

A photograph of a yellow tent pitched in a wooded area. In the foreground, several white plastic chairs are visible on a paved or sandy surface. The background is filled with dense green trees. The image has a dark blue overlay with white and yellow text.

WETHERHAUS

Building Passive Income Through Outdoor Hospitality

CEDAR CREEK CAMPGROUND

SPONSORSHIP TEAM



GUY E. WETZEL

- ✓ Experienced executive manager and intelligence professional with over 30 years of military service.
- ✓ Proven leader who builds professional relationships, collaborates with clients, and matrixed partners.
- ✓ Skilled project manager who is exceptional at handling multiple tasks, improving efficiency, resolving problems, and managing priorities in fast-paced, dynamic environments



BRAD BLAZAR
Capital Raising Consultant

- ✓ Formerly the CEO of a small oil company
- ✓ Mentors in his global coaching business, sharing expertise on how he raised \$2B+ in capital
- ✓ Closed the largest mega-million-dollar transactions for multiple leading real estate companies (\$22M+ for SmartStop Self Storage, \$11M for USAllianz)
- ✓ Purchased, rehabbed, and renovated over 12 family properties (\$3.5M)
- ✓ Authored a #1 top read for entrepreneurs On The Wings of Eagles - Learn to Soar in Life
- ✓ Beast Nation Podcast host: 2nd highest ranked show to assist people in coping with COVID-19

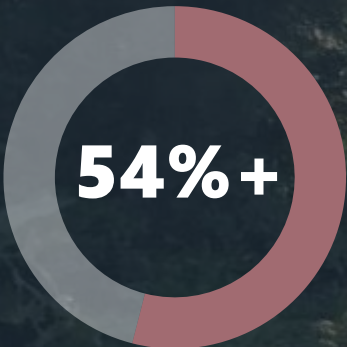


GOAL

To leverage experience in planning, collaboration, and team building to become not just the owner/operator of a campground but rather a successful entrepreneur providing leadership seminars and counseling in both the digital and physical world.

OUTDOOR PARTICIPATION GROWTH TRENDS

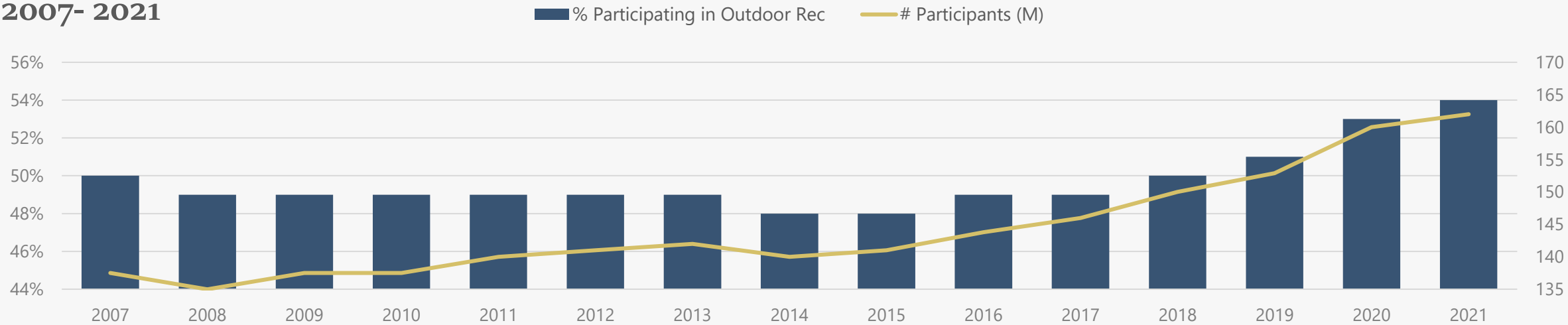
Outdoor participation continues to grow at record levels



More than half (54%) of Americans ages 6 and over participated in at least one outdoor activity in 2021, and the outdoor recreation participant base grew 2.2% in 2021 to 164.2M participants.

This growing number of outdoor enthusiasts, however, did not fundamentally alter long-term declines in high frequency or “core” outdoor participation.

2007- 2021



THE OUTDOOR ECONOMY

State of The Outdoor Market Report: Summer 2022



THE OUTDOOR ECONOMY

Outdoor recreation accounted for 1.8% of the U.S. GDP in 2021 with \$689B in gross output and 4.3M jobs.



INCREASING DIVERSITY

Diversity in age and ethnicity is accelerating in the U.S.



OUTDOOR GROWTH

New participant entries into outdoor recreation are 26% since January 2020. Skateboarding, hiking, kayaking, and surfing had the highest growth rates across outdoor categories.



POST-COVID EFFECTS

Patterns in how we return to work will affect outdoor participation. Remote work allows many to participate outdoors for the first time, during hours when they would have been in an office or commuting, and across more outdoor activities.



NEW JERSEY STATISTICS

The outdoor recreation
economy generates



103,850
Direct Jobs



\$8.7B
Total Outdoor
Recreation Value Added



\$5.1B
In Wages and Salaries



\$1.0B
Share of GDP



2020—New Jersey Outdoor Recreation Satellite Account (ORSA)

Value Added by Select ORSA Activity (thousands of dollars)

Activity	2018	2019	2020	State Rank
Boating/Fishing	589,168	600,478	751,524	13
RVing	232,794	234,589	234,606	24
Motorcycling/ ATVing	138,970	135,848	141,303	20
Climbing/Hiking/ Tent Camping	88,431	96,389	96,976	17
Hunting/Shooting/ Trapping	108,386	111,512	86,973	34
Snow Activities	99,037	103,574	83,970	14
Bicycling	55,301	57,774	61,281	10
Equestrian	70,560	59,774	54,347	35
Recreational Flying	36,217	40,220	33,371	9

WHY CEDAR CREEK CAMPGROUND

\$1.5M

Annual Gross Income

Snowbird Population

(case by case)

~\$850k

Net Income

\$250k

Current Combined
Employee Salary

\$1k per month each

Has 8 Independent Properties Renting

~\$1k per day


Canoeing and Kayaking business net income

- 80 days in summer season
- 120 days spring & fall combined
- Avg of ~150-175 canoe days/year



Cedar Creek ✓

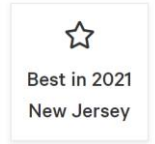
Nearby: New Jersey Pinelands National Reserve, Gloria Dei Church National Historic Site

👍 97% Recommend  +305

Awards



Finalist



2nd place



CEDAR CREEK CAMPGROUND AMENITIES



Barnegat Trail



Cedar Creek



Barnegat Bay



Bike to Bay



Playgrounds



Pool



The Lodge



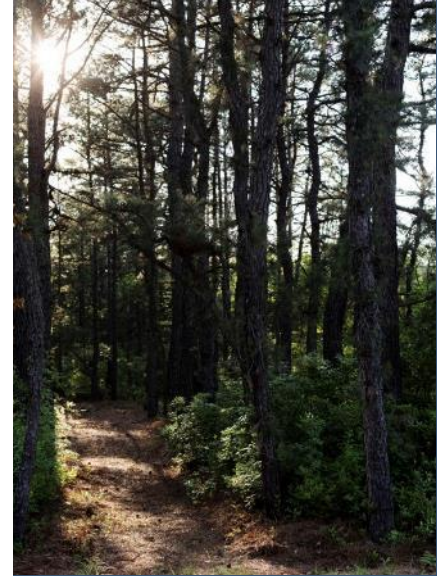
Camp Store



Nearby



Café



- FirstEnergy Region
- Intermodal Hubs
- Airports
- Ports



LOCATION

- 30 min** From Atlantic City
- 30-45 min** From Philadelphia
- 45 min** From Newark
- 1.5 hours** From NY Airports
- 15-20 min** From Atlantic Ocean
- 3-5 min** From Barnegat Bay

PROPERTY HIGHLIGHTS



~30 Acres



150

X

Camper Sites
(Dual Hook Up)



50

X

Tent Sites (No Hook Up)



7

X

Cabins (Rustic & Cozy)

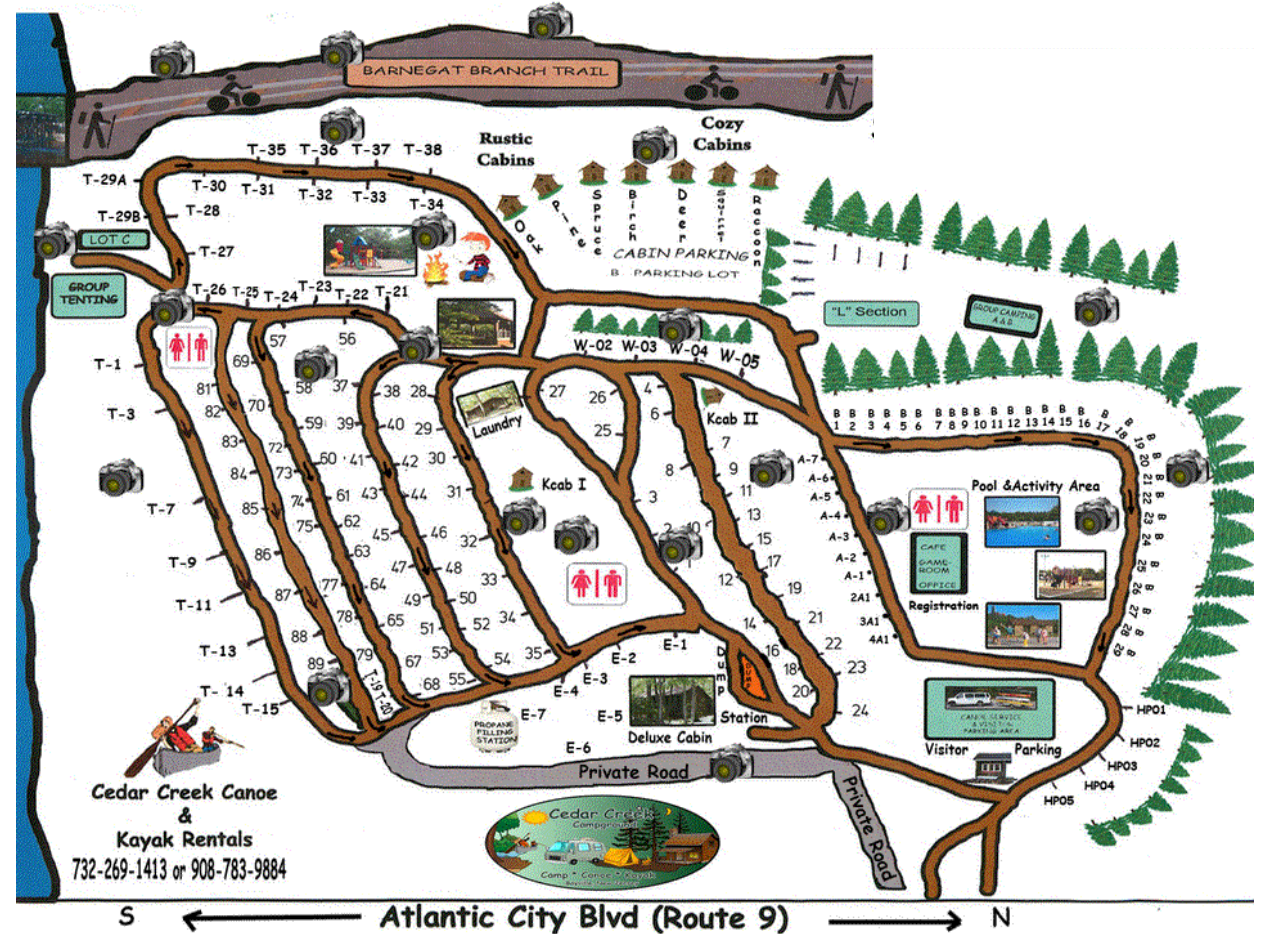


2

X

Group Tenting Areas

CAMP MAP



OUR STRUCTURE

SYNDICATION

A group of investors pool resources (time, experience, capital) to acquire and manage an asset.

OUR JOB

The General Partners



Acquisition

- Earnest Money
- Due Diligence
- Legal Document Preparation



Property Management

- Renovations
- Leasing
- Evictions



Asset Management

- Tax Preparation
- Distribute Profits



Invest

- Co-Invest in Deal



Your Job

 **Invest**

STRATEGY



Value-add / Upgrade

- + Security
- + Refurbish existing infrastructure to accommodate classes
- + Increase/Enhance paddleboard
- + Ropes Course/Trust Fall area
- + Increase in the Canoe/Kayak revenue



Partnership With



Conduct trainings with **Jeff Lerner**
using conference rooms as venue

insight impact influence



Target Audience:

Entrepreneurs, Corporations, High Schools and Universities



TARGET

Double the generated income of the business in the first two years.

THE ASK

per Membership Unit

 **\$100,000**



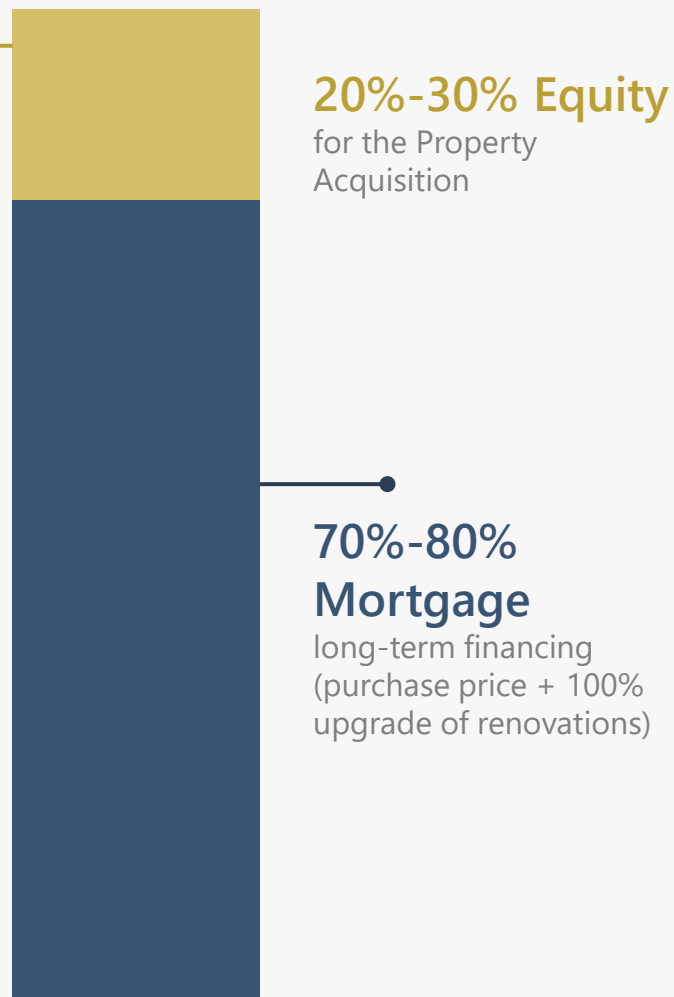
 **\$100,000**

 **\$100,000**

 **\$100,000**

 **\$100,000**

SOURCES AND USES



Purchase of building and land



Initial start up soft costs



Initial CAPEX expenditures



Closing costs



Professional fees



Third party assessments

TARGET RETURNS



8%+
Projected
Annualized COC



18%+
Projected IRR



2.0X+
Projected EMx*



Our decade plus of industry relationships will be leveraged to present RJM Renaissance Ventures

with bespoke opportunities to be acquired at discount to market and will allow for maximum growth during the next expansion.

Cash on Cash

COC' actual distributions paid out of property earnings as a simple return of investment.

*The equity multiple (EMx) is the sum of all capital inflows (capital distributions) divided by the sum of all capital outflows (capital contributions)."

WETHERHAUS

CONTACT US



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