



The QUARTZSITE KOA Experience

Vision Statement

This Vision Statement tells the story of how our park operates in roughly 36 months from now, but first, to visualize the driving force for the theme-based concept, the heart of this venture must be described: it's called the **Arizona Peace Trail**, (referred to here as the “**TRAIL**”). It's all about the **TRAIL**.

The **TRAIL** was first initiated by the Bureau of Land Management (BLM) and the Arizona Game and Fish Department (AZGFD) in July 2013, and by February 2014 it had gathered endorsements and support from over 40 contributing members, including 15 OHV clubs, nearly 100 other individuals from various OHV organizations, and federal, state and local government agencies. It is receiving funding, in part, from Arizona Parks Department.

Nearly 650 miles in length, the **TRAIL** is a giant loop system providing the OHV (Off-Highway Vehicle) recreation enthusiasts the ultimate Off-Road adventure utilizing organized, existing trails, tracks and dirt roads in Western Arizona. Private individuals, clubs and governmental agencies are all working to keep the desert roads and trails open for public use; their mission is to develop, maintain and promote one of the nation's premier OHV trail systems.

The QUARTZSITE KOA Experience

It's All About LOCATION and ACCESS

Established in 2018 in the western Arizona Sonoran Desert on a 50-acre property that's surrounded on three sides by BLM desert garden, is a KOA franchised RV park: **The QUARTZSITE KOA**, consisting of 300 spaces occupied by a combination of site-built and park model homes and RV camping sites. This park is visited by seasonal guests (escaping colder parts of the country) and vacationers wanting the enjoyment of desert camping and off-road riding fun. In addition to traditional RV park features – groomed landscaped infrastructure and camping sites – the park has a dedicated OHV section for OHV activities. Many guests make **The QUARTZSITE KOA** their destination for “Best Experience” desert riding adventures. (The Quartzsite KOA, with its Off-Road theme park section, including ATV, All-Terrain Vehicle, rentals and in-park off-road course for the kids, was “voted Best Experience” theme-base camping in the winter edition of Arizona Parks Magazine.)

As off-roading is a unique amenity and a major focus of this park (after resting and relaxing), its dedicated *OHV Activities Area* serves as a logistics zone for vehicle rentals (accommodating vacation tour groups and independents), as well as space for several service bays with essential parts inventory for minor repairs, and for vehicle washing, etc. Additionally, this zone is used to assemble riders for trip planning before departure on their expedition/adventure on the year-round trail and beyond, and for their return, clean up and put away.

The park has many living accommodation options, including sites with sufficient space for recreational vehicles from travel trailers to 40+-foot long coaches, or park model homes, all featuring entertainment decks with ample space for small private gatherings, some with pergolas and outdoor kitchens. As well, tent village areas are

designated for guests and travelers wanting only minimal accommodations with use of bathroom and shower facilities. This area also features several groups of “Glamping Pods” (GlamorousCamping tents) encircling large fire pits, where guests (tour groups and club attendees) have a dedicated spot for semi-private events.

Regarding this KOA park:

- It's easily accessible from Interstate 10. (The campground is 7-miles south on U.S. Hwy 95.)
- It's only 90-minutes from major metro areas such as (west to) Indio/Palm Springs and (east to) Phoenix suburbs and airport.
- Yuma is about an hour's drive south on U.S. Hwy 95.
- Casino gaming and championship golf are a 40-minute drive north to Parker, AZ.
- 18-Hole, Par 72, Championship Golf Course is a 40-minute drive north to Parker, AZ.
- Colorado River fishing and boating recreation are 20-minutes away to the west on Interstate 10.
- The KOFA National Wildlife Refuge is within 30-minutes via off-road vehicle access, where Big Horn Sheep and other wildlife are found.
- Annual Quartzsite attractions of the International Gem and Mineral Show and Big RV Tent Show, among others, draw tens of thousands of seasonal visitors to the area.
- The nature of this RV Campground retains the high luxury curb appeal as part of the guest experience.

About the FUN

Evening activities revolve around social time: cookouts and campfire fun, as well as enjoyment of the spectacular sunsets and clear, star-filled sky. A facility for celebrity entertainment and large campfire gatherings is located in the park's recreation village

area, where during the day, our guests can enjoy the closed-course ATV track for the kids, a swimming pool, pickle ball, crafts in the ramada-style clubhouse, and golf, among other activities. Many guests are able to venture into the surrounding desert garden on walking tours or capture landscapes en plein air. Additional recreational activities are provided by third-party concession operators in adjacent land leased from BLM containing, among other activities, a 5-lane recreational archery range, as well as a golf driving range (250 yards by 100 yards) with 10 tee boxes. These facilities are open to the general public, giving additional exposure to the offerings *within* the park.

About COMFORT

Consisting mostly of travel trailers, park model homes and cabins (by affiliation with Cavco Industries), lot sizes are approximately 3,500 sq. ft. with plenty of room for parking RVs and OHV rigs. The park has many larger-size lots ranging up to 7,000 sq. ft., with a few as large as 15,000 sq. ft. The accommodations are suitable for both our short term and long term guests, as everyone is able to find plenty of activities to occupy their time. Every space in the park emphasizes resting and relaxing for our guests, while providing a unique venue enhanced by clean air, a quiet environment and beautiful views. In almost every detail our park supports riding on the **TRAIL**, yet still offers non-OHV trail enthusiasts a great experience with its other recreational offerings, as park rules governing vehicle riding and noises within the park are strictly enforced.

About OUR GUESTS

Using hard-hitting Internet marketing and the growing repeat customer base referrals, as well as ancillary marketing via support entities (see About OUR SUPPORTERS, below), our visitors come mostly from California where the daily race

of urban life drives their growing passion for the feeling of freedom experienced when traveling across the Arizona Sonoran Desert – in a new model Polaris side-by-side utility vehicle or ATV rented at the park – taking in Points Of Interest on the **TRAIL**, including petroglyphs, ghost towns, historic mines and scenic stops – complete with a GPS coordinates guidebook. **The QUARTZSITE KOA** markets to and encourages “group visitors” from Southern California and Arizona, but also has groups from the cold country, including Canada, and experience-seekers from around the world. Many OHV enthusiasts are riding the Arizona Peace Trail in the winter, and then riding the Utah Paiute Trail in summer. The fun never ends for them. From our park, off-road riding is enjoyed by bringing personal vehicles, or by renting one of our many new model Polaris ATV or UTV vehicles, facilitating an easy introduction to off-roading for those who want to experience what everyone is talking about.

About THE DETAILS

Marketing and sites' reservations are handled as part of the KOA franchise; OHV sales are sponsored by Polaris Industries, leaders in this recreation segment, with an independent concession operator handling the OHV rental business. The Park Store provides guests with camping and trail riding supplies and offers unique souvenirs (tee-shirts, hats, etc.) with **The QUARTZSITE KOA** theme-based messages.

In brief summary, **The QUARTZSITE KOA**, with over 200 permanent sites is, (1) a luxurious RV resort destination with permanent residents in site-built (zoning permits permanent homes) or mobile homes and (2) for travelers throughout southwest Arizona, as well as travelers journeying between California and the East, (3) a destination for vacationers wanting to take part in the adventure of “off roading” during the day and social campfire fun in the evenings, and (4), a Way-Point for **TRAIL**

travelers who need a resting point on their days'-long journey along the **TRAIL**. (This 650-mile long trail varies in elevation from 170 ft. to 7,070 ft. above sea level and takes a bit over a week to complete, so travelers making multi-day trips must spend overnights in a local town hotel, if available, or camp on the trail.) **The QUARTZSITE KOA** is a potential stop-over for **every** Arizona Peace Trail rider on multi-day trail rides.

About OUR SUPPORTERS

The Board of Supervisors for La Paz County has given enthusiastic encouragement to our development, principally because of our OHV focus. The county participated in the creation of the **TRAIL** and invites as many travelers and visitors as possible to spend as much time as possible enjoying their county. As well, the mere existence of this RV and Off-Road park, and the services and accommodations it offers, is itself supporting and enhancing success of the **TRAIL**.

Enthusiastic support given to the success of this KOA Park comes from:

- Arizona Department of Tourism
- Arizona OHV Ambassadors
- Arizona State Parks and Trails OHV Program
- Arizona's Game and Fish Department
- La Paz County, AZ
- Town of Quartzsite, AZ
- Chambers of Commerce of Yuma, Quartzsite, Lake Havasu City, Kingman and Parker, AZ
- 15 OHV clubs from Lake Havasu City and Kingman to Yuma, AZ

Some ESSENTIAL CONSIDERATIONS

The **QUARTZSITE KOA** is located approximately one-half mile outside of La Paz Valley, AZ. Separated from the local nearby town of Quartzsite, La Paz Valley is a rural settlement consisting of 320-acres of private land and surrounded by thousands of acres of BLM land in the verdant Arizona Sonoran Desert. Sitting as a postage stamp, La Paz Valley is populated largely with residential homes, mostly on 1-acre lots with manufactured homes. There are two RV parks in the area. In La Paz Valley's surrounding BLM desert, seasonal visitors dry-camp in motorhomes for weeks at a time, as they move through the southwest from October to May enjoying many of the points of interest mentioned here. In nearby Quartzsite, RV parks are numerous with relatively low vacancy rates during the season, and in a nearby subdivision called Rainbow Acres, hundreds of fee simple lots provide homes and RV sites for mostly seasonal residents. A majority of the Rainbow Acres folks do not want to live in the Town of Quartzsite, but want their seasonal homes in a quiet and more peaceful area, yet with proximity to the town for shopping and dining. The same sense of being “removed” from the main town is found in La Paz Valley.

Target customers for **The QUARTZSITE KOA** are of two types: the winter visitor who wants to arrive in his vehicle, trailering equipment for off-roading fun on the year-round **TRAIL** (which has a paved portion running directly through La Paz Valley), and the RVer who pulls into a space for the season or for temporary stays during his vacation travel with, or without, interest in Off-Roading. (The Town of Quartzsite annually hosts more than a million and half visitors to the area. A large number of these snowbirds and winter visitors have been coming for decades, and many from all over the world.) In addition, we're seeing adventure-seeking millennials becoming an increasing part of our business, as they are expected to remain in our customer base for many years;

the longevity of our relationship with millennials makes our investment even more fruitful. There is, however, no age restriction to having fun. With tens of thousands of trail-riding visitors from across the nation and globally, the continued development of the **TRAIL**, and new development of the Arizona Backcountry Discovery Trail (a state sponsored trail tying into the **Arizona Peace Trail**), this project, with all its housing/camping/activity options for the increasing numbers of RVing winter visitors, as well as the off-road recreation enthusiasts, is ideally located and structured. There is no other campground able to offer RVers and **TRAIL** riders the amenities that are found here at **The QUARTZSITE KOA**.

A Typical SEASONAL EVENT

Havasu Side By Side Trail Association, Inc.¹ organizes rallies at least 4 times each season (October through May) to ride the **TRAIL**, with some rallies having as many as 40 participant riders. In planning their rides months beforehand, they attempt to book accommodations for at least one overnight campout, but because it's high season, hotel accommodations in town are sold out. (The lone motel in nearby Quartzsite, Wyndham Rewards Super 8, has a total of only 48 rooms, at \$119/night January and February and \$69.88 all other months.) **The QUARTZSITE KOA** is a perfect destination for DAY-ONE of their ride, a perfect stopping point to end the day with friends around a campfire and a barbecue. Many of these guests prefer our economical tent camping area (\$32/night²) where they can get refreshed and enjoy the evening's story-telling under the stars and listening to the Coyotes. Others prefer the more comfortable and convenient Glamping Pods (\$79/night), or fully furnished cabins with kitchenette (\$110/night) for their night's rest with the same campfire fun and story-telling. The park has several

¹ Based in Lake Havasu City, Havasu Side By Side Trail Association, Inc. is one of 15 OHV clubs sponsoring the TRAIL. These clubs' membership is approximately 2,500 in total.

² Peak season rates January and February. Off-Peak season rates are approximately \$10 less.

wash ramps near the camp store where their rigs are able to get some love, and where they're able to pick up supplies for their trip out the following morning, plus the purchase of a souvenir **TRAIL** shirt and hat and other apparel. And, if they arrive before sunset, they're able to rent one of the available service bays (\$19/hr) to perform minor repairs and adjustments to their vehicles.

Additional Comments/Notes

RV Industry News

Recently publicized in RV Business, a publication for breaking RV industry news, sales of recreational vehicles for 2017 are the highest ever recorded, as retiring Boomers seek out adventures on the open road and younger generations seek to squeeze every dollar's worth of fun out of their budgets. Bud Styer, of Bud Styer and Associates, a campground industry consultant, reports in August 2017 Woodall Campground Management that "...campgrounds are recession-proof." Also at record levels this year are the off-road vehicle sales.

The American Dream is Freedom to Adventure. We were born to ride.

Upon invention of the motor vehicle, the thrill of driving and traveling freely across the land has always captured men's hearts... enjoying the fun of driving and riding.

We've got the land, we have the entitlements and certified deep-well water, we've got the **TRAIL**, we have a rising market and a solid business plan, and we have the support and encouragement from local government. So let's ride!

A view of the geography enjoyed by **TRAIL**-riding guests is found here:

https://www.google.com/maps/uv?hl=en&pb=!1s0x80d6a9f5c9f6e961%3A0xb46f55a3a6cdef85!2m2!2m2!1i80!2i80!3m1!2i20!16m16!1b1!2m2!1m1!1e1!2m2!1m1!1e3!2m2!1m1!1e5!2m2!1m1!1e4!2m2!1m1!1e6!3m1!7e115!4zaHR0cHM6Ly93d3cuZndzLmdvdi9yZWZ1Z2Uva29mYS8!5sKofa%20Wildlife%20Preserve%20-%20Google%20Search&imagekey=!1e1!2shhttps%3A%2F%2Fwww.fws.gov%2FuploadedImages%2FRegion_2%2FNWRS%2FZone_2%2FSouthwest_Arizona_Refuges_Complex%2FKofa%2FImages%2FHome%2520Page.jpg&sa=X&ved=0ahUKEwj4baVtdXVAhXnxFQKHTxnDHgQoioIhgEwCg

ABOUT QUARTZSITE: <http://www.desertmessenger.com/about-quartzsite.html>

ABOUT ARIZONA PEACE TRAIL: <http://arizonapeacetrail.org>