



Site Analysis

I. Purpose

Land owners or developers who are seeking land for development of parks, resorts, or RV Resorts often seek outside advise to determine the advisability of moving forward. Bud Surles Consulting Group offers such advise in a candid manner, giving clients an honest, straightforward opinion of the advisability of moving forward with further investment on that land.

II. What is a Site Analysis?

Bud Surles or a qualified staff member looks at the potential site exploring several factors necessary for success. If these factors collectively are positive, it does not guarantee success, but if they are negative, it will almost certainly guarantee failure. Since Outdoor Recreation property development is very expensive, a blunt, straightforward analysis is assured. We bring over 75 years of experience in the industry. This means that we bring a set of eyes to the potential development that has witnessed many successes and failures. In doing so, we explore the following criteria:

- A. *What is the political and neighborhood environment related to the project?* Oftentimes, land development constraints (zoning, regulations, regulatory agencies, or environmental laws) or neighborhood opposition can make a project development expensive and sometimes impossible. Certain planning related laws may create such a pre-development expense that make going forward very risky. We make sure the client is aware of the details of the cost of moving forward.
- B. *What is the hook?* The market for the development of a project is driven by several factors. Is it near a stream, lake, beach, mountain, or other natural attractions? Does it have the capacity to be a marketable attraction in and of itself? Is there an attraction or group of attractions nearby which could make this project a hub for enjoying an area? In the case of RV Park development are there market issues which might drive long term occupancy? The issues are analyzed broadly to see if further exploration makes sense.
- C. *Water and Sewer Availability?* Are public utilities available, and if so what are the impact fees? If public utilities are not available what can be done in the political environment to develop those on site?
- D. *Access?* The site is examined from two perspectives. Is the area itself part of a major tourism corridor, and what is the ingress and egress for that site? This involves exploration of city, county, and state agency policies and how those policies impact development.

- E. *The Site?* There are many issues which surround the site, including wetlands, forests, floodplains, ease of development, beauty, terrain, and impact of these issues on development cost. Our years of experience can often find issues which will impact the project either in positive and negative ways.
- F. *Financing?* The development of Outdoor Recreation properties is often very expensive. A candid opinion of this particular property or project to qualify for a major investment is made.

III. What a Site Analysis is Not

- A. *The Site Analysis is not a site plan involving design.* While BSCG does preliminary density analysis on the site, it is not a site design. It merely explores the possibility of reaching a critical mass of economic drivers to make the investment advisable.
- B. *The Site Analysis is Not a Feasibility Study.* A feasibility study requires extensive research of market drivers, demographics, and demand for development of this particular project. The analysis only examines this from an experienced eye without extensive research.
- C. *The Site Analysis is Not a Master Plan.* Master Plan development involves comprehensive design, feasibility analysis, construction costs analysis, cash flow analysis and other factors which will make a project permissible, financeable, and marketable.

IV. Cost

The site analysis cost is \$2,500 plus travel expenses. The \$2,500 is due upon engaging BSCG. The travel expenses will be billed at the time the Site Analysis is submitted to the Client.

V. Time

BSCG will make every effort to deliver the Site Analysis within one week of the site visit. Such things as non-response from government offices, weather, a grouped travel schedule, or other unknown impediments may cause short delays.

VI. Agreement – The Client by the signature below, acknowledges the basics of this Site Analysis as expressed in II and III above.

Signature of Client

Date

Bud Surles

Date
