

KELLOGG RV PARK

1570 Hwy 224 S | Kellogg, IA

OFFERING MEMORANDUM



HWY 224 S

224

80

INTERSTATE 80



Kellogg RV Park

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Kellogg, IA RV Market Report
Exclusively Marketed by:



Jon Fisher
MR LANDMAN
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www.mrlandman.com



01

Executive Summary

Investment Summary

KELLOGG RV PARK

OFFERING SUMMARY

ADDRESS	1570 Hwy 224 S Kellogg IA 50135
COUNTY	Jasper
MARKET	Des Moines, IA Metropolitan Statis
BUILDING SF	1,896 SF
LAND SF	357,627 SF
LAND ACRES	8.32
NUMBER OF UNITS	38
YEAR BUILT	1994
YEAR RENOVATED	ongoing
APN	1401100012
OWNERSHIP TYPE	Fee Simple

FINANCIAL SUMMARY

PRICE	\$5,000,000
PRICE PSF	\$2,637.13
PRICE PER UNIT	\$131,579
OCCUPANCY	100.00%
NOI (CURRENT)	\$691,265
NOI (Pro Forma)	\$875,945
CAP RATE (CURRENT)	13.83%
CAP RATE (Pro Forma)	17.52%
GRM (CURRENT)	2.40
GRM (Pro Forma)	2.14

DEMOGRAPHICS

	60 MILE	120 MILE	180 MILE
2024 Population	1,115,530	2,557,025	5,924,963
2024 Median HH Income	\$81,234	\$74,560	\$74,001
2024 Average HH Income	\$109,051	\$99,184	\$98,304



Kellogg RV Park (Introduction)

- Located on 8.32 acres of commercially zoned land, Kellogg RV Park offers a unique opportunity to own a thriving hospitality business with multiple income streams. Built in approximately 1994, the park boasts 38 full-service pull-through RV sites, all equipped with 20/30/50 amp electrical pedestals, and additional primitive tent camping sites. Conveniently situated just off Interstate 80, this property benefits from high visibility, with an average daily traffic count of 29,200 vehicles, ensuring a steady flow of guests.

Kellogg RV Park (Property Features)

- 1. RV Sites and Amenities:
 - 38 pull-through sites with full utility hookups.
 - Electrical pedestals upgraded with 20/30/50 amp service and larger wiring installed.
 - Underground water lines made of Plastic/BUE pipe and sewer lines made of PVC for durability and reliability.
 - No deferred maintenance; all sites are guest-ready.
 - Additional primitive tent camping sites for more rustic accommodations.
- 2. Facilities:
 - Modernized bathhouses featuring 4 showers and 4 toilets.
 - Recently remodeled laundry facility with updated interior and exterior.
 - Well-maintained roads built with 3/4 chip and seal gravel in excellent condition, with potential for future asphalt upgrades.
- 3. Utilities:
 - Operates on private well and septic systems, providing independence from municipal services.
- 4. Additional On-Site Businesses:
 - Profitable Cafe: A favorite among guests for meals and refreshments.
 - Convenience Store and Gas Station: Ensures additional income from fuel sales and essential items, increasing guest spend per visit.

Kellogg RV Park (Upgrades & Improvements)

- Complete interior and exterior remodel of the bathhouse and laundry facility.
- Installation of new, larger electrical wiring and upgraded pedestals.
- Addition of a Bocce ball court for guest recreation.
- Extensive landscaping enhancements, including new tree plantings and artistic wood carvings created from emerald ash borer-damaged trees.

Kellogg RV Park (Operational Highlights)

- Management and Staff: The park is operated by a manager and maintenance personnel, ensuring smooth day-to-day operations.
- Guest Profile: Approximately 50% of guests are long-term monthly stays, often workers at local job sites, while the remaining 50% are travelers and retirees staying overnight or for weekends. Many guests extend their stays, drawn by the park's serene atmosphere.
- Rate History: Rates were last increased a year ago and are now competitively positioned between the cheapest and most expensive parks in the area.

Kellogg RV Park (Strategic Location)

- Immediate on/off access to Interstate 80, making it a convenient stop for travelers.
- Positioned to capture business from both overnight travelers and long-term guests.

Kellogg RV Park (Expansion Potential)

- With room to expand, this property offers the opportunity to add more RV sites, tent sites, or additional amenities, further boosting revenue potential.

Kellogg RV Park (Owner Insights)

- The park is designed to maximize guest spending through its three-legged business model: RV park, cafe, and gas station/convenience store. This setup creates multiple revenue streams and provides above-average daily spending per guest compared to competing parks.
- Guests often extend their stays due to the park's peaceful setting, excellent amenities, and convenient location.

Kellogg RV Park (Summary)

- Kellogg RV Park is more than just an RV park—it's a well-rounded business that captures revenue from multiple sources. With modern infrastructure, a prime location, and a proven record of profitability, this property is an exceptional opportunity for investors seeking a stable and scalable operation.

Brokerage Information

- MR. LANDMAN, LLC is a licensed real estate firm in the State of Iowa under License#F06199000. Jonathan Fisher is a licensed broker in the State of Iowa under License#B68919000.





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Location

Location Summary

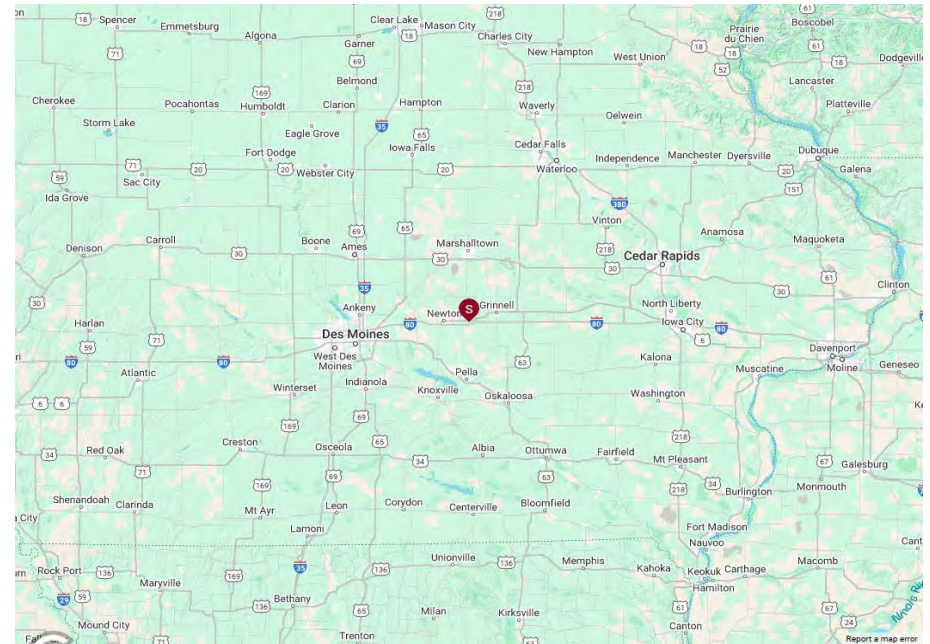
KELLOGG RV PARK

Kellogg, IA

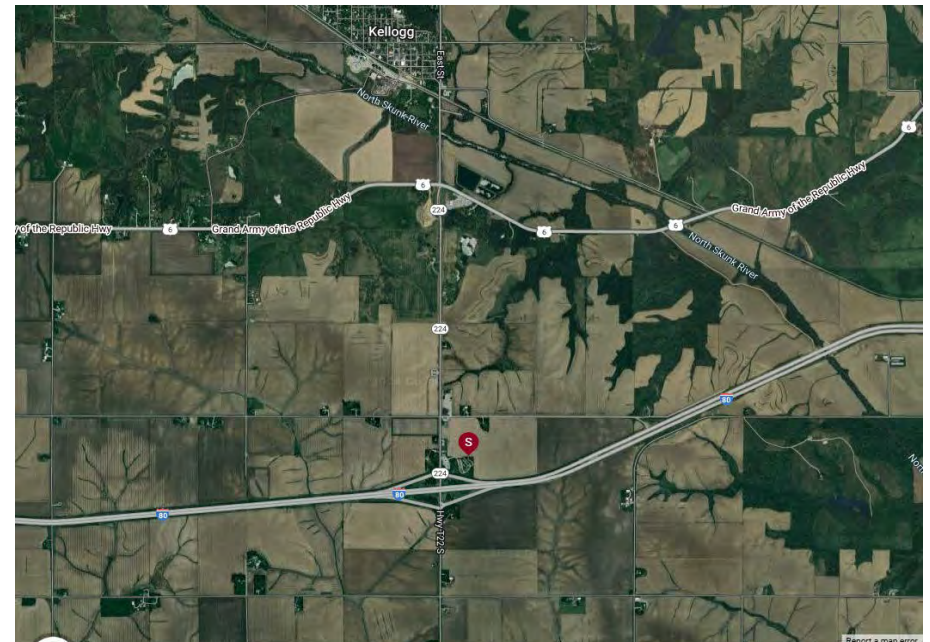
- Kellogg, Iowa, is a small town located in Jasper County, known for its tranquil rural setting and proximity to key highways like Interstate 80, making it easily accessible for travelers. The town's population is around 600 residents, fostering a close-knit community atmosphere. Kellogg benefits from its strategic location near I-80, which brings significant traffic—making it a great spot for businesses like RV parks, gas stations, and convenience stores. Despite its small size, the community is rich in charm and provides essential amenities to residents and travelers alike. This blend of historical significance, outdoor recreation, and convenient access makes Kellogg an appealing stop for visitors and an inviting place for business ventures.
- Kellogg violent crime is 15.1. (The US average is 22.7)
Kellogg property crime is 17.6. (The US average is 35.4)
- Kellogg has an unemployment rate of 4.5%. The US average is 6.0%.
- The annual BestPlaces Comfort Index for Kellogg is 6.9 (10=best), which means it is more comfortable than most places in Iowa. June, September and August are the most pleasant months in Kellogg, while January and December are the least comfortable months.
- Kellogg, IA, is strategically located near several metro areas within a five-hour drive. These include:
 - Des Moines, IA: Approximately 45 minutes (44 miles).
 - Cedar Rapids, IA: Around 1.5 hours (90 miles).
 - Omaha, NE: About 3.5 hours (210 miles).
 - Kansas City, MO: Roughly 4.5 hours (260 miles).
 - Chicago, IL: Close to 4.5 hours (290 miles).
 - Minneapolis, MN: Around 4.5-5 hours (300 miles).

This central positioning makes it an accessible spot for travelers and businesses alike.

Regional Map



Locator Map



Jasper County, IA

- Jasper County is a county in the U.S. state of Iowa. As of the 2020 census, the population was 37,813. The county seat is Newton. The county was organized in 1846 and is named after Sergeant William Jasper, a Revolutionary War hero. Jasper County is part of the Des Moines–West Des Moines, IA Metropolitan Statistical Area.

Des Moines, IA Metropolitan Statistical Area

- The Des Moines metropolitan area, officially known as the Des Moines–West Des Moines, IA Metropolitan Statistical Area (MSA) is located at the confluence of the Des Moines River and the Raccoon River. Des Moines serves as the capital of Iowa. The metro area consists of six counties in central Iowa: Polk, Dallas, Warren, Madison, Guthrie, and Jasper. The Des Moines–Ames–West Des Moines Combined Statistical Area (CSA) encompasses the separate metropolitan area of Ames (Story County), and the separate micropolitan areas of Pella (Marion County), Boone (Boone County) and Oskaloosa (Mahaska). The Des Moines area is a fast-growing metro area.
- Des Moines is a major center of the US insurance industry and has a sizable financial services and publishing business base. The city was credited as the "number one spot for U.S. insurance companies" in a Business Wire article and named the third-largest "insurance capital" of the world. The city is the headquarters for the Principal Financial Group, Ruan Transportation, TMC Transportation, EMC Insurance Companies, and Wellmark Blue Cross Blue Shield. Other major corporations such as Wells Fargo, Cognizant, Voya Financial, Nationwide Mutual Insurance Company, ACE Limited, Marsh, Monsanto, and Corteva have large operations in or near the metropolitan area. In recent years, Microsoft, Hewlett-Packard, and Facebook have built data-processing and logistical facilities in the Des Moines area.





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Property Description

Property Features

Aerial Map

Property Images

KELLOGG RV PARK

PROPERTY FEATURES

NUMBER OF UNITS	38
BUILDING SF	1,896
LAND SF	357,627
LAND ACRES	8.32
YEAR BUILT	1994
YEAR RENOVATED	ongoing
# OF PARCELS	3
ZONING TYPE	Commercial
BUILDING CLASS	A
TOPOGRAPHY	Flat
LOCATION CLASS	A
NUMBER OF STORIES	1
NUMBER OF BUILDINGS	3
LOT DIMENSION	517x150x755x614x718x181x115
NUMBER OF PARKING SPACES	90+
PARKING RATIO	2.5:1
WASHER/DRYER	Laundry onsite

UTILITIES

WATER	Private Well (Paid by park)
TRASH	Private (Paid by park)
ELECTRIC	Public (Paid by park)
SEWER	Private Septic







Aerial





Cafe & Store



\$500,000 Solar Project



Bathhouse & Laundry



Park Candids



Wood Carvings



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Financial Analysis

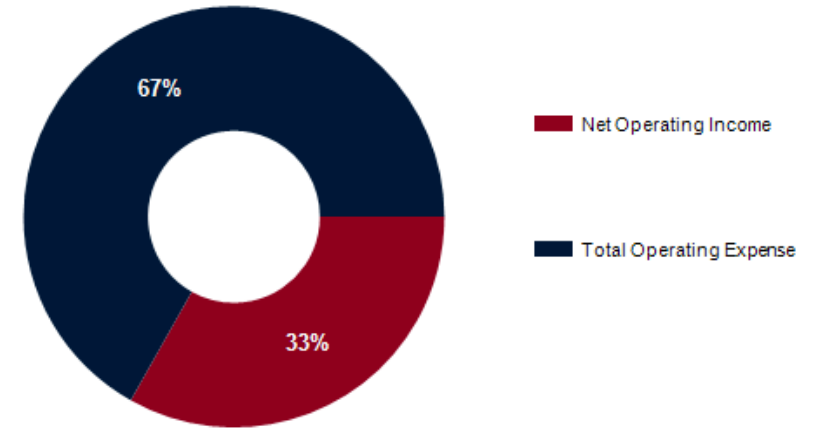
Income & Expense Analysis

KELLOGG RV PARK

REVENUE ALLOCATION CURRENT

INCOME	CURRENT		PRO FORMA	
Gasoline Sales	\$1,148,240	55.1%	\$1,263,064	54.0%
Store, Cafe, & RV Park	\$815,999	39.1%	\$897,598	38.4%
Non-taxable sales	\$120,682	5.8%	\$178,615	7.6%
Effective Gross Income	\$2,084,921		\$2,339,277	
Less Expenses	\$1,393,656	66.84%	\$1,463,332	62.55%
Net Operating Income	\$691,265		\$875,945	

Income Notes: The P&L is from 07-01-2023 through 06-31-2024 (their fiscal year).

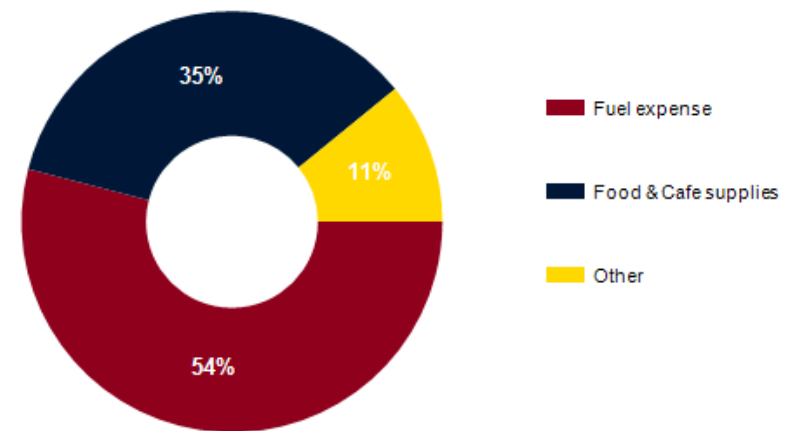


EXPENSES	CURRENT	Per Unit	PRO FORMA	Per Unit
Real Estate Taxes	\$9,946	\$262	\$10,443	\$275
Insurance	\$9,044	\$238	\$9,496	\$250
Fuel expense	\$753,099	\$19,818	\$790,753	\$20,809
Food & Cafe supplies	\$489,080	\$12,871	\$513,534	\$13,514
*Repairs & Maintenance	\$40,000	\$1,053	\$42,000	\$1,105
Owner base salary	\$21,061	\$554	\$22,114	\$582
Souvenirs	\$4,995	\$131	\$5,244	\$138
Credit Card Fees	\$33,446	\$880	\$35,118	\$924
Water	\$3,764	\$99	\$3,952	\$104
Misc. Expenses	\$4,360	\$115	\$4,578	\$120
*Cell Phone	\$1,614	\$42	\$1,694	\$45
Payroll Preparation	\$1,836	\$48	\$1,927	\$51
Payroll Taxes	\$7,507	\$198	\$7,882	\$207
Mako/BP Equipment Fee	\$4,272	\$112	\$4,485	\$118
Licenses	\$4,007	\$105	\$4,207	\$111
Advertising	\$1,275	\$34	\$1,338	\$35
Legal & Accounting	\$4,350	\$114	\$4,567	\$120
Total Operating Expense	\$1,393,656	\$36,675	\$1,463,332	\$38,509
Expense / SF	\$735.05		\$771.80	
% of EGI	66.84%		62.55%	

Expense Notes: No electric bill due to \$500,000 solar array. Wages for convenience store/cafe are combined with "Food and Cafe Supplies".

DISTRIBUTION OF EXPENSES

CURRENT





05

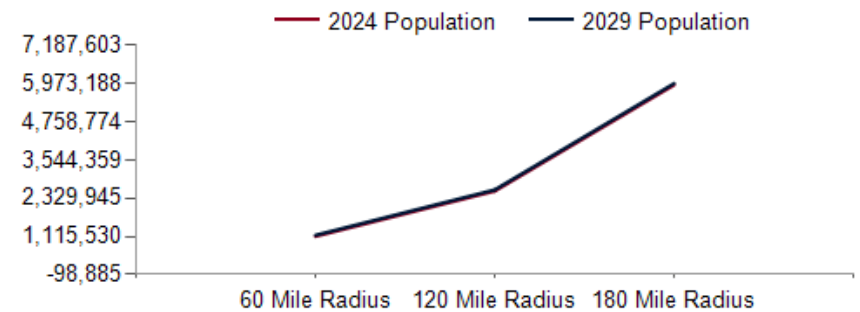
Demographics

Demographics

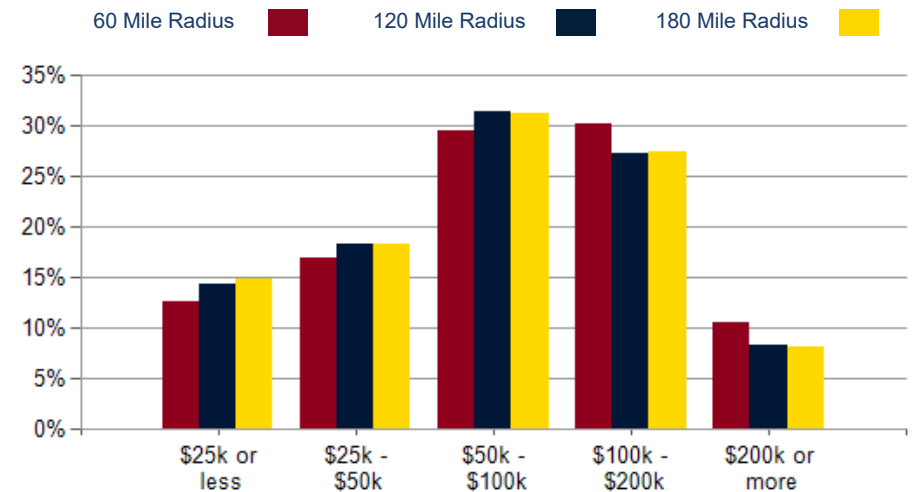
POPULATION	60 MILE	120 MILE	180 MILE
2000 Population	864,131	2,267,929	5,399,356
2010 Population	963,152	2,386,049	5,648,669
2024 Population	1,115,530	2,557,025	5,924,963
2029 Population	1,153,714	2,596,423	5,973,188
2024-2029: Population: Growth Rate	3.40%	1.55%	0.80%

2024 HOUSEHOLD INCOME	60 MILE	120 MILE	180 MILE
less than \$15,000	28,738	77,800	190,580
\$15,000-\$24,999	27,652	72,618	166,819
\$25,000-\$34,999	25,141	70,353	169,740
\$35,000-\$49,999	50,202	120,572	272,223
\$50,000-\$74,999	72,694	180,987	414,985
\$75,000-\$99,999	58,479	146,253	336,118
\$100,000-\$149,999	85,267	190,084	445,700
\$150,000-\$199,999	49,194	94,351	212,929
\$200,000 or greater	47,283	87,130	195,942
Median HH Income	\$81,234	\$74,560	\$74,001
Average HH Income	\$109,051	\$99,184	\$98,304

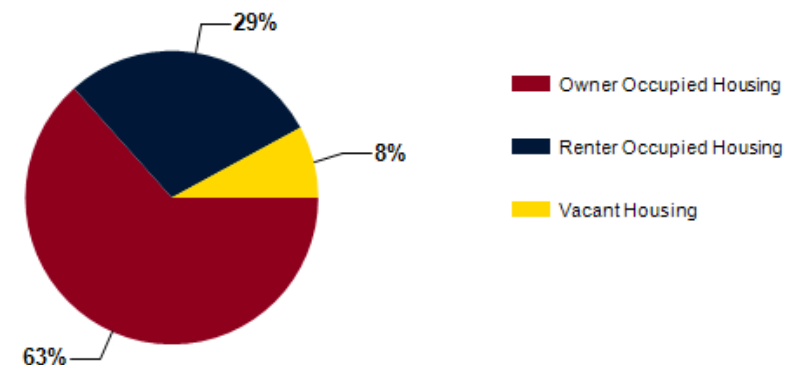
HOUSEHOLDS	60 MILE	120 MILE	180 MILE
2000 Total Housing	358,152	959,263	2,278,284
2010 Total Households	379,836	958,304	2,251,578
2024 Total Households	444,651	1,040,158	2,405,064
2029 Total Households	463,561	1,064,762	2,449,582
2024 Average Household Size	2.43	2.38	2.39
2024-2029: Households: Growth Rate	4.20%	2.35%	1.85%



2024 Household Income



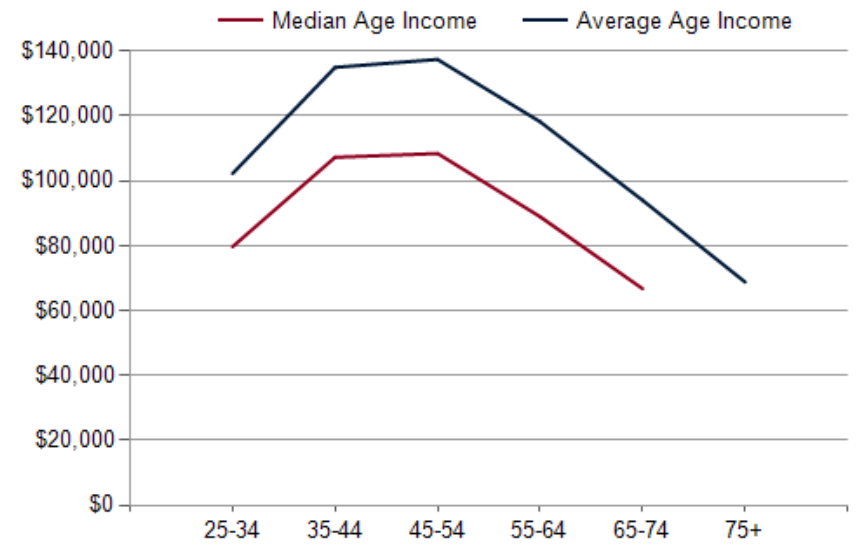
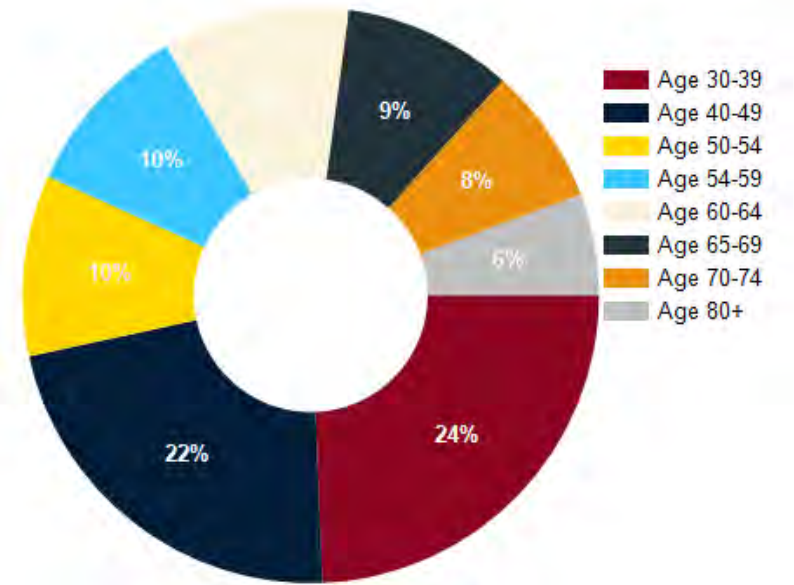
2024 Own vs. Rent - 60 Mile Radius



Source: esri

2024 POPULATION BY AGE	60 MILE	120 MILE	180 MILE
2024 Population Age 30-34	77,194	167,205	381,009
2024 Population Age 35-39	74,137	161,366	374,874
2024 Population Age 40-44	73,930	161,027	375,290
2024 Population Age 45-49	64,210	141,778	329,548
2024 Population Age 50-54	63,237	143,570	336,196
2024 Population Age 55-59	61,409	145,228	340,615
2024 Population Age 60-64	65,078	160,206	378,475
2024 Population Age 65-69	58,953	149,451	353,954
2024 Population Age 70-74	47,810	121,450	286,619
2024 Population Age 75-79	35,327	91,778	217,450
2024 Population Age 80-84	22,022	58,665	138,235
2024 Population Age 85+	22,713	61,266	142,775
2024 Population Age 18+	859,069	1,988,490	4,604,254
2024 Median Age	37	39	39
2029 Median Age	38	40	40

2024 INCOME BY AGE	60 MILE	120 MILE	180 MILE
Median Household Income 25-34	\$79,687	\$74,800	\$74,732
Average Household Income 25-34	\$102,263	\$95,070	\$94,761
Median Household Income 35-44	\$107,269	\$99,385	\$98,994
Average Household Income 35-44	\$134,984	\$124,163	\$122,833
Median Household Income 45-54	\$108,444	\$99,734	\$98,662
Average Household Income 45-54	\$137,441	\$124,686	\$122,776
Median Household Income 55-64	\$88,958	\$80,963	\$80,453
Average Household Income 55-64	\$118,248	\$107,074	\$105,734
Median Household Income 65-74	\$66,747	\$62,456	\$61,728
Average Household Income 65-74	\$94,036	\$86,643	\$85,851
Average Household Income 75+	\$68,815	\$64,666	\$63,906





Company Profile

Advisor Profile



Jon Fisher
Designated Managing Broker

I was raised on the original family farm that was settled back in the mid-1860's. I graduated from Unity High School in 1991 where I served as the class president. I attended the University of Illinois where I graduated with a degree in agricultural economics in 1995. After graduating college, I started my own agri-business and grew it into an international enterprise that had customers in all 50 states and 15 foreign countries. I was honored to have been named the 2015 Illinois Friend of Agriculture Award Winner by the Illinois Department of Agriculture.

I am a blessed single dad to two amazing children. My oldest son, Jonathon, is 24 and works for State Farm Corporate. My daughter, Reagan, is 14 and is in Jr. High. My hobbies include watching sports & going to church.

Licensed Illinois Designated Managing Broker, MR LANDMAN LLC, License #471.020503
Licensed Indiana Managing Broker, MR LANDMAN, LLC, License #RB18000549
Licensed Iowa Broker Officer, MR. LANDMAN, LLC, License #B68919000
Licensed Alabama Qualifying Broker, MR LANDMAN, LLC, License #000134713-0
Licensed Maine Designated Broker, MR. LANDMAN, LLC, License #DB924033
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Licensed South Carolina Broker In Charge, MR. LANDMAN, LLC, License #117228
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Licensed North Carolina Broker In Charge, MR. LANDMAN, LLC, License #325370
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Licensed Louisiana Broker, License #995709646
Licensed Minnesota Broker, MR. LANDMAN, LLC, License#40783935
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Licensed Pennsylvania Broker, MR. LANDMAN, LLC, License #RM425074
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Licensed Kentucky Principal Broker, MR. LANDMAN, LLC, License #284073
Licensed Texas Broker, Mr. LANDMAN, LLC, License #819440



07

Additional Information

Kellogg, IA RV Market Report

KELLOGG RV PARK



RVParkIQ

Detail Report

Produced on Nov 27 2024

Report for:

50 miles around Iowa's
Best Burger Cafe, 1570
Highway 224 S,
Kellogg, Iowa 50135,
United States



Contact Us:

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info@rvparkiq.com

rvparkiq.com

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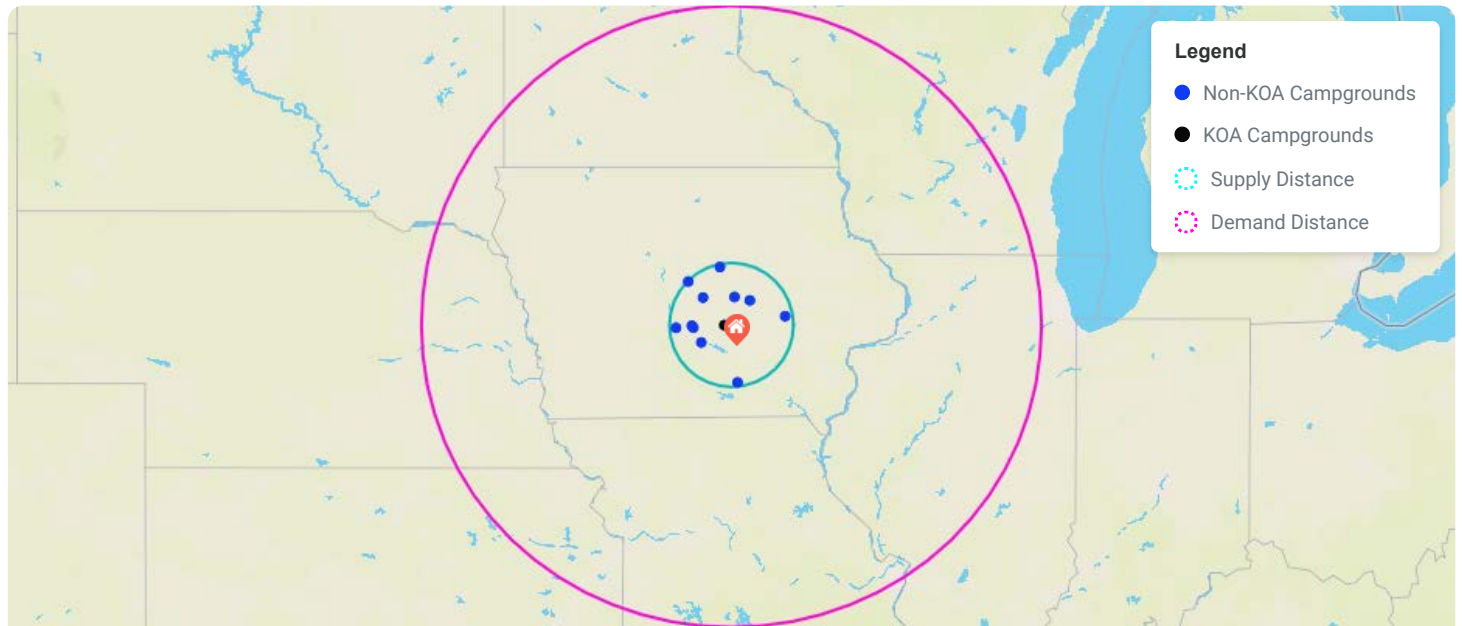
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Map

250 mile demand and 50 mile supply radius around Iowa's Best Burger Cafe, 1570 Highway 224 S, Kellogg, Iowa 50135, United States



Market Summary

	THIS MARKET	MARKET AT 150 MILE	MARKET AT 250 MILE	NATIONAL
RV Parks in market	13	124	527	11,298
Total Camping spots	1,582	12,462	62,780	1,157,920
Average price per night	\$38.26	\$41.12	\$48.18	\$52.15
Average Size Of Park	34.70 Acres	27.26 Acres	14.39 Acres	21.77 Acres
% Of Households that camp	15.09%	15.02%	15.09%	14.82%
Population	20,758,103	3,552,791	20,758,103	329,122,976
Income per capita	\$26,765	\$24,063	\$26,765	\$23,919
Average Age	40	40	40	40
Population age from 5-24	6,787,111	1,171,083	6,787,111	104,456,834
Population age from 25-44	5,338,402	864,898	5,338,402	87,370,939
Population age from 45-54	2,592,451	418,559	2,592,451	41,890,844
Population age from 55-74	4,648,952	820,242	4,648,952	73,323,518
Population age of 75 And Above	1,391,187	278,009	1,391,187	22,080,841
Households	8,155,850	1,437,504	8,155,850	123,271,661
Demand Supply Ratio For Market	1,980.25	42.82	49.90	42.53
RV Park Demand Score For Market	958,709	369,547	958,709	1,444,569
RV Park Demand Score For National	1,444,569	951,272	1,444,569	1,444,569
Potential Campers	3,132,749	533,593	3,132,749	48,823,907

RVParks List

PROFILE NAME	PROXIMITY (MILES)	FACILITY TYPE	NO. OF SPOTS	SEASONALITY	GOOGLE RATING	ONLINE BOOKING	ACTIONS
Kellogg RV Park 1570 Hwy 224 S, Kellogg, IA	-	RV Park	38	Year Around	4.1	No	Go to website
Newton / Des Moines East KOA Journey 1601 E 36th St S, Newton, IA	5.91	Campground	70	Year Around	4.2	Yes	Go to website
Shady Oaks Campground 2370 Shady Oaks Rd, Marshalltown, IA	22.69	Campground	15	Year Around	4.1	No	Go to website
Outback Campground & Resort 3220 H Ave, Tama, IA	25	Campground	120	Year Around	4.3	No	Go to website
Webb's RV Park 22905 Buchanan Trl, Hartford, IA	28.21	RV Park	50	Year Around	4.5	No	Go to website
Adventureland Campground 3200 Adventureland Dr, Altoona, IA	30.79	Campground	310	Year Around	4.1	Yes	Go to website
Griff's Valley View RV Park & Campground 6561 NE 46th St, Altoona, IA	31.93	RV Park	142	Year Around	4.5	No	Go to website
Twin Anchors Campground 68132 US 30, Colo, IA	32.22	Campground	205	Year Around	4.2	No	Go to website
Sudbury Court Motel & RV Park 2211 Hwy 6 Trl, Marengo, IA	43.78	RV Park	18	Year Around	3.5	No	
Cutty's Campground Resort 2500 SE 37th St Unit A, Grimes, IA	44.70	RV Resort	500	Year Around	4.4	No	Go to website
Indian Hills RV Park 100 Hwy 34 E, Albia, IA	46.56	RV Park	20	Year Around	3.9	Yes	Go to website
Rock-n-Row Adventures 23539 1st St (Junction of Hwy S 56 & US Hwy 175), Eldora, IA	47.65	Campground	19	Seasonal	-	No	Go to website
Whispering Oaks RV Park 1011 Timberland Dr, Story City, IA	49.49	RV Park	75	Year Around	3.8	No	

Amenity Analysis

✔ Has the Amenity/Feature ✖ Does not have the Amenity/Feature

PROFILE NAME (TOTAL AMENITIES)	ADDITIONAL LODGING	ATTRACTIONS DESCRIPTIONS	BEACH ACCESS	CABINS	CAFE	CELLPHONE CONNECTIVITY	DUMP STATION	ELECTRIC HOOKUP	FIRE RING	FISHING	GAMEROOM ARCADE	GOLFCART RENTALS	HOOKUPS	INTERNET CONNECTIVITY
Market coverage	15 %	-	-	15 %	-	76 %	84 %	100 %	15 %	53 %	23 %	-	100 %	69 %
Twin Anchors Campground(5/28)	✖	✖	✖	✖	✖	✔	✔	✔	✖	✖	✖	✖	✔	✔
Whispering Oaks RV Park(4/28)	✖	✖	✖	✖	✖	✖	✔	✔	✖	✔	✖	✖	✔	✖
Rock-n-Row Adventures(5/28)	✖	✖	✖	✖	✖	✖	✔	✔	✔	✔	✖	✖	✔	✖

Amenity Analysis

✔ Has the Amenity/Feature ✖ Does not have the Amenity/Feature

PROFILE NAME (TOTAL AMENITIES)	ADDITIONAL LODGING	ATTRACTIONS DESCRIPTIONS	BEACH ACCESS	CABINS	CAFE	CELLPHONE CONNECTIVITY	DUMP STATION	ELECTRIC HOOKUP	FIRE RING	FISHING	GAMEROOM ARCADE	GOLFCART RENTALS	HOOKUPS	INTERNET CONNECTIVITY
Market coverage	15 %	-	-	15 %	-	76 %	84 %	100 %	15 %	53 %	23 %	-	100 %	69 %
Shady Oaks Campground(4/28)	✖	✖	✖	✖	✖	✔	✔	✔	✖	✖	✖	✖	✔	✖
Griff's Valley View RV Park & Campground(7/28)	✖	✖	✖	✖	✖	✔	✔	✔	✖	✔	✔	✖	✔	✔
Newton / Des Moines East KOA Journey(10/28)	✔	✖	✖	✔	✖	✔	✔	✔	✔	✔	✔	✖	✔	✔
Adventureland Campground(5/28)	✖	✖	✖	✖	✖	✔	✖	✔	✖	✖	✔	✖	✔	✔
Kellogg RV Park(5/28)	✖	✖	✖	✖	✖	✔	✔	✔	✖	✖	✖	✖	✔	✔
Outback Campground & Resort(7/28)	✖	✖	✖	✔	✖	✔	✔	✔	✖	✔	✖	✖	✔	✔
Cutty's Campground Resort(6/28)	✖	✖	✖	✖	✖	✔	✔	✔	✖	✔	✖	✖	✔	✔
Webb's RV Park(3/28)	✖	✖	✖	✖	✖	✖	✔	✔	✖	✖	✖	✖	✔	✖
Sudbury Court Motel & RV Park(6/28)	✔	✖	✖	✖	✖	✔	✖	✔	✖	✔	✖	✖	✔	✔
Indian Hills RV Park(5/28)	✖	✖	✖	✖	✖	✔	✔	✔	✖	✖	✖	✖	✔	✔

PROFILE NAME (TOTAL AMENITIES *)	INTERNET CONNECTIVITY PAYMENT	LAKE-SIDE	ONSITE PROPANE	PET ALLOWED	PICNIC TABLE	REC HALL	SEWER HOOKUP	SHOWER AND BATHROOMS	SITE LOCKERS	SPORTS COURTS	SWIMMING POOL	TENT CAMPING	VEHICULAR ACCESS	WATER HOOKUP
Market coverage	30 %	53 %	15 %	100 %	84 %	84 %	92 %	92 %	7 %	30 %	38 %	53 %	-	100 %
Twin Anchors Campground(7/28)	✖	✔	✖	✔	✔	✔	✔	✔	✖	✖	✖	✖	✖	✔
Whispering Oaks RV Park(9/28)	✖	✔	✖	✔	✔	✔	✔	✔	✖	✔	✖	✔	✖	✔
Rock-n-Row Adventures(8/28)	✖	✔	✖	✔	✔	✔	✖	✔	✖	✔	✖	✔	✖	✔

Amenity Analysis

✔ Has the Amenity/Feature ✖ Does not have the Amenity/Feature

PROFILE NAME (TOTAL AMENITIES *)	INTERNET CONNECTIVITY PAYMENT	LAKE-SIDE	ONSITE PROPANE	PET ALLOWED	PICNIC TABLE	REC HALL	SEWER HOOKUP	SHOWER AND BATHROOMS	SITE LOCKERS	SPORTS COURTS	SWIMMING POOL	TENT CAMPING	VEHICULAR ACCESS	WATER HOOKUP
Market coverage	30 %	53 %	15 %	100 %	84 %	84 %	92 %	92 %	7 %	30 %	38 %	53 %	-	100 %
Shady Oaks Campground(5/28)	✖	✖	✖	✔	✔	✖	✔	✔	✖	✖	✖	✖	✖	✔
Griff's Valley View RV Park & Campground(6/28)	✖	✖	✔	✔	✖	✔	✔	✔	✖	✖	✖	✖	✖	✔
Newton / Des Moines East KOA Journey(11/28)	✔	✖	✔	✔	✔	✔	✔	✔	✔	✖	✔	✔	✖	✔
Adventureland Campground(9/28)	✔	✖	✖	✔	✔	✔	✔	✔	✖	✖	✔	✔	✖	✔
Kellogg RV Park(7/28)	✖	✖	✖	✔	✔	✔	✔	✔	✖	✖	✖	✔	✖	✔
Outback Campground & Resort(10/28)	✖	✔	✖	✔	✔	✔	✔	✔	✖	✔	✔	✔	✖	✔
Cutty's Campground Resort(10/28)	✔	✔	✖	✔	✔	✔	✔	✔	✖	✔	✔	✖	✖	✔
Webb's RV Park(4/28)	✖	✖	✖	✔	✖	✔	✔	✖	✖	✖	✖	✖	✖	✔
Sudbury Court Motel & RV Park(7/28)	✖	✔	✖	✔	✔	✖	✔	✔	✖	✖	✖	✔	✖	✔
Indian Hills RV Park(9/28)	✔	✔	✖	✔	✔	✔	✔	✔	✖	✖	✔	✖	✖	✔

Camping Spot Classification

AAA is A + AA + Additional Features | AA is A + Full Hook up | A is partial hook up + Additional features like a picnic table | B is Partial Electric and Partial Water | C is No Hookups | D is Tent camping (No Vehicular access)

CAMPGROUNDS	CLASS AAA	CLASS AA	CLASS A	CLASS B	CLASS C	CLASS D
Twin Anchors Campground	Yes	No	No	No	No	No
Whispering Oaks RV Park	Yes	No	No	No	No	No
Rock-n-Row Adventures	No	No	No	Yes	No	No
Shady Oaks Campground	Yes	No	No	No	No	No
Griff's Valley View RV Park & Campground	No	Yes	No	No	No	No
Newton / Des Moines East KOA Journey	Yes	No	No	No	No	No
Adventureland Campground	Yes	No	No	No	No	No

Camping Spot Classification

AAA is A + AA + Additional Features | **AA** is A + Full Hook up | **A** is partial hook up + Additional features like a picnic table | **B** is Partial Electric and Partial Water | **C** is No Hookups | **D** is Tent camping (No Vehicular access)

CAMPGROUNDS	CLASS AAA	CLASS AA	CLASS A	CLASS B	CLASS C	CLASS D
Kellogg RV Park	Yes	No	No	No	No	No
Outback Campground & Resort	Yes	No	No	No	No	No
Cutty's Campground Resort	Yes	No	No	No	No	No
Webb's RV Park	No	Yes	No	No	No	No
Sudbury Court Motel & RV Park	Yes	No	No	No	No	No
Indian Hills RV Park	Yes	No	No	No	No	No

Pricing Analysis

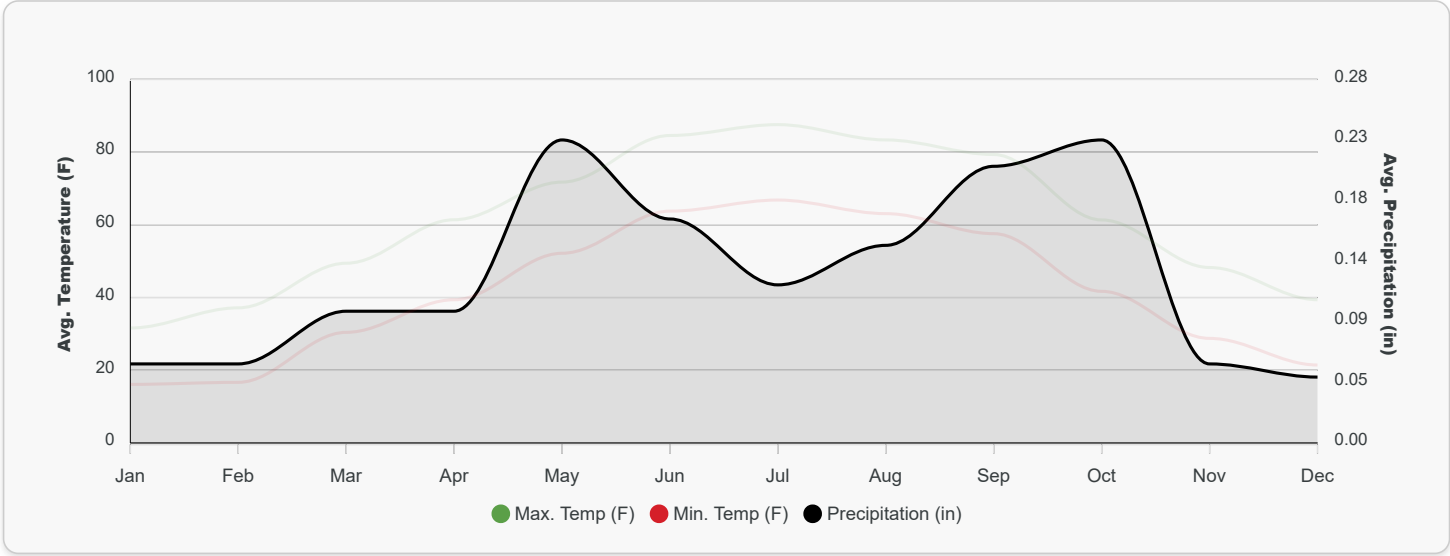
CAMPGROUNDS		RV LOT	CAMPING/TENT LOT	CABIN
Avg Market Price	Daily	\$38.25	\$22.22	-
	Weekly	\$156.66	-	-
	Monthly	\$432.50	-	-
Twin Anchors Campground	Daily	\$33 - \$52	-	-
	Weekly	\$195 - \$300	-	-
	Monthly	\$500 - \$650	-	-
Whispering Oaks RV Park	Daily	\$30	-	-
	Weekly	-	-	-
	Monthly	-	-	-
Rock-n-Row Adventures	Daily	\$25	\$20	-
	Weekly	-	-	-
	Monthly	-	-	-
Shady Oaks Campground	Daily	Call for Reservation	-	-
	Weekly	Call for Reservation	-	-
	Monthly	Call for Reservation	-	-
Griff's Valley View RV Park & Campground	Daily	\$30	-	-
	Weekly	\$155	-	-
	Monthly	\$465	-	-
Newton / Des Moines East KOA Journey	Daily	\$54 - \$129.95	\$61.15	\$155 - \$187.41
	Weekly	-	-	-
	Monthly	-	-	-

Pricing Analysis

CAMPGROUNDS		RV LOT	CAMPING/TENT LOT	CABIN
Avg Market Price	Daily	\$38.25	\$22.22	-
	Weekly	\$156.66	-	-
	Monthly	\$432.50	-	-
Adventureland Campground	Daily	\$60 - \$99	\$25	-
	Weekly	-	-	-
	Monthly	-	-	-
Kellogg RV Park	Daily	\$40	-	-
	Weekly	Call for Reservation	-	-
	Monthly	Call for Reservation	-	-
Outback Campground & Resort	Daily	\$31 - \$33	-	\$60 - \$120
	Weekly	\$145	-	-
	Monthly	\$400	-	-
Cutty's Campground Resort	Daily	\$15	-	-
	Weekly	-	-	-
	Monthly	-	-	-
Webb's RV Park	Daily	-	-	-
	Weekly	-	-	-
	Monthly	-	-	-
Sudbury Court Motel & RV Park	Daily	\$35 - \$38	\$15	-
	Weekly	\$200 - \$220	\$80	-
	Monthly	\$575 - \$600	\$295	-
Indian Hills RV Park	Daily	\$30 - \$40	-	-
	Weekly	\$130 - \$210	-	-
	Monthly	-	-	-

Seasonality Analysis

Showing the average weather data of 5 years by month



CAMPGROUNDS		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Twin Anchors Campground	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	20.64	20.55	36.7	46.72	59.45	71.48	73.78	70.22	65.39	49.53	35.3	28.02
	Avg. Precipitation (in)	0.04	0.05	0.09	0.06	0.18	0.16	0.11	0.11	0.16	0.14	0.05	0.04
Whispering Oaks RV Park	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	22.05	22.16	38.07	48.76	61	73.09	74.72	71.13	66.38	50.12	36.43	28.51
	Avg. Precipitation (in)	0.03	0.03	0.08	0.07	0.19	0.15	0.12	0.13	0.14	0.15	0.05	0.03
Rock-n-Row Adventures	Status	Closed	Closed	Closed	Closed	Open	Open	Open	Open	Open	Closed	Closed	Closed
	Avg. Temp (F)	19.08	18.7	34.68	45.47	59.27	72	74.21	70.57	65.16	48.99	34.04	26.63
	Avg. Precipitation (in)	0.05	0.05	0.07	0.07	0.17	0.16	0.08	0.15	0.15	0.16	0.05	0.05
Shady Oaks Campground	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	20.39	20.19	36.25	46.31	59.48	71.77	74.18	70.39	65.57	50.2	35.3	28.28

Seasonality Analysis

CAMPGROUNDS		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Shady Oaks Campground	Avg. Precipitation (in)	0.05	0.05	0.08	0.08	0.18	0.16	0.07	0.12	0.13	0.14	0.05	0.04
Griff's Valley View RV Park & Campground	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	23.02	24.48	39.59	47.58	60.32	72.68	77.18	72	67.73	50.2	38.13	28.49
	Avg. Precipitation (in)	0.05	0.03	0.09	0.08	0.23	0.12	0.09	0.08	0.14	0.14	0.05	0.02
Newton / Des Moines East KOA Journey	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	19.9	22.93	33.66	45.45	59.6	70.17	73.81	69.14	66.21	49.37	33.16	26.4
	Avg. Precipitation (in)	0.06	0.06	0.08	0.08	0.21	0.15	0.09	0.15	0.21	0.23	0.04	0.04
Adventureland Campground	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	23.02	24.48	39.59	47.58	60.32	72.68	77.18	72	67.73	50.2	38.13	28.49
	Avg. Precipitation (in)	0.05	0.03	0.09	0.08	0.23	0.12	0.09	0.08	0.14	0.14	0.05	0.02
Kellogg RV Park	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	19.9	22.93	33.66	45.45	59.6	70.17	73.81	69.14	66.21	49.37	33.16	26.4
	Avg. Precipitation (in)	0.06	0.06	0.08	0.08	0.21	0.15	0.09	0.15	0.21	0.23	0.04	0.04
Outback Campground & Resort	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	20.39	20.19	36.25	46.31	59.48	71.77	74.18	70.39	65.57	50.2	35.3	28.28
	Avg. Precipitation (in)	0.05	0.05	0.08	0.08	0.18	0.16	0.07	0.12	0.13	0.14	0.05	0.04
Cutty's Campground Resort	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open

Seasonality Analysis

CAMPGROUNDS		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Cutty's Campground Resort	Avg. Temp (F)	23.8	24.23	39.53	50.08	61.84	73.74	76.41	73.19	67.91	51.22	38.31	30.38
	Avg. Precipitation (in)	0.05	0.04	0.09	0.08	0.17	0.17	0.1	0.12	0.16	0.14	0.05	0.04
Webb's RV Park	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	23.43	23.97	39.35	49.75	60.86	72.28	74.9	72.06	67.27	50.75	37.76	30.01
	Avg. Precipitation (in)	0.05	0.04	0.09	0.07	0.16	0.16	0.07	0.11	0.13	0.16	0.05	0.04
Sudbury Court Motel & RV Park	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	21.09	21.65	36.54	46.58	59.57	72.25	74.72	71.02	66.02	50.36	35.76	28.05
	Avg. Precipitation (in)	0.04	0.05	0.1	0.08	0.17	0.16	0.12	0.13	0.14	0.15	0.06	0.04
Indian Hills RV Park	Status	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open	Open
	Avg. Temp (F)	23.39	26.91	38.23	48.25	60.92	72.2	75.81	72.06	67.03	50.33	37.51	29.85
	Avg. Precipitation (in)	0.06	0.05	0.08	0.1	0.2	0.17	0.08	0.12	0.15	0.13	0.06	0.03

Kellogg RV Park

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