# ROOSEVELT LAKEVIEW PARK

## BUSINESS PLAN

# STATEMENT OF PURPOSE

For the continued use of Public Lands, and to facilitate the renewal of a long term lease between the U.S. Forest Service and EJM Enterprises LLC. (dba Roosevelt Lakeview Park)

# The Business

Roosevelt Lakeview Park, is an existing Manufactured Home and Recreational Vehicle community/facility, located within the Tonto National Forest. The park has a total of 185 rental spaces, of which 174 are manufactured home spaces and 11 RV spaces. The park also supplies access to water/wastewater and electrical distribution and collection systems, all owned and operated by the company.

The manufactured home rental spaces are used by the homeowners, their friends and families. The homes are used mostly on weekends and during vacations. There are homeowners that in the past, have rented their units to the public, for weekends and vacations.

The RV spaces are available at any time to, and for the traveling public, daily and weekly rates apply. We also offer monthly rates during the winter months, in accordance with the Forest Service guidelines, and extended availability on improved F.S. campsites around the lake. Our overall occupancy rate is less than 10% on an annual basis.

In addition to the space rent income, we collect a small electric meter reading fee on all occupied manufactured home rental spaces. The electrical system is a master meter type, we purchase electric from SRP, and bill the homeowners based on metered usage.

Additional cash flow is generated through water/wastewater fees billed monthly to all occupied manufactured home rental spaces. Each homeowner is billed $65.00 per month for these services. All water/wastewater income is a direct pass thru to, Lake Roosevelt Water/ Wastewater Plants LLC., which is a division of EJM Enterprises LLC .

All electric, water/wastewater fees are included in the daily, weekly RV space rental fees.

# The History of Roosevelt Lakeview Park

The Park was originally developed, by Bill Jones in the early 1970's. The facility was developed in stages, and we are not sure how many stages were needed to complete the construction process.

In the mid 1980's Mr. and Mrs. V.A. Buckmaster purchased the Park, and through a variety of family partnerships and LLC's, the same family has operated the Park since the initial purchase date.

Over the years the park has changed to meet the needs and wishes of the public, and the U.S. Forest Service. Originally recreational fisherman, boaters and the traveling public were our primary customers. With the growth in our retirement customer base starting in the mid 1990's, RLP became a popular destination for winter visitors. (Snow birds) RLP was also a primary housing area, for employees of many of the local businesses, federal, state and county government employees.

In the mid 1990's, the U.S. Corps of Engineers began the process of raising the height of Roosevelt Lake Dam. During this process, the then existing water/wastewater plants owned by RLP were abandoned. The Corps of Engineers replaced the water/wastewater plants with new state of the art facilities and RLP was connected to the new plants when construction was completed. We were the largest customer of these new plants and paid the majority of the operating costs.

During the Dam construction RLP was instrumental in the availability of housing and office unit rental spaces required by the dam construction companies.

Since the completion of construction, RLP has continued to transform itself, meeting the needs of a new generation of people, enjoying the Tonto National Forest.

RLP has always been a proud member of our local community and a strong contributor to the local economy. We have always been a safe haven within the TNF, and hope to continue this service long onto the future.

# TODAY AT ROOSEVELT LAKEVIEW PARK

We are still a vibrant member of the local community and local economy and provide a significant tax base to Gila County, servicing the public in many important ways.

The Park has 11 full hookup RV spaces. Our occupancy rate is low, but we strive to increase the occupancy rate, on a daily basis. We also provide RV wastewater dumping and drinking water access to the traveling public.

RLP currently has 167 occupied manufactured housing rental spaces, and 7 vacant manufactured housing rental spaces. We have upgraded the 7 vacant spaces, to be used for RV customers. The only time these 7 spaces are utilized is on holiday weekends, during the summer months.

The homeowners continue to sell their units, due partially to the short time left on the existing lease. But there is also the historical turnover rate that contributes to the number of annual sales. All new homeowners are required to sign a document outlining the expiration date of the existing permit.

Although we track home sales and report them to Gila County, we do not track the sale prices. We are surprised with the amount of interest there is in the purchase of the older homes in the park. Homes sell every month, and we have noticed sales increase in the spring then slow during the summer months.

The Park's existing water distribution and wastewater collection systems are in good condition. The electrical distribution system needs to be upgraded, and will be upgraded or replaced section by section upon the completion of a new long term lease.

The streets and gutters are in remarkably good condition but will need some work upon lease renewal.

RLP currently has a small number of permanent residents. Most are current or retired employees of local businesses, 2 are current employees of the Federal government and 2 are retired longtime residents. We also provide housing units for our resident managers, and the certified operator of the water/wastewater plants. The total number of permanent residents is less than 10 family units

# THE FUTURE OF ROOSEVELT LAKEVIEW PARK

- Improved public use through redesign of existing spaces

- Continued monetary support of the water/wastewater plants
- Continued support of the Gila County tax base
- Upgrading of existing electrical distribution systems
- Redesign of existing Manufactured Home and RV spaces

- Identifying new business opportunities
- Implementing new income tracking software
- Identifying new advertising opportunities

# IMPROVED PUBLIC USE THROUGH REDESIGN OF EXISTING SPACES

1. Construction of new facilities containing public bathroom and laundry areas.
2. Construction of 4 to 5 new pull thru RV spaces. Located east of the existing office building.
3. Construction of a new fee based public picnic area, replacing existing RV spaces A-6 and A-7. The new picnic area will include covered tables, grilling stations and access to public bathrooms.
4. Construction of new dedicated fee based RV wastewater dumping and drinking water filling station open to the public
5. Construction of a new public fee based Boat and RV storage facility
6. Possible construction of a retail facility.

# CONTINUED MONETORY SUPPORT OF THE WATER/ WASTEWATER PLANTS

RLP is the only major source of reliable income and support for water/wastewater plants. Without the cash flow generated from the Park, the plants could cease to operate. The Burden of the operating costs could fall solely upon the Marina, and would be extremely difficult to properly support the facilities.

The plants also supply water and wastewater services to the AZ Dept. of Transportation, Gila County Sheriff's substation / first aid station, and also Roosevelt Lake Marina. The plants are located near the Marina and U.S. Forest Service visitor center. We don't at this, time provide services to the FS visitor center, but are interested in providing any service that may be requested.

Lake Roosevelt Water/Wastewater plants LLC. is a division of EJM Enterprises LLC.

# CONTINUED SUPPORT OF THE GILA COUNTY TAX BASE

Through personal property taxes assessed by the County on all the manufactured homes, and all the improvements to the land, the tax base is substantial. With the expected replacement, of the existing older manufactured homes, the personal property taxes would increase. In addition the improvements to the land, and utility systems would increase the personal property taxes and assessments that the park pays to the County.

The tax revenue to the County is not limited to only personal property taxes, but would also include all sales taxes at local businesses within the county. There are also the purchases that our customers make while on their way to the lake. Many purchase groceries, fuel and supplies while traveling through Globe and Payson.

Our customers are the same customers that support the local businesses here at the lake, restaurants, boat storage facilities, and many of the local stores.

Nearly all of our residents use the fee based FS ramps, using mostly daily use permit's. The scope and reach of the economic damage to the local economy is impossible to define, but it would be sizeable.

# UPGRADING OF EXISTING ELECTRICAL DISTRIBUTION SYSTEMS

1. Redesign and upgrade the distribution system on all manufactured home spaces through out the park as required. Install new underground wire and install new electrical pedestals capable of 200 amp service to each space as required.
2. Redesign and upgrade the distribution system on all RV spaces, including new underground wire and new 100 amp pedestals as required.
3. Replacement of all exterior security lighting systems.

# REDISIGN OF EXISTING MANUFACTURED HOME AND SPACES AND RV SPACES

Through attrition and resale of existing manufactured home sales, the Park will force older units to be removed/replaced within the Park.
We anticipate this will be done in improvement zones, possibly 5 or 6 zones over a period of 6 to 7 years. As we move from zone to zone, we will at that time, redesign all the spaces in that zone. We believe that the total number of spaces will decrease in each zone. Allowing more area per space, which will also encourage elevation and orientation changes on each space within the improvement zone. While we work through each improvement zone we will replace/upgrade the electrical system as required.
Redesigning the existing RV spaces A-1 through A-5 replacing the electrical distribution system. Redesigning RV spaces A-6 through A-10, we propose using A-6 and A-7 for the new picnic area, and reserving A-8 through A-10 for future development.

The front of the park will be the initial improvement zone, including all the existing RV spaces. In addition we will give notice to home owners on manufactured home spaces E through I, that there will be a change of use on those lots. The homes located on those lots must be removed from park

upon transfer of ownership. When the homes are removed we will replace the electrical systems, and replace the older homes with pre-approved and inspected newer units. These spaces will also be redesigned allowing for re-orientation of the homes on the lots. Spaces K through W, which is the south side of 1st street, will be the next area in the initial improvement zone to go through same upgrading process. When these spaces are upgraded, this will complete the lower section of the Park.

The next improvement zone will be 5th street, which is located near the top of the Park. The space numbers 147 through 160 and spaces 41 through 53. Most of these homes are older units and will be removed and replaced with newer units. We will be replacing the electrical systems and re-orientation of newer homes on those lots.

The remaining order of improvement zones will be determined at a later date, but will be handled in the same way. The removal of older homes, replacing them with newer units, changing the orientation on the lot and replacing the electrical systems as required.

# IDENTIFYING NEW BUSINESS OPPORTUNITIES

As we work through the redesign process we hope to identify new opportunities in which to better serve the public. Ideas we have now are Boat and RV storage, retail shops and weekend/vacation rental units.

# IMPLEMENTING NEW INCOME TRACKING SOFTWARE

RLP has purchased new software capable of tracking income from all conceivable profit centers. We believe with proper use we can track and report all income to the Forest Service. Thus using the information to better understand our business model.

We hope to entice RLP homeowners to offer their units, as weekend and vacation homes available to the public. All persons renting the units will be registered through our office, and all our service fees will be tracked and reported to the Forest Service using the new programming.

# IDENTIFYING NEW ADVERTISING OPPORTUNITIES

- Local billboard advertising highlighting public access to full hookup RV spaces and laundry facilities.

- Trade magazine advertising highlighting public access to full hookup RV spaces and laundry facilities

- Local newspaper advertising highlighting public access to full hookup RV spaces and laundry facilities
- Direct mail advertising highlighting public access to full hookup RV spaces and laundry facilities
- Roosevelt Lakeview Parks web site advertising highlighting public access to full hookup RV spaces and laundry facilities.

# SUMMARY

Through a number of different improvements and programs, Roosevelt Lakeview Park, through our continued operation of the Water and Wastewater facilities, will provide an environmentally sound and important access point for the public, within the Tonto National Forest. Also provide new and expanded recreational opportunity's, for the public and local community.

An important public service is our continued monitory support of Lake Roosevelt Water/ Wastewater Plants LLC. Which we believe is a useful asset for the Roosevelt Lake area, and is needed for the future growth and continued operation of local businesses and several existing State and County government facilities. Also improved public access to the water and wastewater systems, through a new RV dump and drinking water fill station.

We intend improve the facilities within the park, including new pull thru RV spaces, public restrooms and laundry facilities. Our proposed picnic areas will be available for family reunions, community functions and other uses. .

We are thankful for the opportunity to provide high quality services to the public, both in the past and into the future. We also believe it is important to further improve and expand public access to our facilities.

We appreciate the help and guidance provided by TNF District Ranger Kelly Jardine, and TNF Recreational Lands and Minerals staff member Troy Waskey. We also look forward to working with TNF Supervisor Gene Blankenbaker, and his staff.

Thank You,

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