



Financial Statement / Quarterly Report / Seasonal Project Overview

2nd Quarter – Fiscal Year 2011

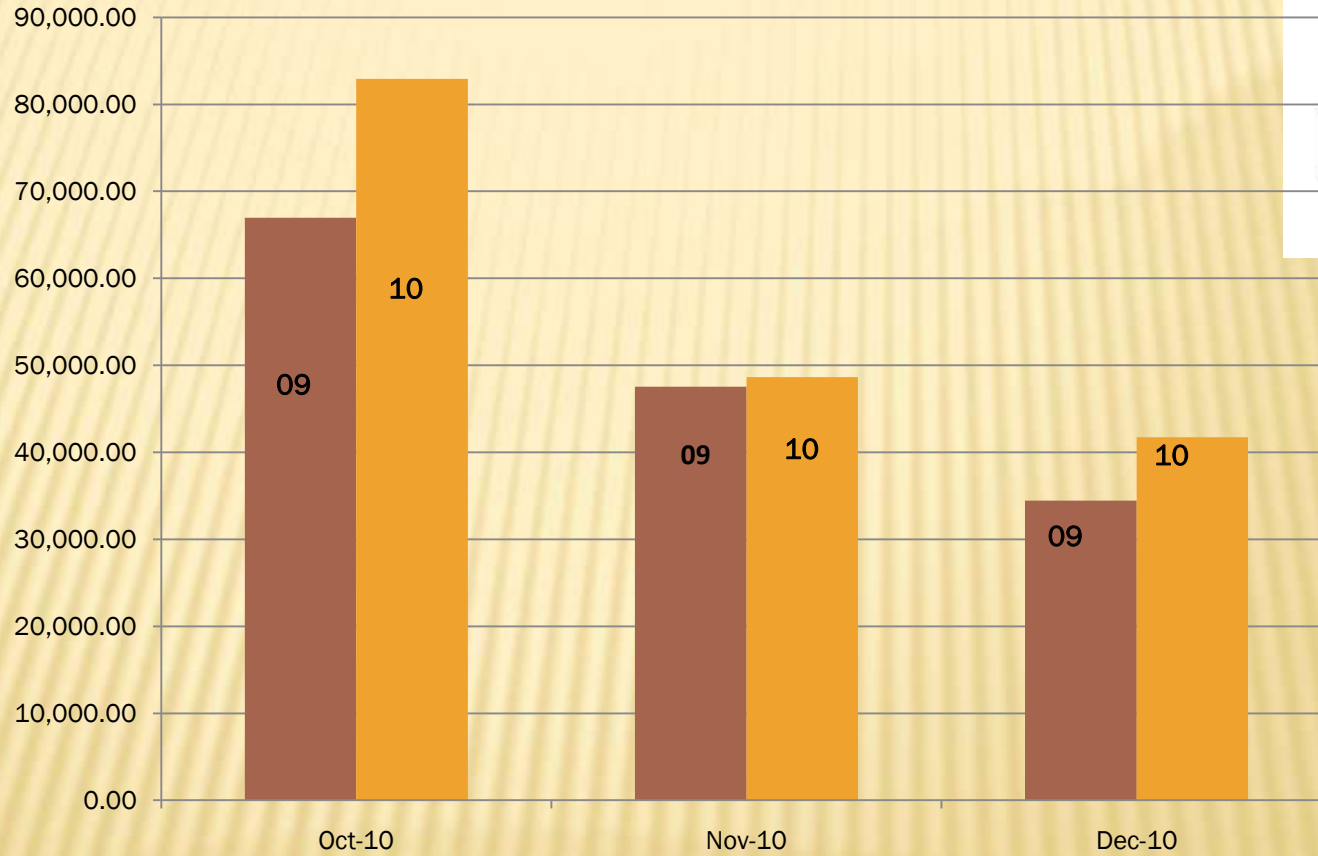
Presented: February 24, 2011

Q2 - FY2011 FINANCIAL REPORT

River's End Revenues:	Oct-10	Nov-10	Dec-10	ANNUAL
Camping	49,017.57	30,539.37	23,244.69	294,996.14
Cabin Revenues	10,672.00	3,459.00	3,158.50	52,283.43
Cabin Reservations	-865.30	-75.00	-282.50	-286.10
Tents	4,731.85	1,062.90	388.00	26,286.05
Campsite Reservations	12,722.20	8,796.20	8,437.73	85,708.82
Store Revenues	4,261.47	3,665.69	5,453.58	33,949.15
Misc. Revenues	713.80	478.34	547.33	4,971.09
Sub-Total Revenues:	81,253.59	47,926.50	40,947.33	497,908.58
Sales Tax	296.23	255.83	379.49	2,350.62
Cabin Sales Tax	1,387.36	449.67	410.61	6,796.85
Misc.- Paid-Outs, + / (-)	0.00	0.00	0.00	-1.00
Total Collected Revenues:	82,937.18	48,632.00	41,737.43	507,055.05
River's End Expenditures:	Oct-10	Nov-10	Dec-10	ANNUAL
Total Personnel	19,466.07	24,609.17	23,810.50	150,239.22
Total Services	12,613.04	5,264.70	15,658.91	120,665.69
Total Supplies	12,609.83	10,857.83	11,763.59	85,066.71
Total Capital Outlay			0.00	
Total Depreciation	861.00	861.00	861.00	6,027.00
Total Debt Service Expense	47,150.00	47,150.00	47,150.00	330,050.00
Total Anticipated Expenses:	92,699.94	88,742.70	99,244.00	692,048.62
Profit/(Loss)	-11,446.35	-40,816.20	-58,296.67	-194,140.04

05/24/2011

MONTHLY REPORT - FINANCES



Q2 - FY2011 QUARTERLY REPORT

- ✘ Value/Demand Fee Structure
 - + Value-based pricing in Winter
 - + Demand-based pricing in Summer
 - + Weekday/Weekend pricing year-round
 - + Holiday/Special Event pricing
 - + Monthly sites discounted based upon length of stay
 - + 'Seasonal' pricing of campsites

PROJECTS & ACCOMPLISHMENTS

✘ Administration

- + Expanded Social Media
- + Holiday Promotional – 15% of all new registrations before March 1, 2011 w/ Christmas Card
- + New vendors for Store/Gift Shop
- + Increased return rate for guest reviews of park
- + Implement methodology for guest feedback & staff input
 - ✘ Included revising mission statement, CIP, overall park goals, staff performance objectives for FY2011 - FY2012

PROJECTS & ACCOMPLISHMENTS

✘ Operations

- + Remodeled Bath House (kudos to DPW!)
- + Infrastructural Improvements
 - ✘ Improved Overall Park Drainage
 - ✘ Renovated Antiquated Utility Infrastructure
- + Adopted Comprehensive 'Work Management System'
 - ✘ Establish Levels of Service/Standards of Care
 - ✘ Cost/Benefit Analysis

IMPROVED DRAINAGE



IMPROVED DRAINAGE



UPGRADE OF ELECTRICAL SERVICE



IMPROVED DRAINAGE & SURFACE



RALLY ROW UPGRADE

BATH HOUSE RENOVATION





**RIVER'S END
CAMPGROUND
&
R. V. PARK**

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“The River’s End Campground & RV Park strives to provide a safe and enjoyable experience for each guest.”