

Appendix 16:
Sample Business Plan

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1. The Application Process

Applications and all supporting documents, including the business plan, must be received by 4:30 p.m. on 05/06/2011. Your completed business plan should be returned with your application to:

Send (1) copy to:

Gene Blankenbaker
Forest Supervisor, Tonto National Forest
Attention: Mark McEntarffer
2324 E. McDowell Road, Phoenix, AZ 85541

Send (5) copies to:

Chelsea Muise
Recreation Officer, Payson Ranger District
1009 East Highway 260 Payson AZ 85542

A checklist is used by the Forest Service upon initial receipt of your business plan to verify that all required items are included. A copy of this checklist is included in Section 4.C. of this document. Please be sure to review that checklist prior to submitting your application. An incomplete business plan may result in a lower score.

A. Company Information

The following information is required from the applicant:

- Bank or Investor Letters of Intent to Finance Project
- Copies of face page of all current Forest Service Concession permits
- Business Applicant or Entity Balance Sheet (past three years)
- Income Statement (past three years)
- Company Tax Returns (past two years)
- Current Credit Report from Major Credit Bureau
- Performance Evaluations for past 2 years from all other Forest Service campground concession permits

2. The Business Plan

This section describes the specific nature and purpose of the company, background in the industry and those opportunities the permittee see for additional products and/or services.

A. Business Information

This discussion of your business should include the following information:

- A brief description of the scope and size of your current business (as to the number of current concession permits).
- Provide any current state, federal, local or special certifications or licenses
- Provide names and contact information for key operational staff (organizational structure):

- List the current type of:
 - Legal Structure
 - Tax ID #
 - State Business License #
- State Sales Tax Identification Number (as applicable)
- Appropriate information on shareholders (additional information may be requested)
 - Name
 - Address
 - % Ownership of each member

B. State Business Requirements

Does the operation require a state registration number? YES___ NO___
(If “Yes,” include a copy of your registration document.)

C. Experience with Forest Service Concession Permits

1. Prior Forest Service Permits:

This information needs to be provided for each Forest permit previously held during the last five years.

- Permit Administrator Name
- Permit Administrator Address
- Permit Administrator Phone

2. Current Campground Concession Permits

List all current campground concession operations currently permitted:

- Permit Name
- Forest
- Number of campgrounds
- Number of years
- Number of employees

Provide a copy of the face page for each currently held permit plus copies of the last two years year-end evaluations for each permit.

D. The Market and Customers

1. Provide your assessment of the competitors for this permit, to include:

- Company Name
- Location
- # Sites
- Pricing

- Amenities

2. Services Currently Available or Proposed

Describe all services typically available at the site now, plus describe any new or proposed products and services you plan to offer at this site (*see* 4.A. “Additional revenue-producing sales, services or fees”). How will those changes (additional revenue generators) be incorporated in your marketing plan?

E. The Marketing Plan

In the marketing plan, describe any promotional plans for this site that you may anticipate developing for this prospectus. Information you need to provide will include:

- How will you advertise the products and services available at this site?
- How will the required pass be advertised, sold and marketed?
- What media will be used, frequency and estimated cost?
- Does the marketing plan create brand awareness and convey to the client that the operator has experience, expertise and commitment to a quality experience?
- How will on-site changes enhance your business?

If you are not anticipating any promotions plans, state so.

3. The Financial Plan

A. Capital Equipment List

Capital equipment is those assets which have useful lives of more than one year, such as machines, equipment, vehicles, livestock, tack, gear, and computers.

Describe the equipment, the quantity, whether the equipment is new or used (N/U), the expected useful life, and the cost. This includes equipment purchased from an existing business. The capital equipment list should be summarized by “type” as well as “cost”.

The Capital Equipment List format (supplied in Appendix A) is standardized to facilitate analysis and comparison of all the applicants. The content may have to be modified to fit your particular operation, but **do not** change the basic format.

B. Start-Up Expenses

Start-up expenses are the various initial expenses it will take to open the campgrounds for business. Some of these may be only one-time expenditures while others can occur annually.

The start-up expenses format (Appendix B) is standardized to facilitate analysis and comparison of all the applicants. The content may have to be modified to fit your particular operation, but **do not** change the basic format.

C. Balance Sheet

The balance sheet format (supplied in Appendix C) is standardized to facilitate analysis and comparison of all the applicants. The content may have to be modified to fit your particular operation, but **do not** change the basic format. Balance sheets are required for the past three years.

D. Income Statement Projections

The income statement projections format (supplied in Appendix D) is standardized to facilitate analysis and comparison of all the applicants. The content of the Income Statement may have to be modified to fit your particular operation, but **do not** change the basic format.

This prospectus provides a specific list of the additionally approved revenue sources for this permit. In response to the prospectus, you must request and address these additional activities if you want to provide them during any portion of the term of the permit. For additional information, contact the Authorized Officer listed in the prospectus. Note: All approved revenues and anticipated expenses from the prospectus should be included in your Income Statement. For example, if the prospectus allows income from beverage sales, your income statement should show both the income sources and the costs related, such as cost of sales, labor, etc.

Campgrounds having additional anticipating revenues from the sale of food, beverages and other sundry items should provide a more detailed explanation of anticipated sales, cost of goods sold, and gross revenue.

A pro-forma (estimated) Income Statement Projection is required for the first full year on a monthly basis.

Revenues

1. List revenue from all sources approved in the Prospectus.
2. List revenue for additional revenue sources approved in the Prospectus.
3. Reviews the historical revenues generated in the Prospectus. Show income detail by revenue source.
4. A monthly projection from each revenue source, with annual total, is required. Seasonality of revenue should be reflected.

Expenses

1. List expenses related to revenue sources approved in this Prospectus.
2. List expenses incurred due to additional revenue sources approved in the Prospectus.
3. Include all expenses historically realized in sites offered by this Prospectus.
4. Do not list capital expenditures as expenses - these expenses should be noted on your balance sheet or capital asset equipment list.

4. Supporting Documents

A. Additional Revenue-Producing Sales, Services or Fees.

Listed below are potential sources of other revenue sources that could be anticipated for the campgrounds in this prospectus. You must respond by indicating which, if any, of these opportunities you would be interested in providing. The revenues should also be estimated and reflected in the appropriate spreadsheets.

- sale of firewood
- sale of camping supplies

- sale of state hunting licenses
- sale of propane
- sale of miscellaneous food items (ice, soda, bottle water, etc.)
- sale of photographic supplies
- sale of interagency passports
- sale of informational and interpretive materials (ie, books)
- sale of miscellaneous clothing sales
- sale of miscellaneous souvenirs
- fee for use of dump station
- fee for showers
- fee for concession provided fax services
- fee for concession provided telephone services
- rental of bikes
- advertising on the back of local and/or campground maps
- guided interpretive tours
- recycling services
- optional bid sites and services

B. Campground Cost Items Appropriate to this Prospectus

Listed below are possible expenditures for the campgrounds in this prospectus.

- electricity
- sewer
- water testing
- trash removal/contracting
- propane
- telephone/radios
- Granger-Thye offset fees
- prospectus bid expenses
- landlord maintenance
- postage/delivery
- office supplies,
- state business fees/licenses
- employee recruiting
- travel

C. Concession Prospectus Checklist

This checklist is used by the Forest Service upon initial receipt of your application to verify that all required items are included. Please be sure to complete this checklist prior to submitting your application. An incomplete business plan may result in a lower score.

- Yes No --- Application received prior to due time and date.
Yes No --- Application is signed by applicant.
Yes No --- Applicants provided required of copies of the business plan.

If a corporation, the following is supplied:

- Yes No --- Evidence of incorporation and good standing
- Yes No --- Name and address of each affiliate of the corporation
- Yes No --- Affiliate share and ownership information

Required information from the applicant:

- Yes No --- Applicant's Name/Name of Company _____
- Yes No --- Address _____
- Yes No --- Company Contact _____
- Yes No --- Phone _____
- Yes No --- Fax _____
- Yes No --- E-mail _____
- Yes No --- Bank or Investor Letters of Intent to Finance Project
- Yes No --- Copies of all Pertinent Existing permits
- Yes No --- Capital Equipment List
- Yes No --- Start-up Expense Costs
- Yes No --- Balance Sheets (past three years)
- Yes No --- Monthly Income Statement Projection for the coming year.
- Yes No --- Tax Returns (past three years)
- Yes No --- Current Credit Report from Major Credit Bureau
- Yes No --- Certifications, licenses and permits required of other agencies
- Yes No --- Performance Evaluations for past 2 years from other concessionaire permits

Appendix B – Start Up Expenses

START-UP EXPENSE COSTS:

Annual Granger-Thye fee (annual payment in advance)	_____
Total cost of capital equipment	_____
Beginning inventory of operating supplies	_____
Legal fees	_____
Account fees	_____
Other professional fees	_____
Licenses and permits	_____
Deposits (public utilities, etc.)	_____
Advertising	_____
Insurance	_____
Bonds	_____
Other Expenses	_____
TOTAL START-UP EXPENSES	\$ _____

Appendix C – Balance Sheets

Balance sheets are required for the past three years.

Year ()

Assets:

Cash	\$ _____
A/R	\$ _____
Inventory	\$ _____
Subtotal	\$ _____

Fixed Assets	\$ _____
Less Accumulated Depreciation	\$ - _____
Other Assets	\$ _____
Intangible Assets	\$ _____
Total Current Assets:	\$ _____

Liabilities:

Accounts payable	\$ _____
Payroll tax payable	\$ _____
Line of Credit	\$ _____
Credits Cards	\$ _____
Total Current Liabilities	\$ _____

Owner loan to company	\$ _____
SBA Loan to company	\$ _____
Bank loan to company	\$ _____
Total Long Term Liabilities	\$ _____

Paid in Capital by Owner	\$ _____
Retained earnings	\$ _____
YTD Income (balancer)	\$ _____
Total Liabilities:	\$ _____

Appendix D – Income Statement Projections
Pro-Forma Site Specific Income Statement Projections monthly for year 1

Sales and Revenue Sources

1. List revenues from all sources approved and noted in the Prospectus. Whenever possible, note prices charged for services at this site.
2. List revenues for additional revenue sources requested in your Response to Application for this site.
3. Following review of historical revenue's generated at the site (see application for details), plot anticipated monthly revenues. Show income detail by revenue source.
4. Monthly projections from each revenue source, with annual total, are required. Seasonality, in applicable revenue, should be considered.

Expenses

1. List expenses related to revenue sources approved in this site.
2. List expenses incurred due to adding additional revenue sources requested for this site.
3. Include expenses historically realized on this site (found in Prospectus)
4. List all expenses related to the Forest Service.
5. Do not list capital expenditures as expenses - these should be noted on your balance sheet or capital asset equipment list.

Campground Prospectus – Income Statement Projections													
Revenues	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Campground fees													
Day use fees													
Reservation fees													
Firewood													
Dump station fees													
Shower fees													
Camping supplies													
Fishing supplies													
Fishing licenses													
Hunting licenses													
Propane													
Misc. food items													
Interagency passports													
Interpretive materials													
Misc. clothing													
Misc. souvenirs													
Dump station fees													
Fax services													
Telephone services													
Personal water craft rentals													
Fishing equipment rentals													
Bike rentals													
Canoe/boat rentals													
Fishing clinics													
Advertising on maps													
Guided interpretive tours													
Recycling services													
Other													
Total Revenues													

Campground Prospectus – Income Statement Projections													
Expenses	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Forest Service fees													
Utility-water													
Utility-electrical													
Utility-gas													
Utility-sewer													
Utility-trash													
Labor													
Employee benefits													
Insurance													
Legal/accounting													
Repairs													
Water testing													
Propane													
Telephones/radios													
Supplies													
State business licenses/fees													
Employee recruiting													
Other													
Total Expenses													