.20	\$	351,098	2.10%	\$ 3.78	\$	361,631	1.78%	\$ 3.49
Taxes	\$	239,426	3.61%	\$ 7.02	\$	246,609	3.24%	\$ 6.47	\$	313,457	2.30%	\$ 4.64	\$	322,861	2.00%	\$ 3.48	\$	373,498	1.84%	\$ 3.60
Reserve for Replacements	\$	66,277	1.00%	\$ 1.94	\$	152,375	2.00%	\$ 4.00	\$	409,568	3.00%	\$ 6.06	\$	667,953	4.00%	\$ 7.20	\$	813,299	4.00%	\$ 7.84
Total Fixed Expenses	\$	870,938	13.14%	\$ 25.55	\$	1,084,186	14.23%	\$ 28.47	\$	1,771,395	12.98%	\$ 26.23	\$	2,192,773	13.13%	\$ 23.64	\$	2,599,881	12.79%	\$ 25.07
\$ - \$ -																				
Net Operating Income	\$	189,457	2.86%	\$ 5.56	\$	549,669	7.21%	\$ 14.43	\$	2,761,763	20.23%	\$ 40.89	\$	3,898,515	23.35%	\$ 42.03	\$	5,033,329	24.76%	\$ 48.54

30 YR. RECEIPTS

TAXES \$17.7 Million

RENT \$ 3.7 Million

TOTAL \$21.4 Million

RESORT TAX GENERATION				Year	RIVERFRONT PARK LEASE		
Gross Receipts	Tax %	Taxes			Park Receipts	Rate	Rent
\$ 6,627,670	3.6%	\$ 239,426		1	\$ 878,445	1.0%	\$ 8,784
\$ 7,618,757	3.2%	\$ 246,609		2	\$ 960,622	1.0%	\$ 9,606
\$ 13,652,281	2.3%	\$ 313,457		3	\$ 1,465,805	1.0%	\$ 14,658
\$ 16,698,835	1.9%	\$ 322,861		4	\$ 1,591,969	1.0%	\$ 15,920
\$ 20,332,474	1.8%	\$ 373,498		5	\$ 3,146,571	1.0%	\$ 31,466
\$ 21,145,773	1.8%	\$ 388,438		6	\$ 3,272,434	1.5%	\$ 49,087
\$ 21,991,604	1.8%	\$ 403,975		7	\$ 3,403,331	1.5%	\$ 51,050
\$ 22,871,268	1.8%	\$ 420,134		8	\$ 3,539,464	1.5%	\$ 53,092
\$ 23,786,119	1.8%	\$ 436,939		9	\$ 3,681,043	1.5%	\$ 55,216
\$ 24,737,564	1.8%	\$ 454,417		10	\$ 3,828,285	1.5%	\$ 57,424
\$ 25,727,066	1.8%	\$ 472,594		11	\$ 3,981,416	2.0%	\$ 79,628
\$ 26,756,149	1.8%	\$ 491,497		12	\$ 4,140,673	2.0%	\$ 82,813
\$ 27,826,395	1.8%	\$ 511,157		13	\$ 4,306,299	2.0%	\$ 86,126
\$ 28,939,451	1.8%	\$ 531,604		14	\$ 4,478,551	2.0%	\$ 89,571
\$ 30,097,029	1.8%	\$ 552,868		15	\$ 4,657,693	2.0%	\$ 93,154
\$ 31,300,910	1.8%	\$ 574,983		16	\$ 4,844,001	2.5%	\$ 121,100
\$ 32,552,946	1.8%	\$ 597,982		17	\$ 5,037,761	2.5%	\$ 125,944
\$ 33,855,064	1.8%	\$ 621,901		18	\$ 5,239,272	2.5%	\$ 130,982
\$ 35,209,267	1.8%	\$ 646,777		19	\$ 5,448,843	2.5%	\$ 136,221
\$ 36,617,637	1.8%	\$ 672,648		20	\$ 5,666,796	2.5%	\$ 141,670
\$ 38,082,343	1.8%	\$ 699,554		21	\$ 5,893,468	3.0%	\$ 176,804
\$ 39,605,637	1.8%	\$ 727,536		22	\$ 6,129,207	3.0%	\$ 183,876
\$ 41,189,862	1.8%	\$ 756,638		23	\$ 6,374,375	3.0%	\$ 191,231
\$ 42,837,457	1.8%	\$ 786,903		24	\$ 6,629,350	3.0%	\$ 198,881
\$ 44,550,955	1.8%	\$ 818,379		25	\$ 6,894,524	3.0%	\$ 206,836
\$ 46,332,993	1.8%	\$ 851,115		26	\$ 7,170,305	3.5%	\$ 250,961
\$ 48,186,313	1.8%	\$ 885,159		27	\$ 7,457,117	3.5%	\$ 260,999
\$ 50,113,765	1.8%	\$ 920,566		28	\$ 7,755,402	3.5%	\$ 271,439
\$ 52,118,316	1.8%	\$ 957,388		29	\$ 8,065,618	3.5%	\$ 282,297
\$ 54,203,048	1.8%	\$ 995,684		30	\$ 8,388,243	3.5%	\$ 293,588
\$17,672,687					\$ 3,750,424		
Year 6-30	Esc Rate	4%					



CLUB & RESORT COLLECTION

OUTPOST

IN CONCLUSION

WHY US?



CLUB & RESORT COLLECTION

OUTPOST

Lake Okeechobee

The “GHO To” Team:

Local, Focused & Experienced. A constellation of exceptional creativity and skill sets who call Florida their home.

“Florida’s Wild Coast”:

A science and adventure driven brand to promote Okeechobee’s world renown “sense of place” in Florida’s great outdoors and foster civic stewardship of a fragile and complex natural ecosystem.

Sustainable & Balanced:

Planned with and for the Okeechobee community to celebrate its lake heritage and the outdoor lifestyle that defines it, not a plan to redefine it.

Partners not Poachers:

A project that reserves land for varied public use and is transacted in phases so that development and demand intersect to ensure market and financial success for all project stakeholders.



CLUB & RESORT COLLECTION

OUTPOST

Lake Okeechobee

A true conservationist is a man who knows that the world is not given by his fathers, but borrowed from his children.

- John James Audubon

So, let's build this Guy Harvey Outpost, not for ourselves but the generations yet to come. Thank you.

Cheers,





CLUB & RESORT COLLECTION

OUTPOST END

RFP Proposal Appendix

1. Financial Projection Worksheet Detail
2. Site Plan
3. Unit Plan Architectural Drawings



CLUB & RESORT COLLECTION

OUTPOST

		Resort	Future
Sources of Funds		\$ Amount	\$ Amount
	Of Total		
Senior Loan	50.6%	\$ 9,900,000	\$ 6,400,000
Sponsor Initial Equity	49.4%	\$ 9,500,000	\$ 6,400,000
TOTAL SOURCES OF FUNDS		\$ 19,400,000	\$ 12,800,000
Uses of Funds		Initial	
Land		\$ 550,000	\$ 550,000
Hard Costs			
RESORT GROUNDS		\$ 3,324,448	\$ 8,315,665
LODGE		\$ 3,650,000	\$ -
COTTAGES		\$ 3,432,000	\$ -
MARINA VILLAGE		\$ 2,435,000	\$ 462,500
MARINA BASIN		\$ 805,000	\$ -
SPORTCLUB		\$ -	\$ 607,200
OTHER		\$ 475,000	\$ 275,000
OS&E		\$ 650,000	\$ 300,000
Total Hard Costs		\$ 14,771,448	\$ 9,960,365
Soft Costs			
A&E		\$ 738,572	\$ 498,018
OTHER		\$ 738,572	\$ 498,018
START UP		\$ 300,000	\$ -
CONTINGENCY		\$ 1,654,859	\$ 1,095,640
Total Soft Costs		\$ 3,432,004	\$ 2,091,677
TOTAL BEFORE FINANCING COSTS		\$ 18,753,452	\$ 12,602,042
FINANCING COSTS		\$ 225,041	\$ 151,225
INTEREST RESERVE		\$ 398,548	\$ -
Total Financing Costs		\$ 624,000	\$ 151,225
TOTAL		\$ 19,377,452	\$ 12,753,267
Say		\$ 19,400,000	\$ 12,800,000

CLUB & RESORT COLLECTION										Capital Budget					
OUTPOST															
										Total	Initial	Future	PHASE 1	PHASE 2	PHASE 3
TIKI Bar		1500	\$	200						\$ 300,000		\$ 300,000			\$ 300,000
South Village Areas															
Outfitter/Dockmaster Shop	renovate bait shop	2500	\$	100						\$ 250,000	\$ 250,000	\$ -	\$ 250,000		
General Store	construct new	2000	\$	100						\$ 200,000	\$ 200,000	\$ -	\$ 200,000		
Guest Fitness/Spa	construct new	1500	\$	100						\$ 150,000	\$ 150,000	\$ -	\$ 150,000		
Kids Camp	construct new	500	\$	100						\$ 50,000	\$ 50,000	\$ -	\$ 50,000		
Spec Retail	construct new	2000	\$	100						\$ 200,000	\$ 200,000	\$ -	\$ 200,000		
Fixtures/Inventories		1	\$	150,000						\$ 150,000	\$ 150,000	\$ -	\$ 150,000		
MARINA VILLAGE										\$ 2,897,500	\$ 2,435,000	\$ 462,500	\$ 2,435,000	\$ -	\$ 462,500
Marina Basin															
Initial Dock Repairs/Upgrades															
Fuel Dock															
5000 gal tank/dispensers/lines		1	\$	290,000						\$ 290,000	\$ 290,000	\$ -	\$ 290,000		
Marina/Fuel Dock Fire Standpipe		1	\$	120,000						\$ 120,000	\$ 120,000	\$ -	\$ 120,000		
Marina Slips/Utilities		1	\$	380,000						\$ 380,000	\$ 380,000	\$ -	\$ 380,000		
Engineering		1	\$	15,000						\$ 15,000	\$ 15,000	\$ -	\$ 15,000		
Subtotal Phase One										\$ 805,000	\$ 805,000	\$ -	\$ 805,000	\$ -	\$ -
MARINA BASIN										\$ 805,000	\$ 805,000	\$ -	\$ 805,000	\$ -	\$ -
Sport Club															
Walkways/hardscape		1	\$	50,000						\$ 50,000	\$ -	\$ 50,000			\$ 50,000
Landscaping		1	\$	25,000						\$ 25,000	\$ -	\$ 25,000			\$ 25,000
Parking	spaces @ 300sf	50	\$	1,500						\$ 75,000	\$ -	\$ 75,000			\$ 75,000
Tennis		2	\$	50,000						\$ 100,000	\$ -	\$ 100,000			\$ 100,000
Pickle Ball		4	\$	25,000						\$ 100,000	\$ -	\$ 100,000			\$ 100,000
Shuffle board		4	\$	4,800						\$ 19,200	\$ -	\$ 19,200			\$ 19,200
Bocce Ball		4	\$	22,000						\$ 88,000	\$ -	\$ 88,000			\$ 88,000
Basketball		1	\$	50,000						\$ 50,000	\$ -	\$ 50,000			\$ 50,000
Shade Pavillion	2 @ 250 sf	500	\$	50						\$ 25,000	\$ -	\$ 25,000			\$ 25,000
Restrooms	1 @ 500 sf	500	\$	150						\$ 75,000	\$ -	\$ 75,000			\$ 75,000
SPORT CLUB										\$ 607,200	\$ -	\$ 607,200	\$ -	\$ -	\$ 607,200
Other Buildings/Amenities															
Project Entrance Features		1	\$	75,000						\$ 75,000	\$ 75,000	\$ -	\$ 75,000		
Entrance/Resort Landscaping		1	\$	100,000						\$ 100,000	\$ 100,000	\$ -	\$ 100,000		
Campground Neighborhood															
Lagoon Landing	allow	1	\$	50,000						\$ 50,000	\$ -	\$ 50,000			\$ 50,000
Airboat Launch Area	county to absorb	-	\$	-						\$ -	\$ -	\$ -	\$ -		\$ -
Sheriff Bldg Relocation	county to absorb	2,400	\$	-						\$ -	\$ -	\$ -	\$ -		\$ -
Bath Houses		3	\$	50,000						\$ 150,000	\$ 100,000	\$ 50,000	\$ 100,000		\$ 50,000
Amphitheater Relocation/Rebuild	county to absorb	2,500	\$	-						\$ -	\$ -	\$ -	\$ -		\$ -
Scott Driver Park Upgrades	allow	1	\$	100,000						\$ 100,000	\$ 100,000	\$ -	\$ 100,000		\$ 100,000
Scott Driver Park Entrance	allow	1	\$	75,000						\$ 75,000	\$ -	\$ 75,000			\$ 75,000
Misc	allow	1	\$	200,000						\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 50,000	\$ 50,000
OTHER										\$ 750,000	\$ 475,000	\$ 275,000	\$ 475,000	\$ 50,000	\$ 225,000
Operating Supplies & Equipment															
F&B OSE	allow	1	\$	75,000						\$ 75,000	\$ 75,000	\$ -	\$ 75,000		\$ -
Resort OSE	allow	50	\$	3,500						\$ 175,000	\$ 175,000	\$ -	\$ 175,000		\$ -
Golf Carts	lease	-	\$	-						\$ -	\$ -	\$ -	\$ -		\$ -
Landscape Eqpt	allow	1	\$	150,000						\$ 150,000	\$ 100,000	\$ 50,000	\$ 100,000	\$ 25,000	\$ 25,000
Security Gates/ Eqpt	allow	2	\$	100,000						\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -	\$ 100,000
Wireless / Telcom	allow	1	\$	100,000						\$ 100,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 25,000	\$ 25,000
Other	allow	1	\$	250,000						\$ 250,000	\$ 150,000	\$ 100,000	\$ 150,000	\$ 75,000	\$ 75,000
OS&E										\$ 950,000	\$ 650,000	\$ 300,000	\$ 650,000	\$ 125,000	\$ 175,000

Capital Budget

		Total	Initial	Future	PHASE 1	PHASE 2	PHASE 3
TOTAL HARD COSTS	A&E	\$ 24,731,813	\$ 14,771,448	\$ 9,960,365	\$ 14,771,448	\$ 5,141,825	\$ 4,818,540
	OTHER SOFT	\$ 1,236,591	\$ 738,572	\$ 498,018	\$ 738,572	\$ 257,091	\$ 240,927
	START UP	\$ 1,236,591	\$ 738,572	\$ 498,018	\$ 738,572	\$ 257,091	\$ 240,927
	LS	\$ 300,000	\$ 300,000	\$ -	\$ 300,000		
TOTAL SOFT COSTS		\$ 2,773,181	\$ 1,777,145	\$ 996,037	\$ 1,777,145	\$ 514,183	\$ 481,854
	PROJECT COSTS BEFORE CTG	\$ 27,504,994	\$ 16,548,592	\$ 10,956,402	\$ 16,548,592	\$ 5,656,008	\$ 5,300,394
	CONTINGENCY	\$ 2,759,499	\$ 1,654,859	\$ 1,095,640	\$ 1,654,859	\$ 565,601	\$ 530,039
	TOTAL BEFORE FINANCING	\$ 31,355,494	\$ 18,753,452	\$ 12,602,042	\$ 18,753,452	\$ 6,771,608	\$ 5,830,434
FINANCING FEES		\$ 376,266	\$ 225,041	\$ 151,225	\$ 225,041	\$ 81,259	\$ 69,965
	INTEREST	\$ 398,548	\$ 398,548	\$ -	\$ 398,548		
TOTAL FINANCING		\$ 774,814	\$ 623,590	\$ 151,225	\$ 623,590	\$ 81,259	\$ 69,965
	TOTAL PROJECT COSTS	\$ 32,130,308	\$ 19,377,041	\$ 12,753,267	\$ 19,377,041	\$ 6,852,868	\$ 5,900,399
say		\$ 32,100,000	\$ 19,400,000	\$ 12,800,000	\$ 19,400,000	\$ 6,900,000	\$ 5,900,000

PROFORMA

	Year 1	Year 2	Year 3	Year 4	Year 5
Average Rate/Day					
Cottages \$	145.00	150.80	155.32	159.98	164.78
Glamping Tents \$	-	-	255.32	259.98	264.78
Rustic Tents \$	-	-	-	59.98	64.78
RV Lots \$	75.00	78.00	80.34	82.75	85.23
Occupancy					
Cottages	65.0%	70.0%	75.0%	75.0%	75.0%
Glamping Tents	0.0%	0.0%	80.0%	80.0%	80.0%
Rustic Tents	0.0%	0.0%	0.0%	0.0%	60.0%
Lots	75.0%	85.0%	55.0%	60.0%	65.0%
Nights Occupied					
Cottages	9,727	10,476	11,224	11,224	11,224
Glamping Tents	-	-	2,920	2,920	2,920
Rustic Tents	-	-	-	-	4,380
Lots	24,364	27,622	53,400	78,621	85,173
	34,091	38,088	67,543	92,765	103,697
LODGING					
Cottages & Tents	\$ 1,410,451	\$ 1,579,705	\$ 2,488,864	\$ 2,554,770	\$ 2,906,403
Lots	\$ 1,827,281	\$ 2,153,756	\$ 4,290,116	\$ 6,505,903	\$ 7,259,504
Subtotal Lodging	\$ 3,237,733	\$ 3,733,461	\$ 6,778,980	\$ 9,060,673	\$ 10,165,907
FOOD & BEVERAGE					
River Grill/Pool Grill Total	\$ 1,915,927	\$ 2,236,057	\$ 4,158,827	\$ 4,653,751	\$ 5,008,117
Tiki Beach Airstream Bar Total	\$ -	\$ -	\$ -	\$ -	\$ -
Banquet Total	\$ 287,389	\$ 335,409	\$ 613,824	\$ 698,063	\$ 751,218
Subtotal F&B	\$ 2,203,317	\$ 2,571,466	\$ 4,772,651	\$ 5,351,804	\$ 5,759,335
MARINA					
Wet Slip Rental	\$ 69,519	\$ 84,368	\$ 100,945	\$ 103,047	\$ 106,138
Fuel Sales	\$ 457,786	\$ 463,903	\$ 530,609	\$ 531,575	\$ 532,570
Utilities	\$ 6,196	\$ 7,618	\$ 9,202	\$ 9,479	\$ 9,763
Subtotal Marina	\$ 533,500	\$ 554,929	\$ 639,856	\$ 644,100	\$ 648,471
OUTFITTER STORE					
MISC (10% of above net)	\$ 344,945	\$ 405,933	\$ 815,949	\$ 947,869	\$ 1,087,646
	\$ 308,176	\$ 352,709	\$ 624,346	\$ 696,378	\$ 794,233
Total Revenue	\$ 6,627,670	\$ 7,618,757	\$ 13,652,481	\$ 16,698,835	\$ 20,332,474
Department Costs					
Lodging	\$ 1,113,461	\$ 1,169,134	\$ 1,461,418	\$ 1,826,772	\$ 1,918,111
F&B	\$ 1,676,969	\$ 1,912,409	\$ 3,461,432	\$ 3,796,878	\$ 4,093,866
Marina	\$ 485,694	\$ 498,210	\$ 560,085	\$ 564,128	\$ 568,395
Outfitter Market	\$ 224,214	\$ 243,216	\$ 454,772	\$ 521,328	\$ 598,205
Other	\$ 354,088	\$ 376,604	\$ 321,223	\$ 347,189	\$ 462,117
Total Departmental Costs	\$ 3,658,426	\$ 3,999,773	\$ 6,249,629	\$ 7,056,346	\$ 8,178,693
TOTAL DEPT PROFITS	\$ 2,969,244	\$ 3,618,985	\$ 7,402,852	\$ 9,642,489	\$ 11,603,781
Escalation Rate- Expenses					
Unallocated Expenses	\$ 359,064	\$ 384,850	\$ 371,555	\$ 400,772	\$ 487,979
Credit Card Commissions	\$ 658,478	\$ 678,233	\$ 1,384,071	\$ 1,957,937	\$ 2,254,316
General Administrative	\$ 502,500	\$ 517,575	\$ 533,102	\$ 549,095	\$ 565,568
Advertising/Promotion	\$ 231,238	\$ 238,164	\$ 245,309	\$ 252,669	\$ 260,249
Utilities	\$ 357,580	\$ 368,307	\$ 379,357	\$ 390,737	\$ 402,459
Maintenance & Property Operations	\$ 1,908,850	\$ 1,984,130	\$ 2,060,493	\$ 2,127,244	\$ 2,190,572
Total Unallocated Expenses	\$ 3,908,850	\$ 4,067,773	\$ 4,266,493	\$ 4,421,244	\$ 4,597,572
Fixed Expenses					
Riverpark Lease	\$ 8,784	\$ 9,606	\$ 14,658	\$ 15,920	\$ 34,830
Management/License Fee	\$ 331,384	\$ 380,938	\$ 685,614	\$ 834,942	\$ 1,006,624
Insurance	\$ 184,643	\$ 249,916	\$ 309,148	\$ 393,148	\$ 318,422
Taxes	\$ 196,423	\$ 202,316	\$ 264,797	\$ 272,741	\$ 338,871
Reserve for Replacements	\$ 66,277	\$ 152,375	\$ 409,568	\$ 667,953	\$ 813,299
Total Fixed Expenses	\$ 787,511	\$ 994,151	\$ 1,686,785	\$ 2,100,703	\$ 2,512,046
Total Profit	\$ 1,180,393	\$ 1,551,161	\$ 3,116,387	\$ 5,221,245	\$ 6,511,732

AVERAGE RENTAL RATES & RENTAL INVENTORY REVENUE

	Year 1	Year 2	Year 3	Year 4	Year 5
Esc Rate	3%	4%	3%	3%	3%
Cottages					
Glamping Tent					
Rustic Tent					
Lots					
	\$ 145.00	\$ 150.80	\$ 155.32	\$ 159.98	\$ 164.78
Local Market +25%					
Cottages + \$100		\$	\$ 255.32	\$ 259.98	\$ 264.78
Cottages -\$100				\$ 59.98	\$ 64.78
Allowance	\$ 75.00	\$ 78.00	\$ 80.34	\$ 82.75	\$ 85.23
Cottages	1,410,451	1,579,705	1,743,318	1,795,617	1,849,486
Glamping Tents	-	-	745,546	759,152	773,167
Rustic Tents	-	-	-	-	283,751
Lodging Unit Revenues	1,410,451	1,579,705	2,488,864	2,554,770	2,906,403
RV Lot Unit Rentals	1,827,281	2,153,756	4,290,116	6,505,903	7,259,504
Gross Rentals	3,237,733	3,733,461	6,778,980	9,060,673	10,165,907
REVPAR Cottages	\$ 94.25	\$ 105.56	\$ 116.49	\$ 119.99	\$ 123.59
REVPAR Glamping Tents	\$ -	\$ -	\$ 204.26	\$ 207.99	\$ 211.83
REVPAR Rustic Tents	\$ -	\$ -	\$ -	\$ -	\$ 38.87
REVPAR RV Lots	\$ 56.25	\$ 66.30	\$ 44.19	\$ 49.65	\$ 55.40
Revenue Per Lodging Unit/YR	\$ 34,401	\$ 38,529	\$ 48,801	\$ 50,094	\$ 40,935
Revenue Per Lot Unit/YR	\$ 20,531	\$ 24,200	\$ 16,128	\$ 18,122	\$ 20,221

LOT DEVELOPMENT, ABSORPTION & RENTAL INVENTORY

	Year 1	Year 2	Year 3	Year 4	Year 5
LOTS DELIVERED					
Resort Cottages Waterfront	41	-	-	-	-
Glamping Tents Sites			10		
Rustic Tent Sites					20
Cumulative Lodging Inventory	41	41	51	51	71
RV Lots Phase 1	89	-	-	-	-
RV Lots Phase 2	-	-	177	-	-
RV Lots Phase 3	-	-	-	93	-
Cumulative RV Lot Inventory	89	89	266	359	359
Total Inventory	130	130	317	410	430

Food & Beverage - RIVER GRILL

	Year 1	Year 2	Year 3	Year 4	Year 5
Seats	350	350	350	350	350
Banquet Seats	250	250	250	250	250
Lunch Covers	53,313	58,644	74,035	77,736	78,483
Average Lunch Covers/Day	152	168	212	222	224
Dinner Covers	52,189	60,017	120,034	132,037	139,620
Average Dinner Covers/Day	149	171	343	377	399
Total Covers	105,501	118,661	194,068	209,773	218,104
Total Turns	63%	93%	98%	102%	106%
Lunch Check	\$9.00	\$9.27	\$9.55	\$9.83	\$10.13
Dinner Check	\$18.00	\$18.54	\$19.10	\$19.67	\$20.26
Total Food Check	\$13.45	\$13.96	\$14.94	\$15.40	\$15.87
Beverage Check	\$4.71	\$4.89	\$5.98	\$6.16	\$6.35
Beverage as % of F&B Sales:	35%	35%	40%	40%	40%
Total Food Revenue	\$1,419,206	\$1,656,339	\$2,999,075	\$3,361,547	\$3,623,594
Total Beverage Revenue	\$496,722	\$579,718	\$1,159,752	\$1,292,204	\$1,384,523
Total RIVER GRILL F&B Revenue	\$1,915,927	\$2,236,057	\$4,158,827	\$4,653,751	\$5,008,117

Food & Beverage - Consolidated

	Year 1	Year 2	Year 3	Year 4	Year 5
Food -River Grill & Pool Grill	\$ 1,419,206	\$ 1,656,339	\$ 2,999,075	\$ 3,361,547	\$ 3,623,594
Food -Tiki Beach Airstream Bar @ 10% of above					\$ 362,359
Food Banquet @ 15% of River Grill	\$ 212,881	\$ 248,451	\$ 449,861	\$ 504,232	\$ 543,539
Total Food	\$ 1,632,086	\$ 1,904,789	\$ 3,448,937	\$ 3,865,780	\$ 4,529,493
Beverage - River Grill & Pool Grill	\$ 496,722	\$ 579,718	\$ 1,159,752	\$ 1,292,204	\$ 1,384,523
Beverage -Airstream Tiki Bar @ 100% of above					\$ 1,384,523
Beverage - Banquet @ 15% of River Grill	\$ 74,508	\$ 86,958	\$ 173,963	\$ 193,831	\$ 207,678
Total Beverage	\$ 571,230	\$ 666,676	\$ 1,333,715	\$ 1,486,034	\$ 2,976,724
Subtotal F&B	\$ 2,203,317	\$ 2,571,466	\$ 4,782,651	\$ 5,351,814	\$ 7,506,217
OUTLET F&B					
River Grill/Pool Grill Total	\$1,915,927	\$2,236,057	\$4,158,827	\$4,653,751	\$5,008,117
Tiki Beach Airstream Bar Total	\$0	\$0	\$0	\$0	\$1,746,882
Banquet Total	\$287,389	\$335,409	\$623,824	\$698,063	\$751,218
Subtotal F&B	\$2,203,317	\$2,571,466	\$4,782,651	\$5,351,814	\$7,506,217
Departmental Costs					
Food Cost (incl. direct costs)	\$ 652,835	\$ 742,868	\$ 1,310,596	\$ 1,430,338	\$ 1,675,912
Food Labor	\$ 652,835	\$ 742,868	\$ 1,310,596	\$ 1,430,338	\$ 1,630,618
Beverage Cost (incl. direct costs)	\$ 171,369	\$ 193,336	\$ 373,440	\$ 416,090	\$ 833,483
Bevg Labor	\$ 199,931	\$ 233,337	\$ 466,800	\$ 520,112	\$ 1,041,853
Total departmental expense	\$ 1,676,969	\$ 1,912,409	\$ 3,461,432	\$ 3,796,878	\$ 5,181,866
F&B contribution	\$ 526,348	\$ 659,057	\$ 1,321,219	\$ 1,554,935	\$ 2,324,351
					69.03%
					31.0%

Food & Beverage - RIVER GRILL

	Seats	Year 1 Total												
	200	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
Restaurant Seats														
Lunch Turns		0.75	0.75	0.75	0.50	0.50	0.25	0.25	0.25	0.25	0.25	0.75	0.75	
Dinner Turns		0.65	0.65	0.65	0.65	0.65	0.45	0.45	0.45	0.45	0.45	0.65	0.65	
Outdoor Seats	150													
Lunch Turns		0.60	0.60	0.60	0.25	0.25	0.23	0	0	0	0	0.60	0.60	
Dinner Turns		0.33	0.33	0.33	0.21	0.21	0.12	0.05	0.05	0.05	0.05	0.33	0.33	
Covers														
Days Open		365	29	31	30	31	30	31	31	30	31	30	30	
Lunch		53,313	7,440	7,440	4,125	4,263	2,535	1,550	1,550	1,500	1,550	7,200	7,200	
Dinner		52,189	5,565	5,565	4,845	5,007	3,240	3,023	3,023	2,925	3,023	5,385	5,385	
Total Covers		105,501	13,005	13,005	8,970	9,269	5,775	4,573	4,573	4,425	4,573	12,585	12,585	
Total Covers: Occupied Nights	3.09													
Average Check	\$	13.45	\$	12.85	\$	13.86	\$	14.05	\$	14.95	\$	14.95	\$	12.85
Lunch Check		\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	
Dinner Check		\$18.00	\$18.00	\$18.00	\$18.00	\$18.00	\$18.00	\$18.00	\$18.00	\$18.00	\$18.00	\$18.00	\$18.00	
Total														
Food Revenues														
Lunch Sales		\$479,813	\$66,960	\$66,960	\$37,125	\$38,363	\$22,815	\$13,950	\$13,950	\$13,500	\$13,950	\$64,800	\$64,800	
Dinner Sales		\$939,393	\$100,161	\$93,699	\$87,210	\$90,117	\$58,320	\$54,405	\$54,405	\$52,650	\$54,405	\$96,930	\$96,930	
Total Food Sales		\$1,419,206	\$167,121	\$156,339	\$124,335	\$128,480	\$81,135	\$68,355	\$68,355	\$66,150	\$68,355	\$161,730	\$161,730	

FOOD SALES ASSUMPTIONS: Year 2

2024 Sales Performance Report													
Annual Cover Increase	112.47%	Year 2 Total											
Restaurant Seats													
Lunch Turns	200	0.83	0.83	0.83	0.55	0.55	0.28	0.28	0.28	0.28	0.28	0.83	0.83
Dinner Turns	10%	0.75	0.75	0.75	0.75	0.75	0.52	0.52	0.52	0.52	0.52	0.75	0.75
Outdoor Seats													
Lunch Turns	150	0.66	0.66	0.66	0.28	0.28	0.25	0.00	0.00	0.00	0.00	0.66	0.66
Dinner Turns	10%	0.38	0.38	0.38	0.24	0.24	0.14	0.06	0.06	0.06	0.06	0.38	0.38
Covers													
Days Open	365	31	29	31	30	31	30	31	31	30	31	30	30
Lunch	58644	8184	7656	8184	4538	4689	2789	1705	1705	1650	1705	7920	7920
Dinner	60017	6399	5986	6399	5572	5757	3726	3476	3476	3364	3476	6193	6193
Total Covers	118661	14583	13642	14583	10109	10446	6515	5181	5181	5014	5181	14113	14113
Total Covers: Occupied Nights 3.12													
Average Check													
Prior Year Lunch Check		\$	13.34	\$	13.34	\$	14.38	\$	14.57	\$	15.49	\$	13.34
Prior Year Dinner Check		\$	9.00	\$	9.00	\$	9.00	\$	9.00	\$	9.00	\$	9.00
Lunch Check	3.00%	\$9.27	\$9.27	\$9.27	\$9.27	\$9.27	\$9.27	\$9.27	\$9.27	\$9.27	\$9.27	\$9.27	\$9.27
Dinner Check	3.00%	\$18.54	\$18.54	\$18.54	\$18.54	\$18.54	\$18.54	\$18.54	\$18.54	\$18.54	\$18.54	\$18.54	\$18.54
average check		\$14.49	\$14.35	\$14.35	\$15.47	\$15.47	\$14.20	\$14.20	\$14.20	\$14.20	\$14.20	\$14.35	\$14.35
Food Revenues													
Lunch Sales		\$543,628	75,866	70,971	75,866	42,063	43,465	25,849	15,805	15,805	15,296	15,805	73,418
Dinner Sales		\$1,112,711	118,641	110,986	118,641	103,300	106,744	69,090	64,443	64,443	62,364	64,443	114,814
Total Food Sales		\$1,656,339	194,506	181,958	194,506	145,363	150,208	94,929	80,248	80,248	77,659	80,248	188,232

Food & Beverage - RIVER GRILL

FOOD SALES ASSUMPTIONS-Year 3

Annual Cover Increase	163.55%	Year 3 Total	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Restaurant Seats	200													
Lunch Turns	25%		1.0	1.0	1.0	1.0	0.7	0.7	0.4	0.4	0.4	0.4	0.4	1.0
Dinner Turns	100%		1.5	1.5	1.5	1.5	1.5	1.5	1.0	1.0	1.0	1.0	1.0	1.5
Outdoor Seats	150													
Lunch Turns	25%		0.825	0.825	0.825	0.825	0.34375	0.34375	0.31625	0.12	0.12	0	0	0.825
Dinner Turns	100%		0.76	0.76	0.76	0.76	0.48	0.48	0.28	0.12	0.12	0.12	0.12	0.76
Covers														
Days Open			365	30	30	31	30	31	30	31	31	30	31	30
Lunch			74,035	9,960	9,960	10,292	5,732	5,923	3,546	2,193	2,193	2,123	2,193	9,960
Dinner			120,034	12,386	12,386	12,798	11,144	11,515	7,452	6,952	6,952	6,728	6,952	12,386
Total Covers			194,068	22,346	22,346	23,090	16,875	17,438	10,998	9,145	9,145	8,850	9,145	22,346
Total Covers Occupied Nights	2.87													
Average Check			\$	14.84	\$	14.84	\$	15.85	\$	16.02	\$	16.81	\$	14.84
Prior Year Lunch Check				\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
Prior Year Dinner Check				\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Lunch Check	3.00%		\$9.55	\$9.55	\$9.55	\$9.55	\$9.55	\$9.55	\$9.55	\$9.55	\$9.55	\$9.55	\$9.55	\$9.55
Dinner Check	3.00%		\$19.10	\$19.10	\$19.10	\$19.10	\$19.10	\$19.10	\$19.10	\$19.10	\$19.10	\$19.10	\$19.10	\$19.10
Food Revenues														
Lunch Sales			\$706,891	95,099	95,099	98,269	54,729	56,553	33,854	20,941	20,941	20,266	20,941	95,099
Dinner Sales			\$2,292,185	236,516	236,516	244,400	212,799	219,892	142,305	132,752	132,752	128,470	132,752	236,516
Total Food Sales			\$2,999,075	331,615	331,615	342,669	267,527	276,445	176,159	153,693	153,693	148,736	153,693	331,615

FOOD SALES ASSUMPTIONS-Year 4

Annual Cover Increase	108.09%	Year 4 Total	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Restaurant Seats	200													
Lunch Turns	5%		1.09	1.09	1.09	1.09	0.73	0.73	0.37	0.37	0.37	0.37	0.37	1.09
Dinner Turns	10%		1.64	1.64	1.64	1.64	1.64	1.64	1.14	1.14	1.14	1.14	1.14	1.64
Outdoor Seats	150													
Lunch Turns	5%		0.87	0.87	0.87	0.87	0.36	0.36	0.33	0.00	0.00	0.00	0.00	0.87
Dinner Turns	10%		0.83	0.83	0.83	0.83	0.53	0.53	0.30	0.13	0.13	0.13	0.13	0.83
Covers														
Days Open			365	30	30	31	30	31	30	31	31	30	31	30
Lunch			77736	10458	10458	10807	6018	6219	3723	2303	2303	2229	2303	10458
Dinner			132037	13624	13624	14078	12258	12666	8197	7647	7647	7400	7647	13624
Total Covers			209773	24082	24082	24885	18276	18886	11920	9950	9950	9629	9950	24082
Total Covers Occupied Nights	2.26													
Average Check			\$	15.40	\$	15.40	\$	16.43	\$	17.39	\$	17.39	\$	15.40
Prior Year Lunch Check				\$10.30	\$10.30	\$10.30	\$10.30	\$10.30	\$10.30	\$10.30	\$10.30	\$10.30	\$10.30	\$10.30
Prior Year Dinner Check				\$20.60	\$20.60	\$20.60	\$20.60	\$20.60	\$20.60	\$20.60	\$20.60	\$20.60	\$20.60	\$20.60
Lunch Check	3.00%		\$9.83	\$9.83	\$9.83	\$9.83	\$9.83	\$9.83	\$9.83	\$9.83	\$9.83	\$9.83	\$9.83	\$9.83
Dinner Check	3.00%		\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67
Food Revenues														
Lunch Sales			\$764,502	102,850	102,850	106,278	59,189	61,162	36,613	22,648	22,648	21,918	22,648	102,850
Dinner Sales			\$2,597,045	267,973	267,973	276,905	241,101	249,137	161,231	150,408	150,408	145,556	150,408	267,973
Total Food Sales			\$3,361,547	370,822	370,822	383,183	310,290	310,299	197,845	173,056	173,056	167,474	173,056	370,822

Food & Beverage - RIVER GRILL

FOOD SALES ASSUMPTIONS-Year 5													
Annual Cover Increase	Year 5 Total	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
104%													
Restaurant Seats	200												
Lunch Turns	0%	1.09	1.09	1.09	0.73	0.73	0.37	0.37	0.37	0.37	0.37	1.09	1.09
Dinner Turns	5%	1.73	1.73	1.73	1.73	1.73	1.20	1.20	1.20	1.20	1.20	1.73	1.73
Outdoor Seats	150												
Lunch Turns	0%	0.87	0.87	0.87	0.36	0.36	0.33	0.00	0.00	0.00	0.00	0.87	0.87
Dinner Turns	5%	0.88	0.88	0.88	0.56	0.56	0.32	0.13	0.13	0.13	0.13	0.88	0.88
Covers													
Days Open	367	31	30	31	30	31	31	30	31	30	31	30	31
Lunch	78483	10807	10458	10807	6018	6219	3847	2229	2303	2229	2303	10458	10807
Dinner	139620	14782	14305	14782	12871	13300	8894	7770	8029	7770	8029	14305	14782
Total Covers	218104	25589	24763	25589	18889	19519	12741	9999	10332	9999	10332	24763	25589
Total Covers: Occupied Nights	2.10												
Average Check		\$ 15.98	\$ 15.98	\$ 15.98	\$ 17.03	\$ 17.03	\$ 17.20	\$ 18.00	\$ 18.00	\$ 18.00	\$ 18.00	\$ 15.98	\$ 15.98
Prior Year Lunch Check		\$10.61	\$10.61	\$10.61	\$10.61	\$10.61	\$10.61	\$10.61	\$10.61	\$10.61	\$10.61	\$10.61	\$10.61
Prior Year Dinner Check		\$21.22	\$21.22	\$21.22	\$21.22	\$21.22	\$21.22	\$21.22	\$21.22	\$21.22	\$21.22	\$21.22	\$21.22
Lunch Check	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13	\$10.13
Dinner Check	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26	\$20.26
Food Revenues													
Lunch Sales	\$795,004	109,466	105,935	109,466	60,965	62,997	38,969	22,575	23,328	22,575	23,328	105,935	109,466
Dinner Sales	\$2,828,590	299,473	289,812	299,473	260,750	289,442	180,184	157,419	162,666	157,419	162,666	289,812	299,473
Total Food Sales	\$3,623,594	408,939	395,748	408,939	321,715	332,439	219,153	179,994	185,994	179,994	185,994	395,748	408,939

Marina Department

	Year 1		Year 2		Year 3		Year 4		Year 5	
WET SLIPS	36		36		36		36		36	
DRY SLIPS	0		0		0		0		0	
Revenue										
Wet Slip Rental	\$69,519	13.03%	\$84,368	15.20%	\$100,045	15.64%	\$103,047	16.00%	\$106,138	16.37%
Dry Slip Rental	\$0	0.00%	\$0	0.00%	\$0	0.00%	\$0	0.00%	\$0	0.00%
Fuel Sales	\$457,786	85.81%	\$462,903	83.42%	\$530,609	82.93%	\$531,575	82.53%	\$532,570	82.13%
Utilities	\$6,196	1.16%	\$7,658	1.38%	\$9,202	1.44%	\$9,479	1.47%	\$9,763	1.51%
Total Revenue	\$533,500	100%	\$554,929	100.00%	\$639,856	100.00%	\$644,100	100.00%	\$648,471	100.00%
Payroll										
General Manager	\$45,000		\$46,350		\$47,741		\$49,173		\$50,648	
Hourly	\$50,000		\$51,500		\$53,045		\$54,636		\$56,275	
Wages/Benefits	\$95,000	17.81%	\$97,850	17.63%	\$100,786	15.75%	\$103,809	16.12%	\$106,923	16.49%
Fuel Costs	\$389,118	85.00%	\$393,468	85.00%	\$451,017	85.00%	\$451,839	85.00%	\$452,685	85.00%
Utilities Costs	\$5,576	90.00%	\$6,892	90.00%	\$8,282	90.00%	\$8,531	90.00%	\$8,787	90.00%
Total Departmental Costs	\$489,694	91.79%	\$498,210	89.78%	\$560,085	87.53%	\$564,178	87.59%	\$568,395	87.65%
TOTAL DEPT PROFITS	\$43,806	8.21%	\$56,719	10.22%	\$79,771	12.47%	\$79,922	12.41%	\$80,076	12.35%

Marina

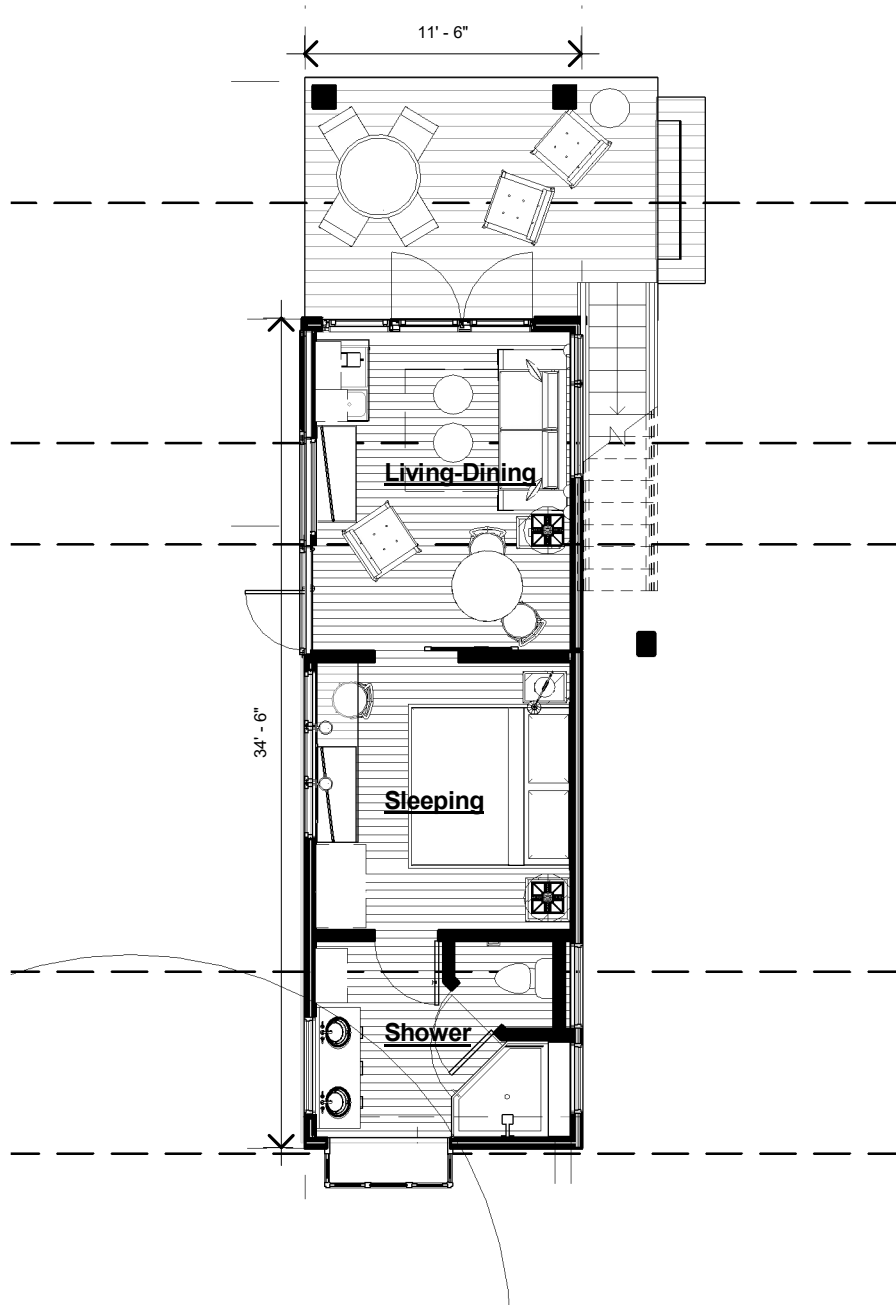
	Year 1		Year 2		Year 3		Year 4		Year 5	
No. STERN TO SLIPS	14	14	14	14	14	14	14	14	14	14
North Dock 30ft slips	22	22	22	22	22	22	22	22	22	22
South Dock 25 ft slips										
Average Slip Size		36	36	36	36	36	36	36	36	36
STERN TO SLIPFEET		27	27	27	27	27	27	27	27	27
Days		970	970	970	970	970	970	970	970	970
Annual Available Slipfeet		365	365	365	365	365	365	365	365	365
		354,050	354,050	354,050	354,050	354,050	354,050	354,050	354,050	354,050
Esc Rate		3%	3%	3%	3%	3%	3%	3%	3%	3%
TRANSIENT WET SLIPS										
Slip Rate/Ft/Day		\$0.35	\$0.36	\$0.37	\$0.38	\$0.39	\$0.39	\$0.39	\$0.39	\$0.39
Slip Rate/Month		\$282.92	\$291.40	\$300.15	\$309.15	\$318.43	\$318.43	\$318.43	\$318.43	\$318.43
Occupancy		50%	60%	70%	70%	70%	70%	70%	70%	70%
Occupied Sleep Feet		177,025	212,430	247,835	247,835	247,835	247,835	247,835	247,835	247,835
Stern To Slip Revenue		\$ 61,959	\$ 76,581	\$ 92,025	\$ 94,786	\$ 97,629	\$ 97,629	\$ 97,629	\$ 97,629	\$ 97,629
TOUR BOAT SLIP RENTAL										
Total Slip Feet (4 @30ft)		120	120	120	120	120	120	120	120	120
Slip Rate/Ft/Day		\$ 0.18	\$ 0.18	\$ 0.19	\$ 0.19	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20	\$ 0.20
Slip Rate/Month		\$157.50	\$162.23	\$167.09	\$172.10	\$177.27	\$177.27	\$177.27	\$177.27	\$177.27
Occupancy		100%	100%	100%	100%	100%	100%	100%	100%	100%
Tour Boat Slip Revenue		\$ 7,560	\$ 7,787	\$ 8,020	\$ 8,261	\$ 8,509	\$ 8,509	\$ 8,509	\$ 8,509	\$ 8,509
UTILITY SALES MARINA SLIPS										
Utilities as % of Wet Slip Revenues		10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
TOTAL UTILITY SALES		\$ 6,196	\$ 7,658	\$ 9,202	\$ 9,479	\$ 9,763	\$ 9,763	\$ 9,763	\$ 9,763	\$ 9,763
FUEL SALES										
Fuel Sales as % of slip Revenues		35%	35%	35%	35%	35%	35%	35%	35%	35%
Outside Fuel Sales as Gallons/Day		350	350	400	400	400	400	400	400	400
Price/Gallon		\$3.50	\$3.50	\$3.50	\$3.50	\$3.50	\$3.50	\$3.50	\$3.50	\$3.50
In House Fuel Sales		\$ 21,686	\$ 26,803	\$ 32,209	\$ 33,175	\$ 34,170	\$ 34,170	\$ 34,170	\$ 34,170	\$ 34,170
Outside Sales		\$ 436,100	\$ 436,100	\$ 498,400	\$ 498,400	\$ 498,400	\$ 498,400	\$ 498,400	\$ 498,400	\$ 498,400
Total Fuel Sales		\$ 457,786	\$ 462,903	\$ 530,609	\$ 531,575	\$ 532,570	\$ 532,570	\$ 532,570	\$ 532,570	\$ 532,570
Fuel Sales Gallons/Month		10,900	11,022	12,634	12,657	12,680	12,680	12,680	12,680	12,680

Guy Harvey Outfitter Adventure Center

	Year 1	Year 2	Year 3	Year 4	Year 5
F&B CUSTOMERS					
Lunch Assumption Summary					
Lunch Covers	53,313	58,644	74,035	77,736	78,483
Dinner Covers	52,189	60,017	120,034	132,037	139,620
Capture Rate	5%	5%	5%	5%	5%
Restaurant Retail TX	5,275	5,933	9,703	10,489	10,905
RESORT & CAMPGROUND CUSTOMERS					
Occupied Nights	34,091	38,088	67,543	92,765	103,697
Average No. Guests	2.5	2.5	3	3	3
Total Guests	85,228	95,219	202,630	278,294	311,090
Capture Rate	10%	10%	10%	8%	8%
Resort Retail Transactions	8,523	9,522	20,263	22,264	24,887
Restaurant Retail Transactions	5,275	5,933	9,703	10,489	10,905
Total Retail Transactions	13,798	15,455	29,966	32,752	35,792
Avg Tx/Day	39	43	84	92	101
Average \$/TX	5%	\$25.00	\$26.25	\$27.56	\$28.94
Total On-Site Retail Sales	\$344,945	\$405,693	\$825,949	\$947,869	\$1,087,646
Avg Sales/Day	\$ 945.05	\$ 1,111.49	\$ 2,262.87	\$ 2,596.90	\$ 2,979.85
Sales/SF	2,500	\$138	\$162	\$330	\$379
					\$435



Entitled Map
 Plan is subject to final review



① Straight Stair Studio 399 SF
1/8" = 1'-0"

King Studio



Joseph ALLAN
& COMPANY

Project number 2015.013

Date

Drawn by

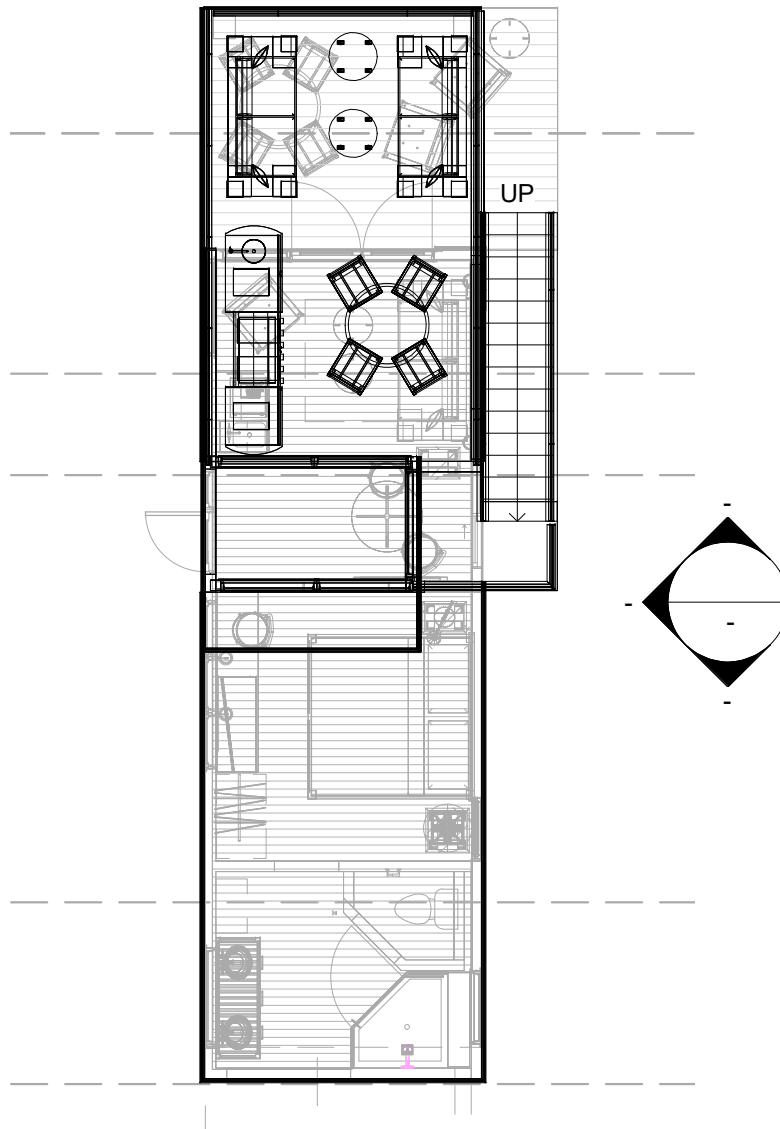
Checked by

Author

Checker

A101.93-14

Scale 1/8" = 1'-0"



① Straight Str-Roof Patio
1/8" = 1'-0"



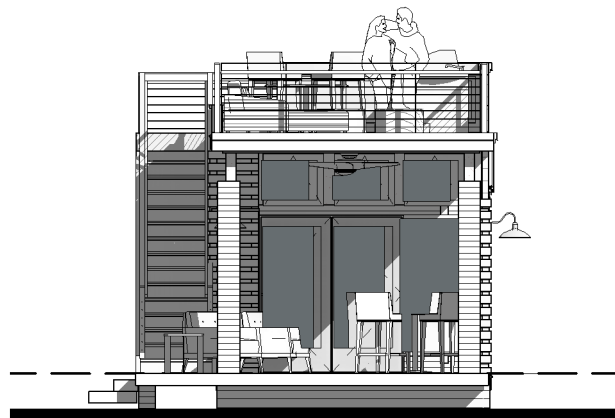
Joseph ALLAN
& COMPANY

King Studio

Project number	2015.013	A101.93-15
Date		
Drawn by	Author	Scale 1/8" = 1'-0"
Checked by	Checker	



① Elevation 2 - c
1/8" = 1'-0"



② Elevation 2 - d
1/8" = 1'-0"



Joseph ALLAN
& COMPANY

Studio Elev
Furniture & Patio
Driveway Options

Project number	2015.013	A101.93-16
Date		
Drawn by	Author	Scale 1/8" = 1'-0"
Checked by	Checker	



② Elevation 4 - a
1/8" = 1'-0"



① Elevation 2 - b
1/8" = 1'-0"

Studio Elev



Joseph ALLAN
& COMPANY

Project number 2015.013

Date

Drawn by

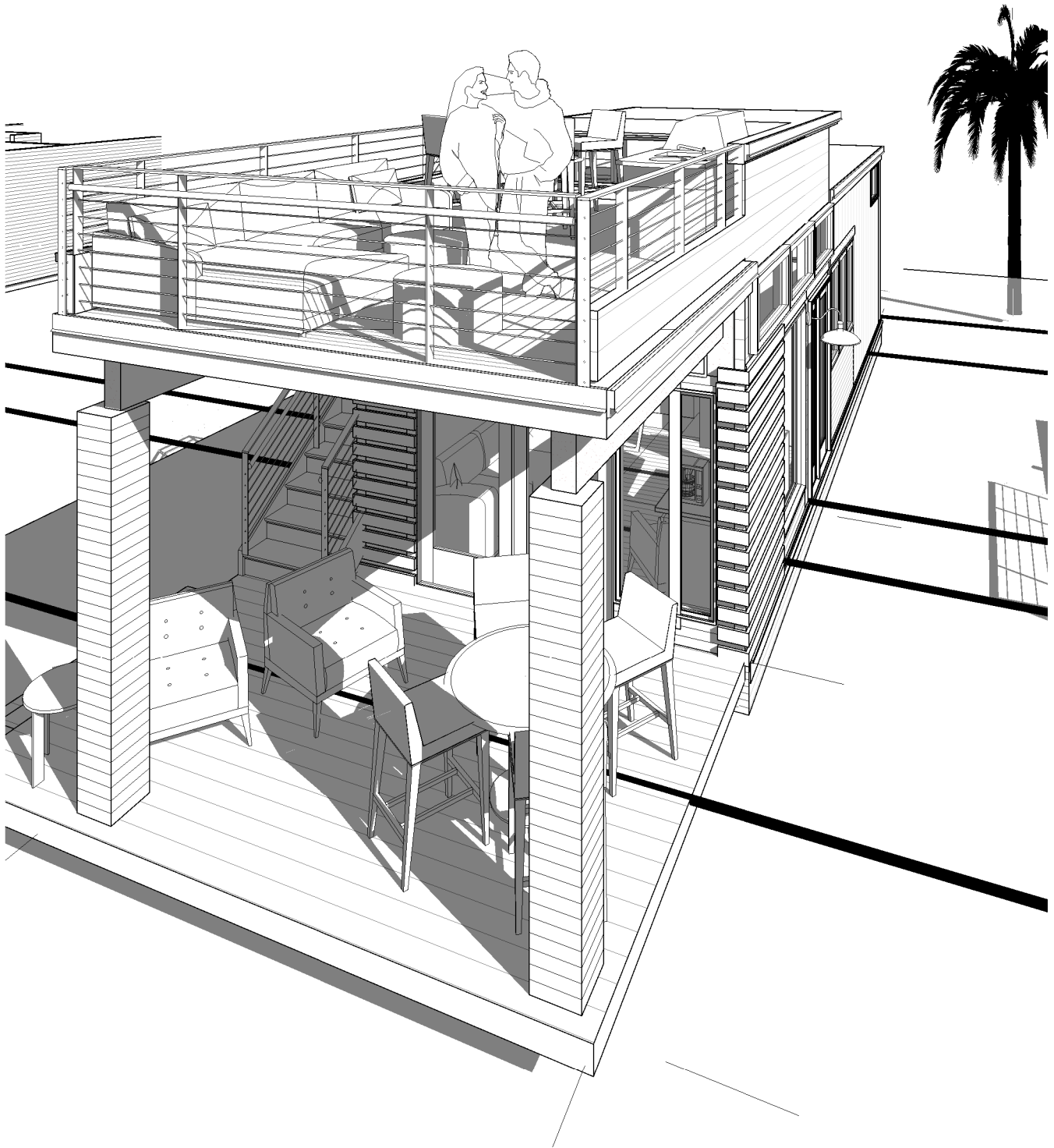
Checked by

Author

Checker

A101.93-17

Scale 1/8" = 1'-0"



1 3D View 16

Studio Persp.



Joseph ALLAN
& COMPANY

Project number 2015.013

Date

Drawn by

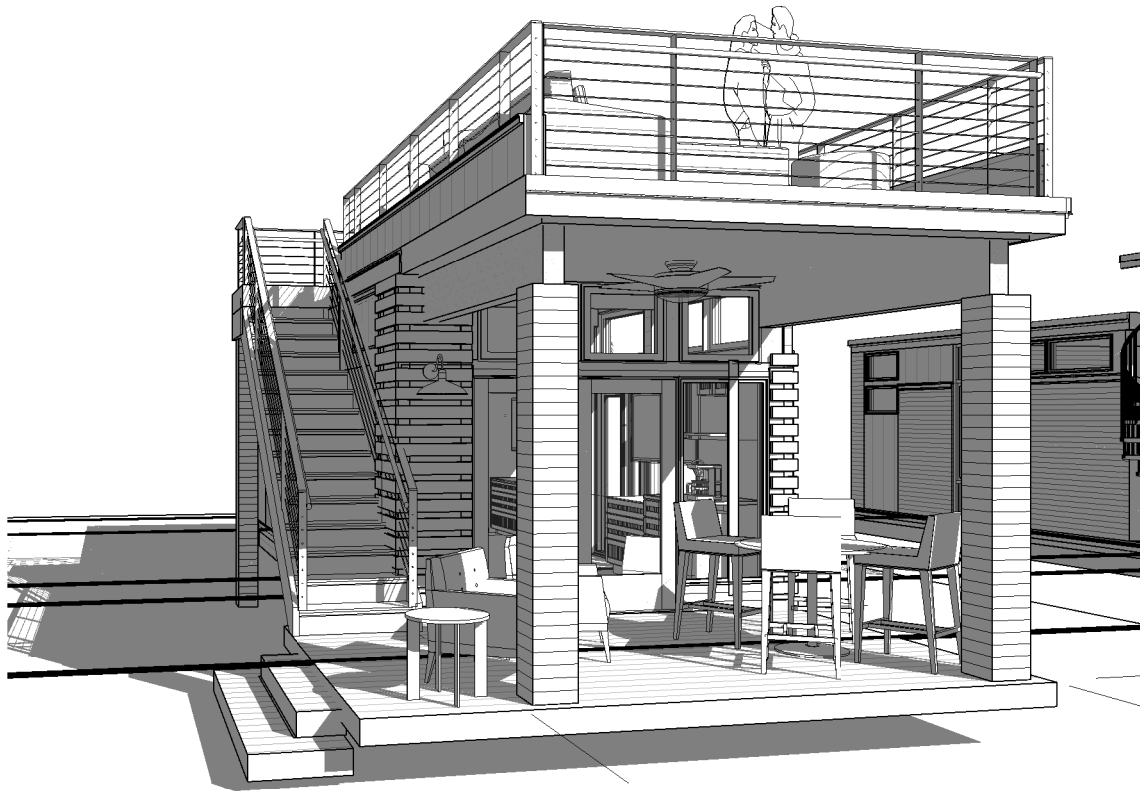
Checked by

Author

Checker

A101.93-18

Scale



1 3D View 15

Studio Persp.



Joseph ALLAN
& COMPANY

Project number 2015.013

Date

Drawn by

Checked by

Author

Checker

A101.93-19

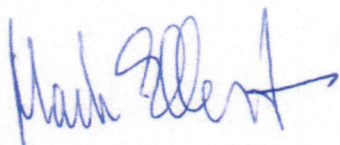
Scale

NON-COLLUSION AFFIDAVIT

The undersigned Bidder/Proposer has not divulged discussed or compared his/her/its Bid/Proposal with any other Bidder/Proposer and has not colluded with any other Bidder/Proposer or parties to this Bid/Proposal/ Request for Proposal whatsoever.

Name of Bidder/Proposer: _ Outpost Club Lake Okeechobee, LLC

Signature:



Name: Mark Ellert

Title: Member

Date: May 1, 2017

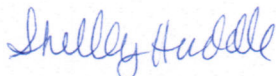
STATE OF FLORIDA

COUNTY OF BROWARD

Sworn to and subscribed before me on Apr. 25, 2017, by Mark Ellert who

(check one) ☒ [X] is personally known to me or ☐ [] has produced _____ as identification.

Notary Public



PRINT Name of Notary Public: Shelley Huddle

My commission expires: July 30, 2018



Shelley Huddle
COMMISSION # FF146504
EXPIRES: July 30, 2018
WWW.AARONNOTARY.COM

FLORIDA STATUTES PUBLIC ENTITY CRIMES
SWORN STATEMENT AND NON- COLLUSION AFFIDAVIT

OKEECHOBEE COUNTY, FLORIDA

Sworn Statement Under §287.133(3)(a), Florida Statutes Public Entity Crimes

(This form must be signed in the presence of a Notary Public or other officer authorized to administer oaths.)

1. This sworn statement is submitted with Request for Proposal for the Acquisition and Redevelopment of Okeechobee County's Okee-Tantie Campground and Marina.

2. This sworn statement is submitted by:
(Name of entity submitting sworn statement)

Outpost Club Lake Okeechobee, LLC

its business address is:

1850 SE 17th St, Ste 108
Ft. Lauderdale, FL
33316

its Federal Identification Number (FEIN) is:

N/A

(if applicable) its Social Security Number:
(if the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement)

266239866

3. My name is:
(print name of individual signing this document)

Mark Ellert

and my relationship to the entity is:

Member

(President, General Partner, etc. as applicable)

4. I understand that a "public entity crime" as defined in §287.133(1)(g), Florida Statutes means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

5. I understand that to be "convicted" or "conviction" as defined in §287.133(1)(b), Florida Statutes, means a finding of guilt and conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere (also known as a plea of "No Contest").

6. I understand that an "affiliate" as defined in §287.133(1)(a), Florida Statutes means:

(a) A predecessor or successor of a person or a corporation convicted of a public entity crime; or

(b) An entity under the control of any natural person who is active in the management of the entity and which has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima-facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in §287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement that I have marked below is true in relation to the entity submitting this sworn statement:

a. Neither the entity submitting the sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

-

Mark Ellert

Signature (of person whose Printed Name & Date first appears above)

STATE OF FLORIDA
COUNTY OF BROWARD

Sworn to and subscribed before me on April 25, 2017,
by Mark Ellert who (check one) ☒ [X] is personally known to me or ☐ [] has
produced _____ as identification.

Shelley Huddle

Notary Public

PRINT Name of Notary Public: Shelley Huddle

My commission expires: July 30, 2018



Shelley Huddle
COMMISSION # FF146504
EXPIRES: July 30, 2018
WWW.AARONNOTARY.COM

Board of County Commissioners

Okeechobee County



304 N.W. 2nd Street, Room 123
Okeechobee, Florida 34972
863-763-6441

ADDENDUM NO. 1

**Project Name: Acquisition and Redvelopment of
Okee-Tantie Campground and Marina RFP 2017-01**

Date: January 9, 2017

This addendum forms part of the submittal documents for the subject project as prepared by Okeechobee County. Please acknowledge receipt of the addendum in the Proposal Package.

ADDITIONS, DELETIONS, MODIFICATIONS AND/OR CLARIFICATIONS TO SPECIFICATIONS

I. INSTRUCTIONS:

1. This Addendum shall be included as part of the original proposal submittal.
2. All project submittals under this addendum shall be subject to the additions/deletions, modifications and/or clarifications to of the Specifications for this Project.
3. Submit written acknowledgement of receipt, understanding, and incorporation of all items of this addendum into the bid price along with the bid. *Bids submitted without this written acknowledgement statement will be considered incomplete and could result in disqualification.*

II: ATTACHMENTS, AMENDMENTS AND/OR CLARIFICATIONS:

1. The following is modification and clarification to the Request for Proposal:

M1: Destination Marketing: modifications are shown as ~~striketrough~~ (delete), underline (modification)

5. Destination Marketing

Respondent must submit a destination marketing plan describing the customers you are targeting, advertising methods to be used and have a minimum of the following:

A. General brand criteria:

1. multi-unit lodging system
2. "hotel.com" type of internet presence and 800# ~~central~~ reservation office
3. Minimum 2 ~~Florida~~ destination resort properties, each with minimum 100 rooms and over 12 months operating history
4. 3 Diamond or higher ranking by AAA

B. Plan for affiliated ~~national~~ retail merchandising platform with product, to promote destination.

C. One or more proprietary destination marketing domain addresses to be used to market project and regional tourism infrastructure.

END OF ADDENDUM NO. 1

This document must be signed by the bidder's authorized representative and permanently attached to the Bidder's Proposal (i.e. stapled) in its entirety. Proposal submitted without Addendum and unsigned will be incomplete and will not be accepted.

Name of Bidder: Outpost Club Lake Okeechobee LLC Date: May 11, 2017

By  Title: Member

Board of County Commissioners

Okeechobee County



304 N.W. 2nd Street, Room 123
Okeechobee, Florida 34972
863-763-6441

ADDENDUM NO. 2

**Project Name: Acquisition and Redvelopment of
Okee-Tantie Campground and Marina RFP 2017-01**

Date: February 3, 2017

This addendum forms part of the submittal documents for the subject project as prepared by Okeechobee County. Please acknowledge receipt of the addendum in the Proposal Package.

ADDITIONS, DELETIONS, MODIFICATIONS AND/OR CLARIFICATIONS TO SPECIFICATIONS

I. INSTRUCTIONS:

1. This Addendum shall be included as part of the original proposal submittal.
2. All project submittals under this addendum shall be subject to the additions/deletions, modifications and/or clarifications to of the Specifications for this Project.
3. Submit written acknowledgement of receipt, understanding, and incorporation of all items of this addendum into the bid price along with the bid. *Bids submitted without this written acknowledgement statement will be considered incomplete and could result in disqualification.*

II: ATTACHMENTS, AMENDMENTS AND/OR CLARIFICATIONS:

1. The following are answers to questions posed by others on the Request for Proposal:

Q1: Who controls and how should Respondents address the portion of the site that encroaches southeast of the property line? Please refer to County GIS screenshot below.



A1: The GIS map is incorrect. SFWMD deed that was provided to the County when the County received the property is correct. In establishing the property lines the County had the surveyor use the legal description from that deed. The Property Appraiser has been notified that the GIS Map does not correspond with the legal description provided by SFWMD and will be addressed in GIS mapping in the future.

Q2: The RFP describes the property as having dual zoning (Agriculture and Commercial) and multiple designations under the County's Comprehensive Plan. Would the county please clarify the densities by use, setbacks, FARs, and height restrictions allowed by right under the site's current planning and zoning designations?

A2: Okee-Tantie is one of two sites in the county designated as Recreation by the Okeechobee County Comprehensive Plan. As such, development criteria for this property is governed by Policy L1.7 of the Comprehensive Plan. Any use considered recreation is potentially permissible. This can include RV parks and subdivisions and transient rental accommodations along with amenities and accessory uses. In accordance with Policy L1.7, the maximum impervious surface ratio is 60%. Development of RV parks or subdivisions is

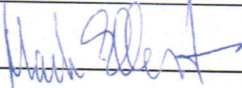
subject to Section 7.07 of the county's land development regulations, including the maximum density of 15 units per acre. Other development criteria as established in Article VII and other articles of the county's land development regulations apply. For Okee-Tantie as one of the two designated Recreation sites, no specific setbacks, floor area ratios or height limits are established. A proposed development plan for Okee-Tantie is subject to approval by the Board of County Commissioners through the surplus property disposition process established by Ordinance 2016-0004.

Policy L1.7 of the Okeechobee County Comprehensive Plan states the following: This classification includes properties or facilities under public, semi-public or private ownership, which provide a needed public service to the residents of Okeechobee County and the State of Florida. Permissible uses include, but are not limited to, existing active and passive recreational facilities. Also permissible are structures to serve a recreational intent, including visitor centers, administrative, maintenance or research facilities, or housing for on-site personnel or for visitors, such as primitive camping or bunk houses for a camp or retreat. Recreational facility development shall not exceed impervious lot coverage of 60 percent, not including lakes, streams or rivers that provide recreational opportunities. The Recreation designations on the Future Land Use Map are not intended to represent the only possible locations of future facilities. Bona fide public or private recreation facilities or uses may be located in any future land use classification, subject to compatibility criteria established by local land development regulations.

END OF ADDENDUM NO. 2

This document must be signed by the bidder's authorized representative and permanently attached to the Bidder's Proposal (i.e. stapled) in its entirety. Proposal submitted without Addendum and unsigned will be incomplete and will not be accepted.

Name of Bidder: Outpost Club Lake Okeechobee, LLC Date: May 11, 2017

By  Title: Member

Board of County Commissioners

Okeechobee County



304 N.W. 2nd Street, Room 123
Okeechobee, Florida 34972
863-763-6441

ADDENDUM NO. 3

Project Name: Acquisition and Redvelopment of
Okee-Tantie Campground and Marina RFP 2017-01

Date: February 23, 2017

This addendum forms part of the submittal documents for the subject project as prepared by Okeechobee County. Please acknowledge receipt of the addendum in the Proposal Package.

ADDITIONS, DELETIONS, MODIFICATIONS AND/OR CLARIFICATIONS TO SPECIFICATIONS

I. INSTRUCTIONS:

1. This Addendum shall be included as part of the original proposal submittal.
2. All project submittals under this addendum shall be subject to the additions/deletions, modifications and/or clarifications to of the Specifications for this Project.
3. Submit written acknowledgement of receipt, understanding, and incorporation of all items of this addendum into the bid price along with the bid. *Bids submitted without this written acknowledgement statement will be considered incomplete and could result in disqualification.*

II: ATTACHMENTS, AMENDMENTS AND/OR CLARIFICATIONS:

1. The following is modification to the Request for Proposal:

Deadline for Submittal of Proposal is changed from March 1, 2017 at 3:00 PM to May 1, 2017 at 3:00 PM local time.

END OF ADDENDUM NO. 3

This document must be signed by the bidder's authorized representative and permanently attached to the Bidder's Proposal (i.e. stapled) in its entirety. Proposal submitted without Addendum and unsigned will be incomplete and will not be accepted.

Name of Bidder: Outpost Club Lake Okeechobee, LLC Date: May 11, 2017

By  Title: Member

Board of County Commissioners

Okeechobee County



304 N.W. 2nd Street, Room 123
Okeechobee, Florida 34972
863-763-6441

ADDENDUM NO. 4

Project Name: Acquisition and Redevelopment of
Okee-Tantie Campground and Marina RFP 2017-01

Date: April 25, 2017

This addendum forms part of the submittal documents for the subject project as prepared by Okeechobee County. Please acknowledge receipt of the addendum in the Proposal Package.

ADDITIONS, DELETIONS, MODIFICATIONS AND/OR CLARIFICATIONS TO SPECIFICATIONS

I. INSTRUCTIONS:

1. This Addendum shall be included as part of the original proposal submittal.
2. All project submittals under this addendum shall be subject to the additions/deletions, modifications and/or clarifications to of the Specifications for this Project.
3. Submit written acknowledgement of receipt, understanding, and incorporation of all items of this addendum into the bid price along with the bid. *Bids submitted without this written acknowledgement statement will be considered incomplete and could result is disqualification.*

II: ATTACHMENTS, AMENDMENTS AND/OR CLARIFICATIONS:

1. The following is modification to the Request for Proposal:

Q1: Would the Board entertain extending the proposal an additional 15 days?

A1: The Deadline for Submittal of Proposal is changed from May 1, 2017 at 3:00 PM to May 16, 2017 at 3:00 PM local time. This extension should not be viewed as a matter of preference, but as a matter of fairness for proposers to submit a complete and total package. There will be no further extensions.

Q2: Would it be acceptable to substitute a ratings report from a notable ratings company on the financial strength of the company as opposed to Financial Statements?

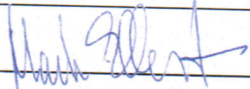
A2: Three (3) years of audited Financials for all entities with an ownership percentage greater than 25% in the proposal or a Dun & Bradstreet Credit Advisor TM report will be acceptable.

Q3: Is there an alternative to completing the excel spreadsheet "RFP workbook"?

A3: The use of another format will be accepted for the "RFP workbook" however it must clearly and specifically contain all assumptions detailed within the excel spreadsheet so as to provide the same information requested in the the excel spreadsheet.

END OF ADDENDUM NO. 4

This document must be signed by the bidder's authorized representative and permanently attached to the Bidder's Proposal (i.e. stapled) in its entirety. Proposal submitted without Addendum and unsigned will be incomplete and will not be accepted.

Name of Bidder: Outpost Club Lake Okeechobee, LLC Date: May 11, 2017
By  Title: Manager