

**River's End RV Park and Campground**  
**Monthly Anticipated Revenues and Expense Report - 2009**  
*Total Park Operating Expenses for Month of September: \$88,000*

<b>River's End Revenues:</b>	<b>September Anticipated</b>	<b>September Goals</b>
Camping	\$ 38,500.00	\$ 45,000.00
Cabins	\$ 6,385.00	\$ 7,000.00
Monthly/Tents	\$ 4,000.00	\$ 6,500.00
Reservations	\$ 10,000.00	\$ 11,000.00
Store Revenues	\$ 4,500.00	\$ 6,000.00
<u>Misc. Revenues</u>	<u>\$ 650.00</u>	<u>\$ 750.00</u>
<b>Total Anticipated Revenues:</b>	<b>\$ 64,035.00</b>	<b>\$ 76,250.00</b>
<b>Total Deficit to Overcome</b>	<b>\$ 23,965.00</b>	<b>\$ 11,750.00</b>

**Store Revenue Goals & Milestones for Month of September**

<b>River's End Revenues:</b>	<b>September Goals</b>	<b>Add'l Opportunities</b>	<b>Goal Translation</b>	<b>TOTAL NEEDED</b>
<b>CAMPING</b>	\$ 21,413.95	\$ 1,000.00	476 Site Nights/30amp; 390 site nights/50amp	498 site nights/30 amp; 408 site nights 50amp
<b>CABINS</b>	\$ 3,280.00	\$ 1,000.00	44 site nights/\$75; 28 site nights/\$120	58 site nights/\$75; 36 site nights/\$120
<b>MONTHLY/TENT</b>	\$ 3,509.00	\$ 2,000.00	<b>BOOK MONTHLYS!</b>	<b>WEEKEND FORECAST:(</b>
<b>GROC (Store)</b>	\$ 706.10	\$ 500.00	<b>FIREWOOD!</b>	<b>MORE FIREWOOD!</b>
<b>ICE</b>	\$ 181.21	\$ 250.00	85 bags	203 bags
<b>PROPANE</b>	\$ 641.31	\$ -		
<b>RV SUPPLIES</b>	\$ 239.35	\$ 250.00		
<b>RESERVATIONS</b>	\$ 4,766.50	\$ 1,000.00		
<b>ELEC</b>	\$ -	\$ -		
<b>VEND</b>	\$ 353.25	\$ -		
<b>TROLLEY</b>	\$ 275.00	\$ 300.00	11 tickets	23 tickets
<b>OTHER REV</b>	\$ 206.00	\$ 200.00	21 bike rentals	41 bike rentals
<b>TOTAL DEPOSIT</b>	\$ 34,212.86	\$ 6,500.00		

**\$5,250.00 Operating Deficit**

\* Add'l Opportunities compiled from distributing remaining \$11,750 throughout higher performing trends and components performing well this month to be recognized through remaining days of the month.

**Assessment of September:**

1. The first half of the month of September has already seen historical monthly sales totals surpassed within the following sectors: Tents, Grocery, Ice, & RV Supplies. These areas should continue to grow due to the expanded selection. 2. The following areas are areas of developmental need: Camping revenue (in-coming), Cabins, Propane, Reservations. 3.) Poorly performing sectors or areas of growth opportunity within ancillary revenue sectors are Bike Rentals, Vending Revenue, and Trolley Ticket Sales. These areas must be addressed immediately to ensure that revenue goals already maximized or limited by the drop or levelling of seasonal demand does not cause hardship for the park.