



BERRYESSA POINT – NAPA COUNTY, CA
REQUEST FOR PROPOSALS
RPF NO. CEO112103

FEBRUARY 18, 2022

DAVID FILLER, HEAD OF INVESTMENTS



COVER LETTER

County of Napa
Napa County Executive Office
Attn: Leigh Sears
1195 Third Street Ste. 310
Napa, CA 94559

RE: RFP No. CEO112103 – Berryessa Point Resort & Marina

The Ultimate World Class, Outdoor Recreation, Family Destination

Lake Berryessa is a renowned treasure with unmatched recreational opportunities and sweeping views, and Suntex Marina Investors (“Suntex”) is thankful for the opportunity to present this proposal to redevelop Berryessa Point Resort & Marina. Suntex’s mission is to deliver the ultimate outdoor waterfront and hospitality experience. Suntex has over 1,500 passionate team members across 43 mixed-use marinas and hospitality locations (growing to 55 in Q1 2022). Our company has a roster of experienced team members – from development and management to accounting and operations – that will principally manage the redevelopment of Berryessa Point from award to opening day and then deliver a superior experience for our guests and customers.

Given Berryessa Point’s incredible location, prior development history, and community support for new development, we are proposing the following components as part of our conceptual site plan:

Eco-friendly Lodging

±143 Cabins, ±33 Yurts, and ±48 Campsites

First-Class Full-Service Marina Facilities

- ±406 Slips Marina with Marine Amenities and Watersports Rentals
- In-slip Marina Pump-Out for All Vessels & Fueling Facility

Outdoor Recreational Opportunities

- Family Friendly Amenities — Playing Fields, Skate Park, Amphitheater, Events Pavilion, Integrated Trail System, and Watersports
- Year-round and Seasonal Site Programming
- Waterfront Plaza and Pedestrian Promenade

Upland Facilities

- Activity Center with Clubhouse, Resort Pool, Captain’s Lounge, and Interpretive, Media, and Recreational Centers

- Food and Beverage Establishments
- Public Restrooms, Showers, and Laundry Facilities
- New Water / Sanitary Sewer Infrastructure

We recognize the sensitive environmental setting of Berryessa Point and have worked to locate our proposed improvements in previously developed areas to limit the amount of land disturbance and environmental impacts. In addition, we are committed to working with local stakeholders to refine our site plan during the approval and entitlement process.

Suntex is readily able to fund all of the improvements detailed in this proposal and we do not have any financial contingencies. Our proposed redevelopment will invest approximately **\$75M** into the Berryessa Point Resort & Marina. In turn, this will yield approximately **\$35M** to Napa County over the initial 10 years with a proposed 7% gross revenue share on marina, lodging, and rents from F&B and retail operations; 5% on boat rentals; and, 4% on ancillary revenue. Over the term of the lease, Napa’s concession revenue is estimated to be **\$150M**. In addition, Napa County will earn **\$152M** in transit occupancy taxes and **\$51M** in County sales tax revenue over the full term of the concession agreement. In total, Napa County will earn **\$352M** across all revenue streams from Suntex’s redevelopment of Berryessa Point Resort & Marina.

Our proposal will generate **±266 construction jobs** and **±137 permanent jobs**, with an annual economic impact of **\$33M / year to the regional economy**.

All of our properties are best-in-class facilities, which includes focused environmental efforts for all of our marinas to be “clean marinas,” retention of local team members who are passionate about customer service and delivering memorable experiences, and a continuation of our philanthropic efforts.

We thank the County of Napa and the US Bureau of Reclamation for this opportunity to present our proposal, and we look forward to working with all of Lake Berryessa’s stakeholders to create a lasting and prominent destination on the lake.

David Filler, Head of Investments
Suntext Marina Investors, LLC
dfiller@suntex.com | 305-788-8335

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CONCESSIONAIRE ENTITY



CONCESSIONAIRE ENTITY

LB SMI, LLC, a Suntex Marinas Company
EIN: 87-4718513

Bryan Redmond, Chief Executive Officer
Thomas Tipton, Chief Financial Officer
Richard Carter, Chief Operating Officer

SUNTEX CORPORATE OFFICE

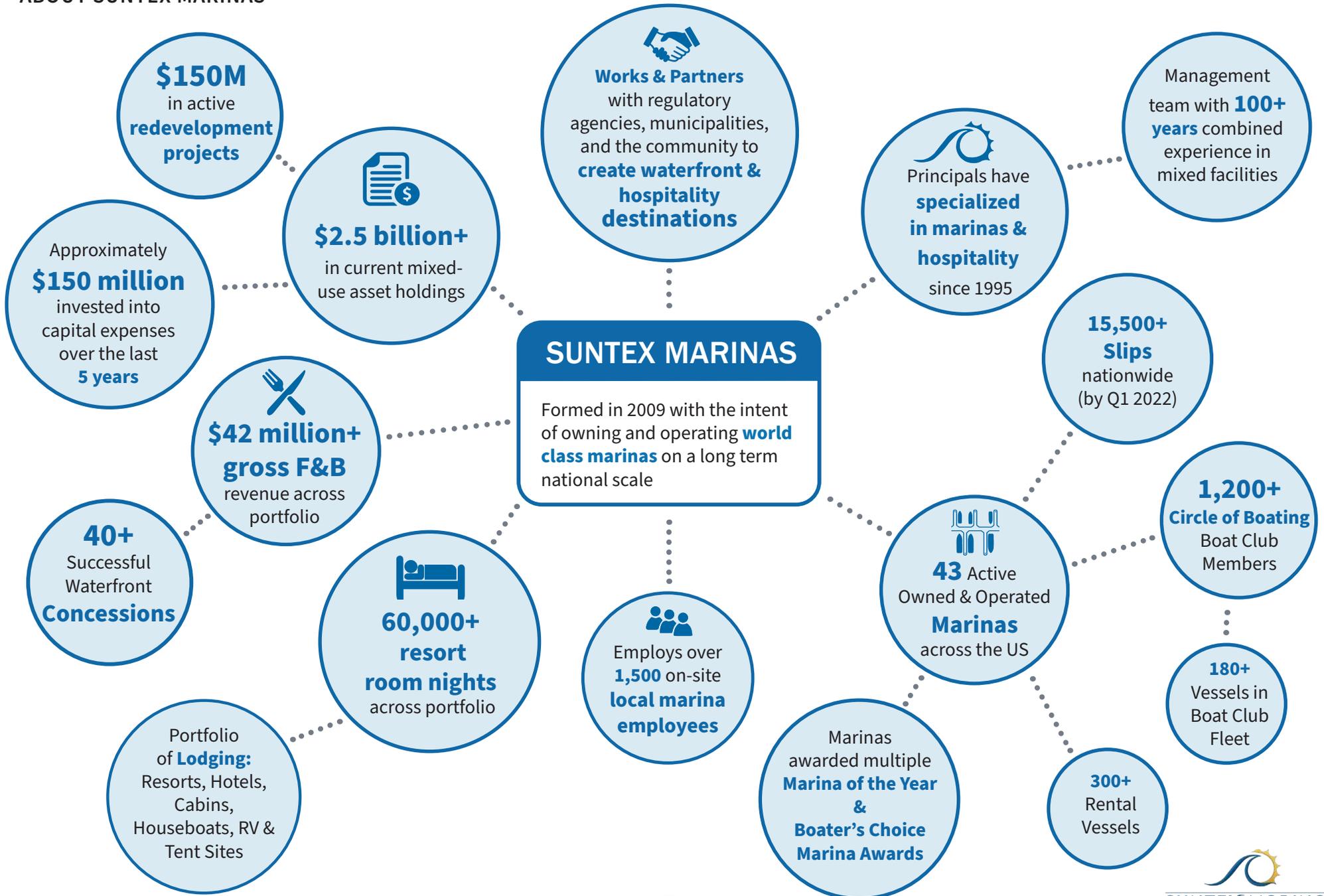
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PRIMARY POINT OF CONTACT

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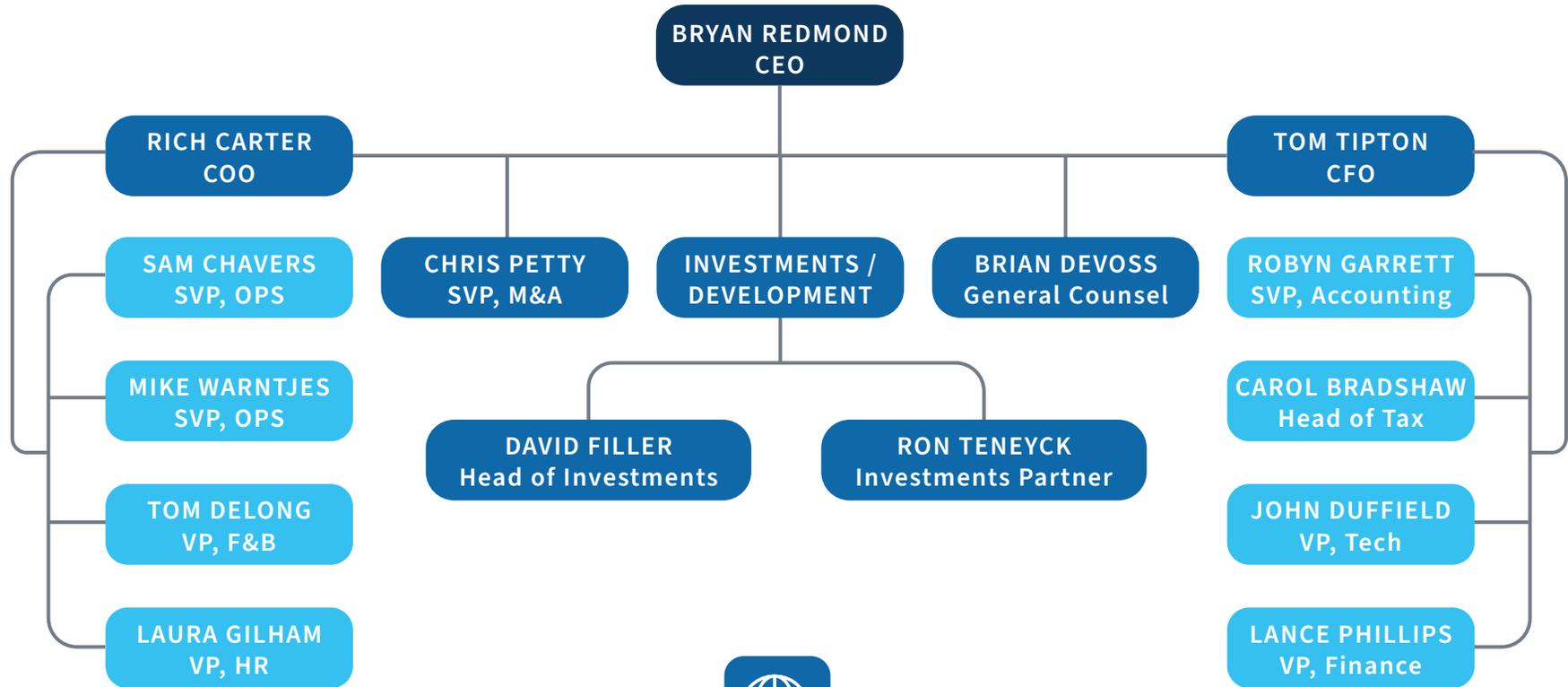
CONCESSIONAIRE ENTITY

ABOUT SUNTEX MARINAS



CONCESSIONAIRE ENTITY | ABOUT SUNTEX MARINAS

SUNTEX ORGANIZATION CHART



FOR MORE INFORMATION
PLEASE VISIT WWW.SUNTEX.COM

CONCESSIONAIRE ENTITY | ABOUT SUNTEX MARINAS

PHILOSOPHY, PHILANTHROPY & COMMUNITY INVOLVEMENT

Suntex Marinas is dedicated to being responsible stewards of sustainable, inclusive, and conscientious communities. Our company is committed to giving back the community and protecting the environment. Below are some of the initiatives that we champion.

FOLDS OF HONOR FOUNDATION

Since 2012, Suntex Marinas has been a longtime supporter of the Folds of Honor Foundation, a 501(c)(3) charitable organization, whose mission is providing educational scholarships to the children and spouses of those killed or disabled while serving our great nation. Suntex is passionate in efforts to raise funds and awareness for Folds of Honor, and our marinas are always proud to host donation and fundraising events. Suntex donates a portion of the sales from our marina stores during a dedicated month to provide scholarship opportunities. In addition, the Folds of Honor cottage at CrossTimbers Marina is run by the Folds of Honor Foundation that allows us to give veterans, disabled military members, and active military members a getaway space.

USA CARES

In partner with Major League Fishing Bass Pro Tour angler, Bradley Roy in 2020, Suntex Marinas supports the initiative USA Cares, an organization that provides financial and advocacy assistance to post-9/11 active duty US military service personnel, veterans, and their families. State Dock Marina also provides lodging for the winner of the Fish with Bradley Sweepstakes.

LOGGERHEAD MARINELIFE CENTER

Suntex Marinas has a deep and driving commitment to the environment and clean and responsible boating. In 2017, Suntex supported the Loggerhead Marinelifelife Center with a \$400,000 donation that helped provide outreach programs and educational experience for children. The non-profit rescue to release facility focuses on ocean and sea turtle conservation, and is home to a sea turtle hospital. Suntex Marinas is proud to be one of the largest corporate donors to Loggerhead Marinelifelife Center to support its cause.

#SUNTEXCARES

In 2017, Suntex joined in the efforts to help those adversely affected by Hurricane Harvey. As a Dallas-based company, Suntex was determined to give back to the immediate community by donating 10% of Labor Day weekend sales across all Marine Centers to local Texas charities, and collecting and running trailers of items to first responders, shelters and churches.



CONCESSIONAIRE ENTITY | ABOUT SUNTEX MARINAS

AWARDS & RECOGNITION



BOATER'S CHOICE | LIBERTY LANDING MARINA | 2017 - 2020
BOATER'S CHOICE | TIDEWATER YACHT MARINA | 2017 - 2020
BOATER'S CHOICE | CALOOSA COVE MARINA | 2020



Boater's Choice Marina Awards from Marinas.com are awarded to marinas that maintain an average rating of 4.8 stars and receive at least ten reviews over the course of a year. They represent marinas that consistently provide "an excellent home for the boating community." Suntex Marinas is proud to have two marinas recognized with repeated Boater's Choice Awards from 2017 through 2020.



NATIONAL MARINA OF THE YEAR | MARINA JACK | 2015
NATIONAL MARINA OF THE YEAR | LIBERTY LANDING | 2017
BUSINESS OPERATIONS AWARD | MARINA JACK | 2020



Marina Dock Age Magazine recognizes two outstanding U.S. marinas each year - one small and one large. Marinas chosen "displayed success through exemplary business practices, commitment to customer service, environmental responsibility, and contributes to the marina industry." Marina Dock Age also recognizes three marinas for category highlights: Business Operations Award, Building & Growing Award, and the Hospitality Award.

FABIENCOUSTEAU

ISS FABIEN COUSTEAU BLUE AWARD | SUNTEX MARINAS &
 LOGGERHEAD MARINELIFE CENTER | 2017

The prestigious ISS Fabien Cousteau Blue Award recognizes stewardship of the marine ecosystem. The criteria for the annual nominated and juried award include "environmental leadership, global oceanic conservation and resource preservation," as well as "integration of environmental technologies and resource management with the goal of setting achievable standards and models for wide adaptation in the design, engineering and building of large yachts—and the use of the Earth's waterways."



Suntex Marinas is dedicated to providing outstanding service to the boating community while advocating for environmental preservation and sustainable marina practices that protect the ecosystem. Multiple Suntex Marinas are designated as a "Clean Marina" by the Florida Department of Environmental Protection and other entities.

- BAHIA MAR YACHTING CENTER
- BAYSHORE LANDING MARINA
- CANYON LAKE & CRANE'S MILL MARINA
- CAPTAIN'S COVE MARINA
- CHANDLER'S LANDING MARINA
- CROSTIMBERS MARINA
- FARO BLANCO MARINA
- LAKE DON PEDRO MARINA
- MARINA JACK
- MOCCASIN POINT MARINA
- LAS OLAS MARINA
- LAUREL MARINA & YACHT CLUB
- LITTLE HARBOR MARINAS
- PLEASURE COVE MARINA (CA)
- PLEASURE COVE MARINA (MD)
- SEAHAVEN SUPERYACHT MARINA
- SNOOK BIGHT MARINA
- YORK RIVER YACHT HAVEN

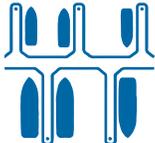
DEVELOPMENT QUALIFICATIONS

SUNTEX MARINAS HAS:

 **\$35 - 40M**
IN ANNUAL CAPITAL
EXPENDITURES

\$150M IN ACTIVE
DEVELOPMENT
PROJECTS 

COLLECTIVELY, THE DEVELOPMENT TEAM HAS MANAGED BILLIONS IN DEVELOPMENT, INCLUDING:

 **THOUSANDS** OF
FRESHWATER & SALTWATER SLIPS
INCLUDING NEW, REDEVELOPED & REFURBISHED

 **1.25M+ SF** 
OF COMMERCIAL SPACE WITH
NUMEROUS RESTAURANTS &
CONCESSION VENUES

 **1,000+ KEYS**
IN RESORT HOTELS &
GOLF COURSE

 **6,000+ UNITS**
OF FOR-RENT
MULTIFAMILY

 **1,500+ UNITS**
OF FOR-SALE
HOMES

DEVELOPMENT QUALIFICATIONS

DEVELOPMENT EXPERIENCE

Suntex is the leading owner, operator, and developer of best-in-class coastal and inland marina properties located throughout the United States. Our portfolio currently includes 43 marinas with 13,280+ boat slips (and expanding to 55 marinas and 15,500+ slips by end of Q1 2022), which requires substantial capital investment to maintain a superior customer experience. Over the last five years, Suntex invested over \$150M in actual capital expenditures and we are targeting over \$200M in projected capital expenditures over the next five years.

In addition to our capital projects, Suntex is currently developing over \$150M in “ground up” projects. Our development projects range from new restaurants to large-scale marina redevelopments, and we have lasting relationships with design and engineering professionals, contractors and specialty trades, and regulatory agencies throughout the United States. Our team manages all developments from concept to completion, and our development principals have substantial experience leading projects through the approvals process, engaging with local stakeholders and public agencies, and ultimately delivering high-caliber facilities.

Our development team focuses on “upland” development throughout our portfolio, as marina traffic and guest satisfaction is driven by the quality and amount of guest amenities, including restaurants, recreational centers, boater services, lounges/“captains quarters,” and other boutique amenities. All of our development concepts are closely vetted with our operations team to ensure they meet local market needs and differentiate ourselves in the marketplace. Renovations, additions, and general refurbishment routinely occur throughout our properties, as Suntex heavily reinvests into our properties to ensure we deliver a competitive and quality experience to our customers.

Suntex’s development team will be responsible for taking Berryessa Point Resort & Marina from concept through construction, and we will assign a single point of contact throughout the development process to ensure Napa County is able to easily access a principal decision maker.

DIVERSE RANGE OF DEVELOPMENTS

A core component of Suntex’s redevelopment efforts are amenities, restaurants, recreational spaces, and public spaces, as these improvements serve a diverse body of customers and drive customer satisfaction. Planning for these spaces, especially during marina renovations, is critical, as installation of the infrastructure has high upfront costs, but provide the required amenities and services to make year-round resorts and marinas viable. Our development team works closely with our operations team to ensure spaces are planned for the long-term in mind, while also working with tenants and operations to set development standards that ensure our real estate investments are first-class.

PUBLIC PRIVATE PARTNERSHIPS & ENGAGEMENT

Suntex has significant experience and success with public/private partnerships, as many of our marinas are long-term ground leases with municipalities and governmental entities. We believe in structuring our partnerships to ensure both parties benefit from increased customer traffic and revenue, while also yielding a return to Suntex to support substantial capital investments throughout the term of the engagement. Some of our partnerships include Miami Beach Marina in Miami Beach, FL; Liberty Landing in Jersey City, NJ; Marina Jack & Bayfront Yacht Works and Marine in Sarasota, FL; and, Las Olas Marina in Fort Lauderdale, FL.

APPROVALS, ENTITLEMENTS & PERMITTING

Suntex’s development principals have redeveloped marinas throughout the United States and Caribbean, and have a depth of experience navigating the entitlement and environmental processes in a range of jurisdictions. In addition, Suntex has a dedicated development team that has experience managing the CEQA/NEPA review process and will engage local/regional professions with local knowledge to secure the required approvals.

CONSTRUCTION

Suntex competitively bids all of its construction projects throughout the United States, but has a strong preference for selecting local contractors, vendors, and suppliers. Our development team draws on several management platforms to monitor progress, payments, bids, etc., on a daily, weekly, and monthly basis throughout the term of construction.

DEVELOPMENT TEAM



DAVID FILLER | Head of Investments

- Principally acquired over \$3B of mixed-use assets.
- Manages \$100M+ in marina redevelopments throughout the United States.
- Directs acquisition and development opportunities.
- 25 years in redevelopment and acquisitions.



CHRIS PETTY | SVP, Mergers & Acquisitions

- Managed over \$3B in acquisitions.
- Oversaw \$250M+ in capital improvements.
- 25+ years of marina operations and investment experience.



JASON RIGGINS | Sr. Director Asset Management

- Leads the Asset Management Team responsible for the development and execution of value-add projects.
- Managed assets comprising 65% of the Net Operating Income within Suntex.



BARRETT O'NEILL | Engineer - Mergers & Acquisitions

- Involved with \$1.2B+ in acquisitions and \$145M of development projects with over \$80M in the pipeline.
- Completed projects in over 15 states and helped acquire, develop, and operate over 72 full-service marinas that included retail spaces, office space, resorts, hotels, and restaurants.



BEN BRICE | National Asset Manager

- Provided operations and asset management for a \$10M portfolio of campgrounds nationwide, managing 1,500 sites consolidated.
- Innovated revenue management techniques for hotels, cabins, and outdoor camping sites.



ERIC METZ | Developer, Owner's Representative

- Managed the development of 5,000+ residential units, 500+ hotel keys, 1.25M+ SF of commercial / industrial space.
- Oversees projects from acquisition through completion of construction.



KAREN CHU-METZ | Landscape Architect

- Integral role in designing and developing 150+ projects from concept visioning through construction completion.
- Portfolio includes commercial, mixed-use, multi-family and single family residential, planned communities, parks and public spaces, retail, and industrial projects.

RECREATION & RESORT MANAGEMENT QUALIFICATIONS

RECREATION & RESORT MANAGEMENT QUALIFICATIONS

With a focus on our customers, Suntex's operations team draws from a wide range of backgrounds to deliver superior hospitality experiences at our marinas, restaurants, and resorts throughout the United States. Suntex currently manages and operates over 60,000 resort room nights, 40 restaurants and concessions, and 13,280 slips (growing to 15,500+ in Q1 2022) throughout its portfolio. In addition, our team works closely with resorts, hotels, marinas, and other businesses within our markets to collectively drive customer traffic through partnerships, special events, and customer experiences.

CIRCLE OF BOATING

Suntex's Circle of Boating is a unique opportunity for our customers to gain unlimited access to top-of-the line boats and watercrafts across our marinas, which include bay boats, pontoons, tritoons, center consoles, and runabouts. Suntex will include a number of vessels for our Circle of Boating customers on-site to expand the recreational opportunities for families that want an on-the-water experience without the cost of boat ownership.

The Circle of Boating opportunity has proven to be one of the best ways to increase recreational opportunities throughout Suntex's marinas. It provides a risk-free way for new boaters to gain education, guidance, and on-the-water experience without making substantial financial commitments. This has allowed many families to create forever memories fishing and boating, while also creating an appreciation for the environment.

BOATING RENTAL FLEET

As part of Suntex's experience, we offer for-rent houseboats and recreational vessels at select marinas (including Lake Berryessa). Our for-rent boating service provides an incredible opportunity for families to enjoy recreational experiences alongside our recreational and hospitality offerings. Our in-house hospitality and marina staff ensure that all of our guests are well attended to, receive the proper instructions and guidance, and safely operate the vessels.



40
SUCCESSFUL
WATERFRONT CONCESSIONS



60,000+
RESORT ROOM NIGHTS



15,500+
MARINA SLIPS
(BY Q1 2022)



300+
BOAT RENTAL FLEET



1,200+
CIRCLE OF BOATING MEMBERS



180+
CLUB BOATS

MARKETING, BRANDING & ENGAGEMENT

Suntex has a national team that ensure each of our properties excels at marketing our properties, in addition to working closely with on-site team members to curate special events and year-long programming activities. Our marketing team also engages with local partners to develop local programming that is tailored to each property.

INTEGRATED MANAGEMENT PLATFORM

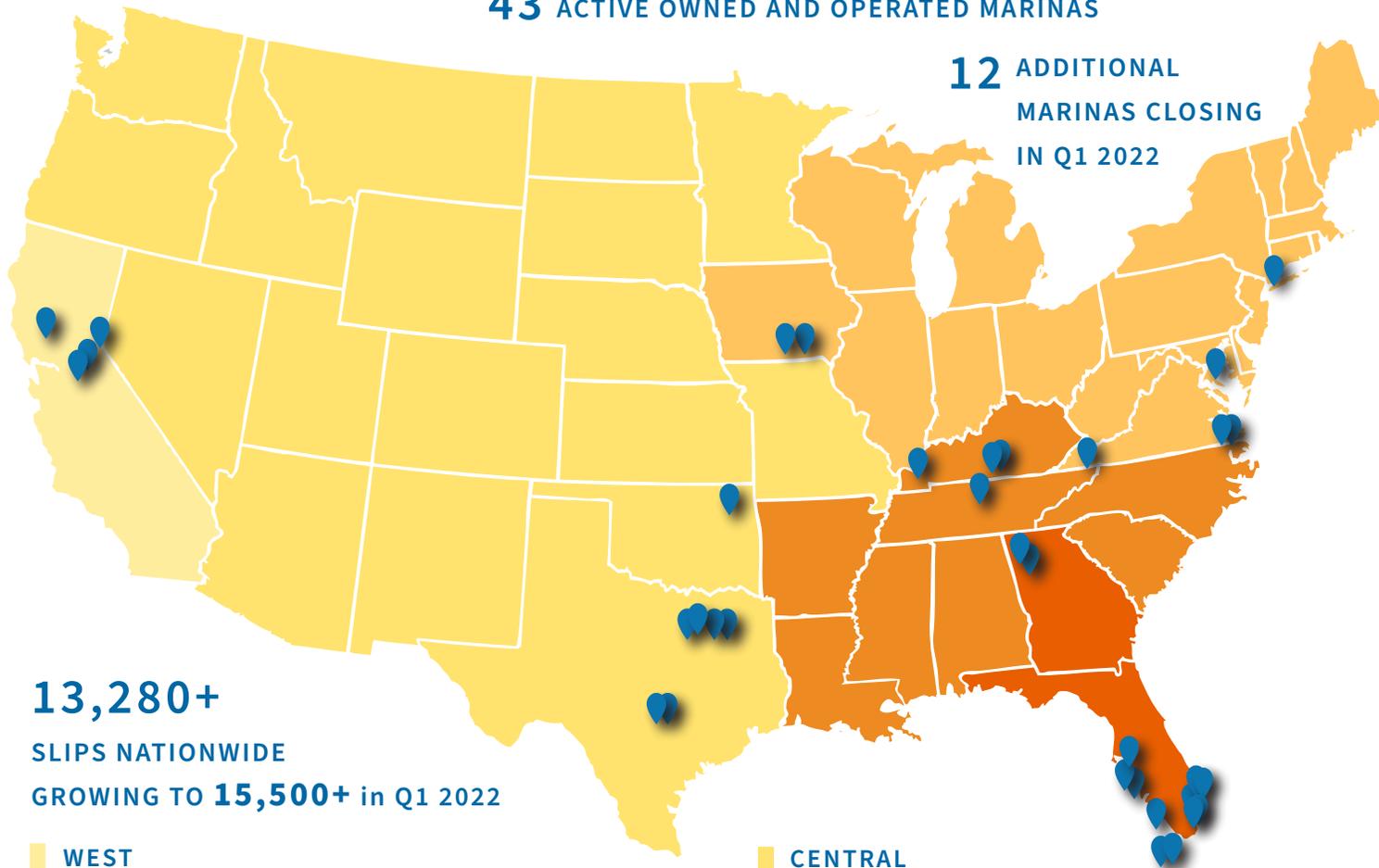
In addition to Suntex's on-site team members, property managers, and regional management, we deliver a complete back-of-house management platform to ensure accounting reporting, compliance, and operational standards are readily implemented. Our management approach allows our team members to address operational challenges and realize potential revenue opportunities, and most importantly, to gauge customer experiences and satisfaction. Our integrated back-of-house administration includes Accounting and Financial Services, Budgeting and Variance Review, Cash Flow Management, Capital Expenditure Schedules (CapEx inspections, scheduling, bidding, etc.), Advertising and Marketing, Environmental and Regulatory Reporting, Facility Staffing & HR, Legal Support, Purchasing and Inventory System, Risk Management, and Strategic Business Planning.

RECREATION & RESORT MANAGEMENT QUALIFICATIONS

SUNTEX MARINAS BY REGION

43 ACTIVE OWNED AND OPERATED MARINAS

12 ADDITIONAL
MARINAS CLOSING
IN Q1 2022



13,280+

SLIPS NATIONWIDE

GROWING TO **15,500+** in Q1 2022

WEST

- Lake Don Pedro Marina
- Moccasin Point Marina
- Pleasure Cove Marina (CA)
- Tahoe Keys Marina

CENTRAL

- Canyon Lake Marina
- Captain's Cove Marina
- Chandler's Landing Marina
- CrossTimbers at Skiatook Lake
- Cranes Mill Marina
- Eagle Mountain Lake Marina
- Harbor One Marina
- Lake Country Marina

NORTHEAST

- Liberty Landing Marina
- Ocean Yacht Marina
- Pleasure Cove Marina (MD)
- Red Rock Marina
- Saylorville Lake Marina
- Tidewater Yacht Marina
- York River Yacht Haven

SOUTHEAST

- Hurricane Marina
- Kentucky Dam Marina
- Laurel Marina & Yacht Club
- State Dock Marina
- Wolf Creek Marina

FLORIDA / GEORGIA

- Bahia Mar Yachting Center
- Bayfront Yacht Works & Marina
- Bayshore Landing
- Caloosa Cove Marina
- Faro Blanco Marina
- Glade Marina
- Las Olas Marina
- Little Harbor Marinas
- Little River Marina
- Marina Jack
- Miami Beach Marina
- Seahaven Superyacht Marina
- Snook Bight Marina

RECREATION & RESORT MANAGEMENT QUALIFICATIONS

AMENITY OVERVIEW AT SELECT SUNTEX MARINAS

SUNTEX MARINAS			MARINE FACILITIES & SLIP AMENITIES														RENTALS				LODGING	
REGION	PROPERTY	LOCATION	BOAT RAMP	SERVICE CENTER	BOAT LIFT	ELECTRIC / WATER	FUEL	PUMP OUT	MARINE STORE	BATHROOM / SHOWER	LAUNDRY	POOL	SECURITY	WIFI	BOAT CLUB	F&B	HOUSEBOAT	MOTORBOAT RENTAL	KAYAK	SUP	CAMPGROUND / CABIN / HOTEL	RV PARKING
West	Lake Don Pedro Marina	La Grange, CA	•	•	•	•	•	•	•						•	•	•	•	•	•	•	•
	Moccasin Point Marina	Jamestown, CA			•				•									•	•	•		
	Pleasure Cove Marina (CA)	Napa, CA	•		•		•	•	•						•		•	•	•		•	•
	Tahoe Keys Marina	South Lake Tahoe, CA	•	•	•	•	•	•	•	•								•	•	•		
Central	Canyon Lake Marina	Canyon Lake, TX	•	•			•	•	•		•		•	•	•	•		•	•	•		
	Captain's Cove Marina	Rockwall, TX	•	•			•	•	•	•			•		•			•				•
	Chandler's Landing Marina	Rockwall, TX	•	•			•	•	•	•			•		•	•		•				
	Cranes Mill Marina	Canyon Lake, TX	•	•			•	•	•	•	•			•	•			•	•	•		
	CrossTimbers Marina	Sperry, Oklahoma		•			•								•	•	•	•	•		•	
	Red Rock Marina	Pella, IA			•		•	•	•	•								•		•		
	Saylorville Marina	Des Moines, IA		•	•				•	•						•	•		•			
	Eagle Mountain Marina	Fort Worth, TX	•			•	•	•	•	•				•		•			•			
	Harbor One Marina	Fort Worth, TX	•						•	•				•		•						
	Lake Country Marina	Fort Worth, TX					•	•	•	•				•		•						
Northeast	Sunset Harbour	East Patchogue, NY		•	•	•				•	•	•		•	•							
	Liberty Landing Marina	Jersey City, NJ		•	•	•	•	•	•	•	•		•	•								
	Ocean Yacht Marina	Portsmouth, VA				•	•	•	•	•	•			•								
	Pleasure Cove Marina (MD)	Pasadena, MD		•	•	•	•	•	•	•	•	•		•								
	Tidewater Yacht Marina	Portsmouth, VA				•	•	•	•	•	•	•		•								
	York River Yacht Haven	Gloucester Point, VA		•	•	•	•	•	•	•	•	•		•								
Southeast	Laurel Marina & Yacht Club	Bristol, TN	•	•		•	•	•	•	•	•							•				
	Hurricane Marina	Silver Point, TN	•				•	•	•					•	•	•		•				
	Kentucky Dam Marina	Nancy, KY	•	•		•	•	•	•	•	•			•	•			•	•	•		
	State Dock Marina	Jamestown, KY	•	•	•	•	•	•	•		•		•	•			•	•				
	Wolf Creek Marina	Nancy, KY	•			•		•	•	•	•			•	•			•	•	•		
Florida / Georgia	Bayfront Yacht Works & Marina	Siesta Key, FL		•	•	•	•	•	•	•				•	•			•				
	Bahia Mar Yachting Center	Fort Lauderdale, FL				•	•	•	•	•	•	•	•	•	•							•
	Bayshore Landing	Miami, FL			•	•	•	•					•	•								
	Caloosa Cove Marina	Islamorada, FL		•	•	•	•	•	•	•	•	•	•	•	•							•
	Faro Blanco Marina	Marathon Key, FL				•	•	•	•	•	•	•	•	•	•							•
	Little Harbor Marinas	Ruskin, FL			•	•	•	•	•	•	•	•	•	•	•							
	Little River Marina	Canton, GA		•		•	•		•	•				•	•	•		•	•	•		
	Las Olas Marina	Fort Lauderdale, FL				•	•	•		•	•			•								
	Marina Jack	Sarasota, FL		•	•	•	•	•	•	•	•			•	•	•		•				
	Miami Beach Marina	Miami Beach, FL			•	•	•	•	•	•	•	•	•	•	•							
	Snook Bight Marina	Fort Myers, FL		•	•	•	•	•	•	•	•			•	•	•		•				
	Glade Marina	Acworth, GA	•			•	•	•	•	•	•			•	•			•	•	•		•

RECREATION & RESORT MANAGEMENT QUALIFICATIONS

RECREATION & EVENTS AT SUNTEX MARINAS



MEMORABLE EVENTS



OUTDOOR RECREATION



RECREATION & RESORT MANAGEMENT QUALIFICATIONS

RESORTS, FACILITIES & LODGING AT SUNTEX MARINAS



DRY STACK & BOAT DRY STORAGE | LITTLE RIVER MARINA



POOL DECK & MARINA | BAHIA MAR MARINA



WATERFRONT PROMENADE | FARO BLANCO RESORT & YACHT CLUB



HOUSEBOAT VACATION | PLEASURE COVE MARINA



COVERED WET SLIPS | LAUREL MARINE & YACHT CLUB

LUXURY RESORTS



LODGING



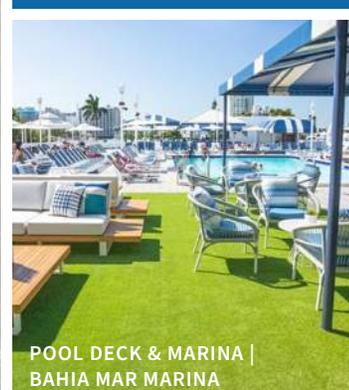
CAMPING & RV SITES | PLEASURE COVE MARINA

BEST-IN CLASS-FACILITIES



WATERFRONT PROMENADE, PARKING & WET SLIPS | MARINA JACK

AMENITIES



POOL DECK & MARINA | BAHIA MAR MARINA



MARINA & RESORT HOTEL | CALOOSA COVE MARINA



HARBOR COTTAGES | CROSSTIMBERS MARINA

RECREATION & RESORT MANAGEMENT TEAM



RICH CARTER | Chief Operating Officer

- Principally responsible for customer service at all Suntex Marinas.
- 30+ years managing large scale golf course and resort operations throughout the world for Troon Golf.



TOM DELONG | VP, Food & Beverage

- Manages all aspects of F&B including 40 waterfront concessions which generates \$60M in gross revenue.
- Oversaw Florida Gulf Coast's largest regional restaurant operations for 16 years as VP / GM of Marina Jack Restaurant Group.



CHRIS PETTY | SVP, Mergers & Acquisitions

- Managed over \$3B in acquisitions.
- Oversaw \$250M+ in capital improvements.
- 25+ years of marina operations and investment experience.



MARK JARACZEWSKI | Sr. Director, Circle of Boating

- Determines the portfolio of boats in Suntex inventory, as well as the direction for selecting new locations.
- Responsible for the implementation of the "Circle of Boating" experience throughout all Suntex locations.



MICHAEL WARNTJES | SVP, West & Southeast Regions

- Directly responsible for all West Coast operations, including Lake Berryessa.
- 30+ years managing large teams throughout the United States.



ELYSE TAYLOR | Sr. Director of Marketing

- Involved in all facets of the development of creative concepts and effective marketing strategies.
- 40+ years of expertise in creating informed visual communications that elevate client messaging to achieve valuable marketing objectives.



BEN BRICE | National Asset Manager

- Provided operations and asset management for a \$10M portfolio of campgrounds nationwide, managing 1,500 sites consolidated.
- Innovated revenue management techniques for hotels, cabins, and outdoor camping sites.



AMBER GARCIA | GM, Pleasure Cove Marina

- Directly responsible Suntex's daily operations and customer experience at Lake Berryessa.
- 10+ years experience managing marina properties.
- 15 years managing hospitality, and luxury glamping and cabin venues / resorts.

CONCESSIONS MANAGEMENT QUALIFICATIONS

OUR CONCESSIONS

Suntex manages over 40 successful food and beverage concession venues throughout our portfolio. Our concessions and restaurants span quick service restaurants to fine dining experiences, with the location of our venues ranging from waterfront dining to passenger vessels. Our seven largest restaurants collectively have over 300 dedicated employees, over 2,700 seats, and \$42M+ in gross annual revenue.

Our concessions team also manage marina/ship stores throughout our portfolio to ensure boating necessities, groceries, catering/provisioning, and other retail services are readily available.



\$42M+

GROSS ANNUAL REVENUE
FROM SUCCESSFUL
WATERFRONT
FOOD & BEVERAGE
CONCESSIONS



2,700

SEATS ACROSS ALL
F&B / CONCESSIONS OUTLETS



300+

DEDICATED F&B /
CONCESSIONS
TEAM MEMBERS

OVERVIEW OF SELECT VENUES

MARINA JACK RESTAURANT | SARASOTA, FL

The Marina Jack Restaurant offers a 650 seat waterfront location with three unique dining options. This venue features both outdoor and indoor dining opportunities with different menu price points depending on dining area. Marina Jack Restaurant also features a private event room to host a variety of special functions such as weddings, corporate events, etc.

MARINA JACK II DINNER BOAT | SARASOTA, FL

The 96' vessel features USCG rated 149 passenger capacity along with climate controlled dining. Featuring both public and private cruises, the vessel operates two cruises per day and travels the intercoastal waterways around Sarasota.

OLEARYS TIKI BAR & GRILL | SARASOTA, FL

Casual themed waterfront concept has 300 seats and features Sarasota's largest Tiki Bar featuring live music daily.

TURTLE BEACH GRILL | SIESTA KEY, FL

Turtle Beach Grill's casual beach themed location has 150 seats and features live music weekly.

MONTYS AT COCONUT GROVE | MIAMI, FL

Coconut Grove's largest waterfront restaurant with seating for 750 features live music daily along with the regions finest seafood. The causal venue features family friendly prices along with the regions best happy hour. Location features a private event room for social and corporate events.

BLUE SUNSHINE PATIO BAR & GRILL AT LYNN CREEK | DALLAS, TX

Featured at Lynn Creek Marina in Grand Prairie Texas, this 400 seat location opened in December 2021. The floating restaurant will be featuring fresh local seafood and live music.

BLUE SUNSHINE PATIO BAR & GRILL | ISLAMORADA, FL

Situated at Caloosa Cove Marina, this 175 seat waterfront restaurant will feature the regions finest seafood. Estimated opening date is June 2022.

CONCESSIONS MANAGEMENT QUALIFICATIONS

FOOD & BEVERAGE CONCESSIONS AT SUNTEX MARINAS



CASUAL RESTAURANT | BAYSHORE LANDING



CASUAL RESTAURANT | BAYSHORE LANDING



FINE DINING RESTAURANT | LIBERTY LANDING MARINA



SHIP STORE | CRANES MILL MARINA

BEST-IN CLASS-FACILITIES

FINE & CASUAL DINING



WATERFRONT RESTAURANT | MARINA JACK



EVENT SPACES | MARINA JACK

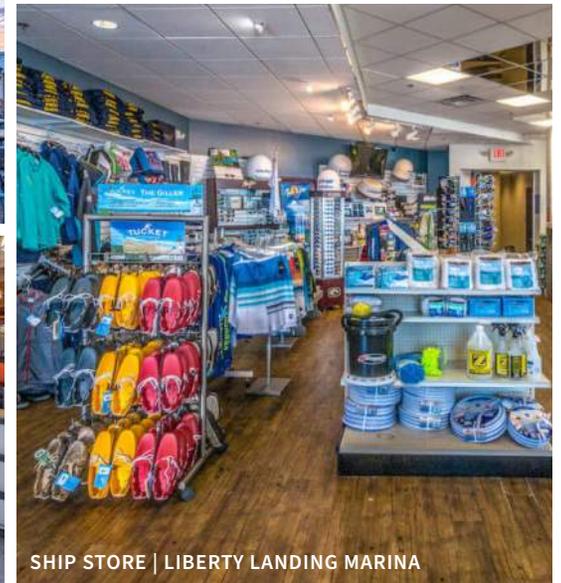


OUTDOOR DINING | MARINA JACK



CAPTAIN'S LOUNGE | BAHIA MAR MARINA

CONVENIENT CONCESSIONS



SHIP STORE | LIBERTY LANDING MARINA

CONCESSIONS MANAGEMENT TEAM

The Concessions Management Team will be the same team as the Recreation and Resort Management Team. Please refer to Section 4a of this RFP for Concessions Management Team Biographies for Rich Carter, Tom DeLong, Chris Petty, Mark Jaraczewski, Michael Warntjes, Elyse Taylor, Ben Brice, and Amber Garcia.

DEVELOPMENT EXPERIENCE

 **\$35 - 40M**
IN ANNUAL CAPITAL
EXPENDITURES

\$150M IN ACTIVE
DEVELOPMENT
PROJECTS 

Suntex has completed a diverse set of development projects across its portfolio and currently has \$150M of active projects under development. Our principals directly manage all of our development efforts, as each project we undertake has several different operational elements (i.e., marinas, restaurants, hospitality, office, amenities, etc.); numerous approvals and permits with local, state, and federal agencies; and, detailed logistics that are required to deliver finished products on both land and water. In addition to our large-scale development efforts, our team completes \$35-40M a year in capital improvements, which range from dock repairs to complete refurbishment of marinas, restaurants, and amenities.

Suntex's development team has dedicated team members who focus on design, project approvals, and entitlements. These team members directly engage with public agencies, governmental entities, and stakeholders to develop and refine a project's vision to ensure it is responsive to local market needs and site-specific environmental considerations.

Our projects often have common design elements, but each is fundamentally different due to physical constraints, site specific design parameters, and the terms of any underlying ground leases / concession agreements with our governmental partners. Our development team is committed to engaging local engineers, architects, land planners, and landscape architects, as each of our projects are tailored to local, site-specific conditions.

Berryessa Point encompasses all of these facets for Suntex, as delivering a first-class project on the lake will require a team with our experience, vision, and dedication to successfully implement Napa County's vision.

CURRENT PROJECTS UNDER DEVELOPMENT



LAS OLAS MARINA

- \$60M Redevelopment
- 88 Mega Yacht Slips
- 7,500+ LF of Docks
- 50,000+ SF of Restaurant, Office, and Amenity



TRIBUTE MARINA

- \$35M Redevelopment
- 801 Slips
- 6,400 SF Floating Ship Store



TAHOE KEYS MARINA

- Est. \$60M Redevelopment
- 275 Slips
- Undergoing Conceptual Design
- 40k SF of Retail, Office, and Restaurants
- 150-200 Slip Dry Rack Facility



PLEASURE COVE MARINA (CA)

- \$5.1M Expansion
- 150 Additional Slips
- Expanded RV, Cabin, and Campsites

DEVELOPMENT EXPERIENCE

SELECTED PROJECTS

LAS OLAS MARINA

Location	Fort Lauderdale, Florida
Property Size	14 Acres
Start Date	2021 - Ongoing
Capital Expenditures	\$60 Million



Involvement



Amenities



Las Olas Marina is a \$60M world class mega yacht marina with a high-end restaurant and three-story marine services building containing a casual restaurant, dockmaster's office, ship store, offices, and a captain's and crew lounge with a rooftop gym, pool, chef's kitchen, recreational spaces, crew amenities and 2,000 LF of public waterfront promenade.

Suntex was selected after a competitive RFP process in which we will own and operate the Las Olas Marina for 50-years in partnership with the City of Fort Lauderdale. We have extensive experience working with cities to create iconic destinations that are inviting to both visitors and locals, while also generating local jobs and revenue for the city, and providing infrastructure improvements. Improvements at Las Olas Marina include \$4M in wastewater infrastructure improvements; a new municipal pump station; and, 1,500 LF of seawall improvements to protect against sea level rise. Las Olas Marina will also be home to the annual Fort Lauderdale International Boat Show, which is responsible for \$1.3B economic output for the State of Florida generated by purchases at the show. Suntex looks forward to working with Napa County to make Berryessa Point Resort & Marina an iconic destination that serves the community.



DEVELOPMENT EXPERIENCE

SELECTED PROJECTS

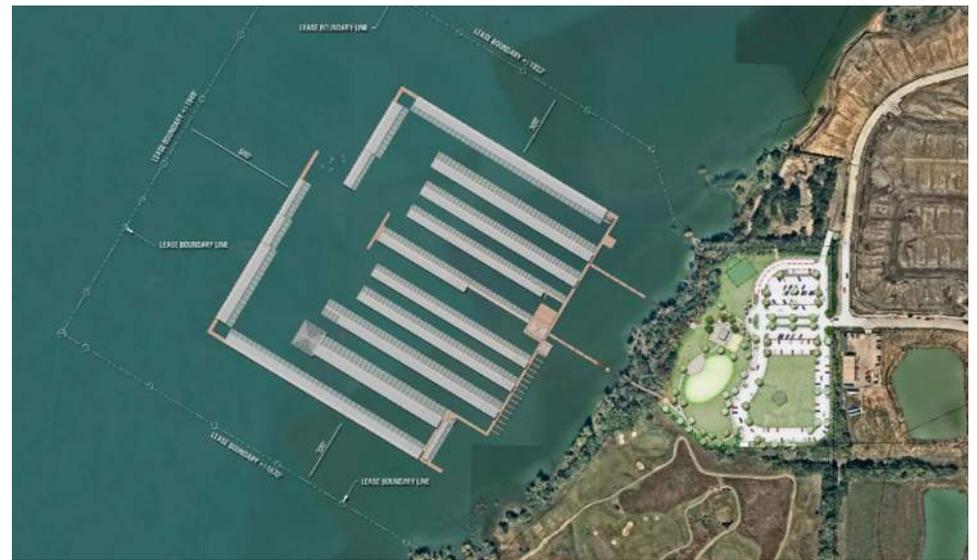
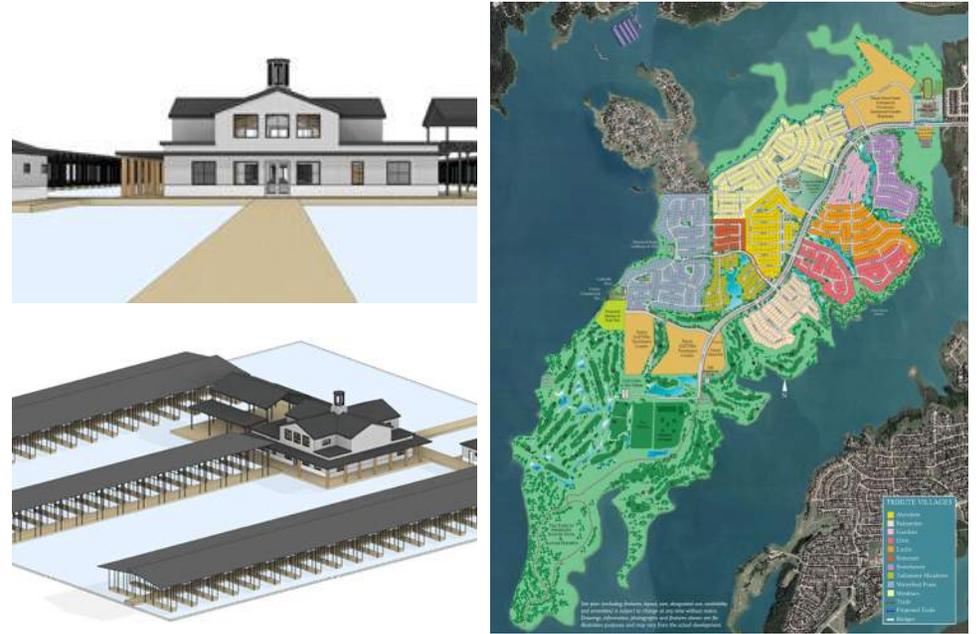
TRIBUTE MARINA

Location	The Colony, Texas
Property Size	11 Acres
Start Date	2021 - Ongoing
Capital Expenditures	\$35 Million



Tribute Marina is located within a master planned community known as The Tribute, which is situated along the eastern shoreline of Lake Lewisville. The Tribute will include about 3,000 single family homes, three public schools, a town center and various other amenities. Suntex's proposed development within The Tribute encompasses 801 wet slips, a fleet of rental and club boats, a fuel service facility, a 6,400 SF floating structure with internal retail, a deli, and office space; parking; multipurpose area; lawn game areas; and a lakeside park. These amenities are situated adjacent to 183 acres of undisturbed natural habitat, golf courses and trails.

U.S. Army Corps of Engineers, Fort Worth District completed the Lewisville Lake Water-Related Recreation Development Environmental Assessment in December 2000 and a public comment period in August 2021. Suntex is committed to working with cities, counties, state agencies, and the community to develop marinas and upland facilities using sustainable practices and with the community's insight and input in mind. We have a successful history of communicating and working with HOAs and resident groups, and this would be no different for our proposal of Berryessa Point Resort & Marina. Results from public comments, sometimes in the form of public charrettes and surveys, are taken into account during the design process and implemented as part of the site programming.



DEVELOPMENT EXPERIENCE

SELECTED PROJECTS

TAHOE KEYS MARINA

Location	South Lake Tahoe, CA
Property Size	21.5 Acres
Start Date	Dec. 2021 - Ongoing
Capital Expenditures	\$60M Redevelopment



Amenities

Tahoe Keys Marina is a storied marina located in South Lake Tahoe, CA, which was recently purchased by Suntex. The marina has 275 wet slips on 11 acres of submerged lands, 10 acres of upland development, and the potential to be redeveloped into a world-class facility to serve the greater California and Nevada boating community.

Tahoe Keys Marina is very similar to the proposed Berryessa Resort & Marina, as both have weathered lengthy periods without receiving the proper investment required to make them first-class marina and hospitality destinations.

We are currently working with our design team to reconcept and reenvision the property, as shown by the preliminary schematic site plans. Suntex has commenced approval and entitlement efforts for Tahoe Keys and anticipates a construction start in 2024.



	EXISTING GROUND	PROPOSED GROUND	PROPOSED SECOND	PROPOSED ROOF TOP
	9,735 SF	9,735 SF		
	12,000 SF	12,000 SF		
	7,200 SF	19,500 SF	19,500 SF	19,500 SF
	26,935 SF	101,235 SF	19,500 SF	19,500 SF

	EXISTING	PROPOSED
	2 RAMP	4 RAMP
	1 LIFT	1 LIFT

ATTRICTIONS:	PROGRAMS:
MILE HIGH FISHING CHARTER	DOCK MASTER
TAHOE TOPLINERS	OFFICE SPACE
TAHOE FISHING GUIDES	RESTROOMS
BOAT CHARTERS	BOAT SERVICE
BOAT SLIPS	PARTS DEPARTMENT
BOAT RENTALS	BROKERS
BOAT TESTINGS	BOAT CHARTER
BOAT GUIDE	BOAT SLIPS
TIKI BOATS	BOATS RENTAL
SAILING VENTURES	DRY STORAGE
WATER SKI SCHOOL	BARN BOATS
BALLOONS RIDE	PARKING
HELICOPTER TOURS	

CONCESSIONS, RECREATION & RESORT EXPERIENCE



= A SUNTEX EXPERIENCE

A SUNTEX EXPERIENCE

Suntex currently manages 60,000 resort room nights, 43 marinas with 13,280+ boat slips (and expanding to 55 marinas and 15,500+ slips by end of Q1 2022), and 40 concessions with 2,700 collective restaurant seats – all staffed by a dedicated team of over 1,500 team members. Our properties contain a range of operating businesses, including marinas, restaurants, resorts, hotel/timeshares, marina/convenience stores, recreational centers, and many other specialty concessions. It is these collective offerings, paired with quality customer service, that creates memorable moments. We have experience creating a cohesive package of concessions, recreation and resort offerings to provide a Suntex Experience.

OUR CONCESSIONS IN CALIFORNIA

Many of our properties are of a similar scale, size, and complexity as Berryessa Point, and our management team has extensive experience managing lakefront properties throughout the United States and California. Suntex currently has four lakefront properties in California – including Pleasure Cove at Lake Berryessa, Moccasin Point in Jamestown, CA, Lake Don Pedro in La Grange, CA, and the Tahoe Keys Marina in South Lake Tahoe, CA – that have many of the same characteristics as Berryessa Point Resort and Marina. Each of our locations have tailored offerings for their respective markets. Suntex will support all of our operations at Berryessa Point Resort & Marina with senior leadership and management, on-site management overseeing the entire property, and individual managers for the marina, lodging, and concessions to ensure our teams are responsive to customer needs.

CONCESSIONS, RECREATION & RESORT EXPERIENCE

SELECTED PROJECTS

PLEASURE COVE MARINA (CA)

Location	Napa, California
Property Size	Approximately 568 Acres



Amenities



Pleasure Cove Marina, located on the southern end of Lake Berryessa, offers covered and uncovered slips in a protected cove, a marine store, 140 dog-friendly tent and RV sites, 24 rustic lakeside cabins with patios and grills that can fit up to 10 people, and fully furnished houseboat and watersports rentals. Pleasure Cove Marina also provides services such as barge work, vessel towing, fuel docks, and pump out service.

As a sister marina to Berryessa Point Resort and Marina, Pleasure Cove Marina will be able to share resources such as marina services, team member knowledge, and management resources. We'll be able to leverage our resources to create an enhanced guest experience at both properties year-round, and we intend to provide a water taxi between our marinas to increase accessibility throughout the lake.

We are already immersed in the community and have a unique perspective of what it takes to operate successful concessions, recreation and lodging at the lake — what works and what can be improved upon. This invaluable insight will translate over to the operations at Berryessa Point Resort & Marina.

In addition, an upcoming \$5.1M expansion of the Pleasure Cove Marina will include 150 additional slips, and expanded RV, cabin, and campsites.



CONCESSIONS, RECREATION & RESORT EXPERIENCE

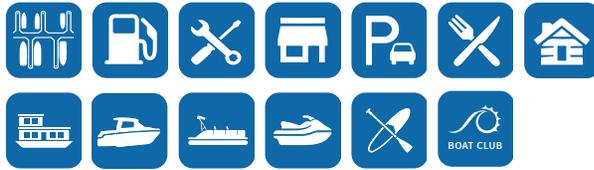
SELECTED PROJECTS

CROSTIMBERS MARINA

Location	Sperry, Oklahoma
Property Size	58 Acres



Amenities



CrossTimbers Marina on Skiatook Lake is home to the Folds of Honor run cottage, as well as 11 other fully furnished, family and dog-friendly lakeside cottages; a 514-slip marina with a marina store; and a local restaurant offering brick oven pizzas, gourmet burgers and sandwiches, craft beers, wine and spirits. In addition, CrossTimbers provides 24-hour gated security, on-site service and repair, and houseboat, boat and watersports rentals (kayak, paddleboard, wave-runner, ski boat, etc.).

Visitors have an abundance of options for resort and outdoor recreation, including access to meeting/event spaces, a lakeside grill, sandy beaches, golf cart trails, 5 miles of nature trails in an ancient CrossTimbers forest, deer feeding observation stations, bald eagle points and bird feeders, and guided fishing tours. CrossTimbers provides an all inclusive experience at the lake for everyone, similar to our proposal for Berryessa Point Resort & Marina.

Suntex’s Circle of Boating boat club, which allows exclusive unlimited access to a fleet of boat and watersports rentals, is available at CrossTimbers Marina. The Circle of Boating would be a part of the Berryessa Point Resort & Marina experience, allowing both first-time and experienced boaters the opportunity to enjoy the boating lifestyle and watersports without the cost of maintenance, storage, etc.



CONCESSIONS, RECREATION & RESORT EXPERIENCE

SELECTED PROJECTS

CALOOSA COVE MARINA

Location Islamorada, Florida

Property Size 14.6 Acres



Amenities



Located in the heart of the Florida Keys, Caloosa Cove Marina and Resort includes 30 oceanfront suites with kitchens and balconies, a spacious heated swimming pool overlooking the Atlantic Ocean, a full-service marina, a general store including bait and tackle, two on-site restaurants, and beachside grills with picnic tables. Free wifi, fishing charters, and roadside fueling are also offered as part of the inclusive recreation and resort experience.

Suntex owns and operates the resort and marina at Caloosa Cove and has extensive experience selecting tenants (restaurants, retail, charters, etc.) to create an environment where guests are provided everything they need within the resort. This is similar to the proposal for Berryessa Point Resort & Marina, where guests are offered lodging, amenities, and recreation opportunities to eat, stay and play all within the resort.

Caloosa Cove Marina and Resort is currently undergoing renovations to offer a refreshed restaurant on the property that will be managed by Tom DeLong, our Vice President of Food and Beverage. Tom has seasoned experience overseeing hospitality and restaurant operations (please see concessions management team biography) and will be managing the concessions at Berryessa Point Resort & Marina.



CONCESSIONS, RECREATION & RESORT EXPERIENCE

SELECTED PROJECTS

STATE DOCK MARINA

Location	Jamestown, Kentucky
Property Size	Approximately 400 Acres



Amenities



State Dock Marina is located in the Lake Cumberland State Resort Park and boasts one of the largest inland marinas in the United States with over 2,000 slips, a ship store will full line of groceries, apparel, boating accessories and supplies, concierge and bell hop service, valet parking, water taxi, shuttle service to parking lots and park, a fitness center, and a dockside restaurant. State Dock Marina also provides 24 hour security, free wi-fi and cable TV, and offers provisioning services that include starter kits and full meal plans for an entire trip.

While the scale of the marina is not what we are proposing for Berryessa Point Resort & Marina, we will proudly offer the same quality concierge and resort services that we deliver as part of the Suntex experience. Similar to the grocery store at State Dock Marina, we are also proposing a fresh market fully stocked with local produce, groceries, and provisioning kits along with a marina store at Berryessa Point Resort & Marina. Convenience grocery stores were rated as the most important service / facility in the Napa County Consumer Survey for redevelopment of concession areas at Lake Berryessa and Suntex would like the opportunity to provide this concession as part of our vision for a resort experience.

State Dock Marina offers live entertainment and site programming such as Raft Up (an annual event where boaters attempt to break the Guinness World Records of the largest number of boats rafted together simultaneously), Poker Run, and Thunder Run. There are also opportunities to explore the rest of the Lake Cumberland State Resort Park. Similarly, programming at Berryessa Point will take advantage of both water and land to provide family-oriented, seasonal recreational opportunities.

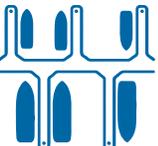


DEVELOPMENT CONCEPT

PROPOSED DEVELOPMENT PROGRAM



THE ULTIMATE WORLD CLASS, OUTDOOR RECREATION, FAMILY RESORT & MARINA

 <p>ENVIRONMENTALLY FRIENDLY & NATURE-BASED</p> <p>Leveraging the beauty and geography that Lake Berryessa offers to create the ultimate, nature driven, all inclusive family resort and marina</p> <p>Limit environmental impact of site development by utilizing existing roads and infrastructure; limiting development to previously disturbed areas; offering sustainable eco-friendly hospitality options; and, providing abundant outdoor recreation experiences</p>	 <p>FAMILY-ORIENTED EXPERIENCE</p> <p>Resort and marina amenities with the whole family in mind</p> <p>Unparalleled offering of sports and recreation activities appealing to both kids and adults for the perfect family adventure</p> <p>Food & Beverage Year-round, Family-Friendly Programming, Active Sports Fields, and Outdoor Land and Water-based Recreational Amenities</p>	 <p>BOUTIQUE RESORT & LUXURY HOSPITALITY EXPERIENCE</p> <p>All-inclusive boutique resort offering luxury hospitality options and amenities:</p> <p>224 Luxury cabin and eco-friendly glamping options:</p> <p>± 133 Luxury Family Cabins ± 33 Furnished Yurts ± 48 Eco-Tent Campsites 10 Houseboats with Views</p> <p>Resort Activity Center with Zero-Entry Pool, Clubhouse, Interpretive Center, Fresh Market and More</p>	 <p>FIRST CLASS MARINA</p> <p>Offering a first class, full-service, state-of-the-art marina for all water-based adventures:</p> <p>± 406 covered slip marina in a protected cove with wave attenuation</p> <p>Boat Club, Day Boat and Watersports Rentals, Captain’s Lounge, Marine Store, in-slip Pump Out Service in a Clean Marina, and Water Taxi to Sister Marina</p>	 <p>LOCAL INVOLVEMENT & ECONOMIC BENEFITS</p> <p>Long-term investment in the community:</p> <p>Recurring annual economic benefits will include:</p> <p>±137 Permanent Jobs</p> <p>±\$33M in Annual Economic Output within the Regional Economy</p> <p>±\$3.2M in New Annual Revenue to Napa County (±\$352M to the County over the life of the concession agreement)</p>
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DEVELOPMENT CONCEPT

PROPOSED DESIGN CRITERIA



ENVIRONMENTALLY FRIENDLY

- Minimize impact to the environment and pervious areas by utilizing existing paved areas and roads
- Utilize pervious materials such as gravel for proposed roads
- Installation of solar panels on cabins as an alternative energy source
- Planting with a native, water-wise, fire-resistant landscape strategy
- Collect rainwater with a rain garden
- Locally sourcing materials to lessen fuel consumption and help generate local jobs and revenue
- Encourage pedestrian and bicycle circulation instead of driving while on-site with extended trail systems and a waterfront promenade and plaza
- Provide watertaxi to sister marina, Pleasure Cove, to lessen car activity
- Provide pumpout facilities to every vessel
- Educate through a hands-on interpretive center



OUTDOOR RECREATIONAL OPPORTUNITIES

- Water-based recreation: Boats, Kayak, SUP, Canoe, Swimming, Fishing, etc.
- Expanded Shoreline Trail hiking, biking & walking opportunities
- Dirt Bike, fitness, multi-use trails & accessible paths
- Outdoor fitness stations
- Bike rental & service center
- Vista points & lookouts
- Birdwatching points and feeder stations
- Skate park
- Playing fields (Soccer, Frisbee, Badminton, Pickleball, Volleyball, Kites, etc.)
- Dedicated swimming Area
- Shaded rest areas with seating
- Shaded communal picnic area with grilling facilities
- Children's tree house & playground



FAMILY-ORIENTED

- Fully furnished family-friendly cabins
- Yurt & tent sites for the adventurous
- Activity center with amenities & concessions conveniently located in one area
- Food and beverage options including fresh market, two restaurants, prepared food kits, etc.
- Clubhouse & resort zero-entry pool with sun deck, spa, cabanas, lounge areas, and fire tables for gathering
- Dedicated small children's playground & splash pad
- Kids club and camp
- Separate large dog and small dog runs with pet comfort stations
- Playing fields and skate park for family recreation



OPEN YEAR-ROUND

- Marina and docks accessible and open year-round
- Watersport and club rentals available
- Restaurants and patios and open air areas will be climate controlled based on the season
- Concessions and amenities within activity center open year-round, including holidays
- Venue rentals (events pavilion, amphitheater) available for booking
- Year-round and seasonal programming geared specifically for Berryessa Point
- Seasonal amenities
- Lodging and houseboat rentals are available

DEVELOPMENT CONCEPT

BERRYESSA POINT RESORT & MARINA CONCEPTUAL SITE PLAN



SITE AMENITIES LEGEND

- 1 FIRST CLASS MARINA
- 2 EXISTING 80' WIDE BOAT LAUNCH
- 3 RESTAURANT AT THE POINT
- 4 WATERFRONT PROMENADE
- 5 ACTIVITY CENTER PARKING LOT
- 6 LARGE AND SMALL DOG RUN
- 7 BOAT TRAILER PARKING
- 8 CHILDREN'S PLAYGROUND
- 9 PLAYING FIELDS (SOCCER, BASKETBALL, VOLLEYBALL, ETC.)
- 10 RESTAURANT AT THE ACTIVITY CENTER
- 11 WATERFRONT PLAZA
- 12 ACTIVITY CENTER (SEE ENLARGEMENT)
- 13 DROP-OFF AND TEMPORARY PARKING
- 14 OUTDOOR EQUIPMENT STORAGE
- 15 PICKLEBALL COURTS
- 16 WELCOME CENTER & BACK OF HOUSE
- 17 EVENTS PAVILION
- 18 AMPHITHEATER
- 19 SKATE PARK
- 20 TRAIL EXTENSIONS

SITE LODGING LEGEND

- LARGE FAMILY CABIN (4 BR / 3 BATH)
- FAMILY CABIN (3 BR / 2 BATH)
- CABIN (2 BR / 2 BATH)
- YURTS
- TENT SITES
- RESTROOMS, SHOWERS, GARBAGE & RECYCLE FACILITIES

DEVELOPMENT CONCEPT

BERRYESSA POINT RESORT & MARINA CONCEPTUAL SITE PLAN | ACTIVITY CENTER ENLARGEMENT



SITE LODGING LEGEND

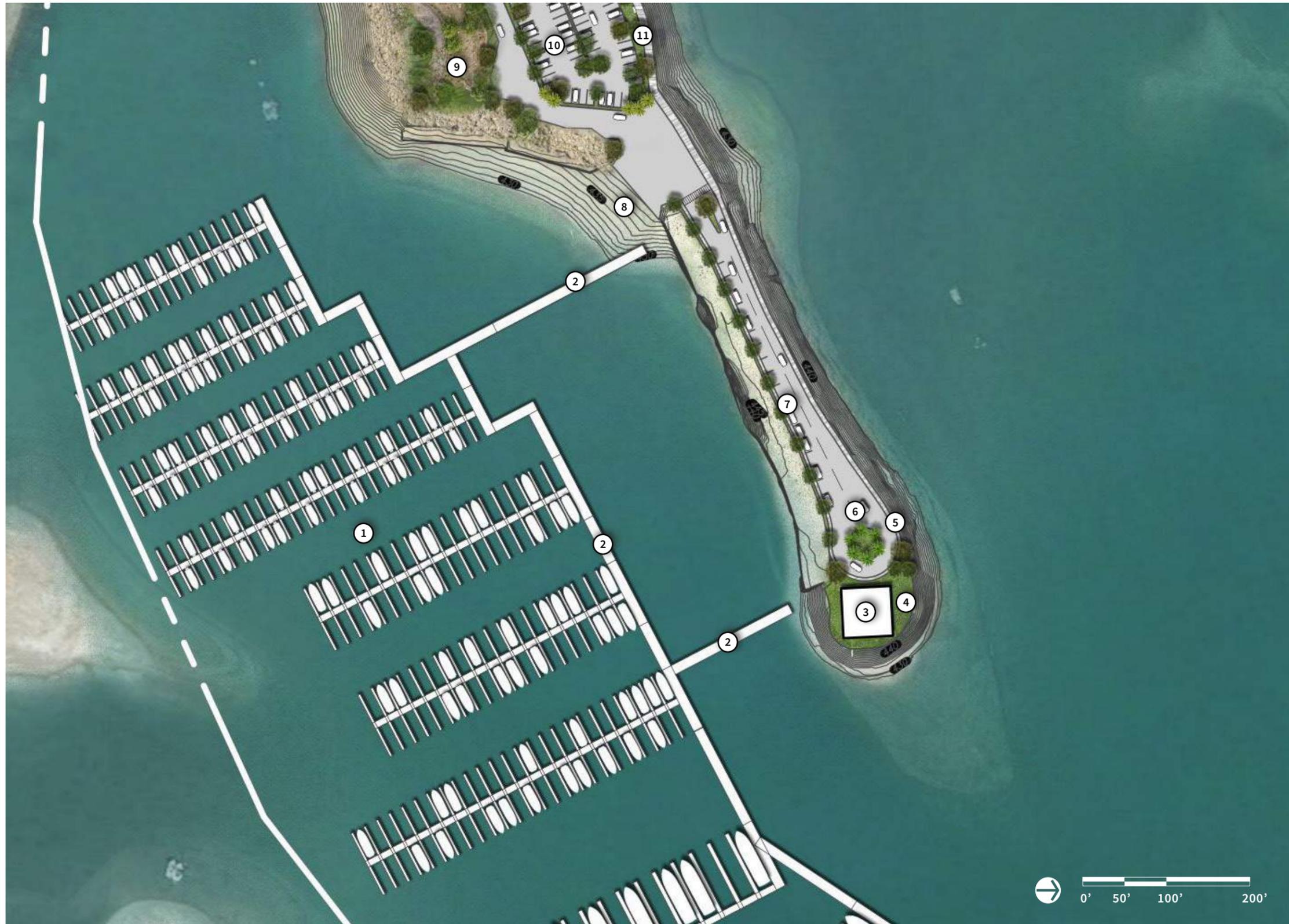
■	LARGE FAMILY CABIN (4 BR / 3 BATH)
■	FAMILY CABIN (3 BR / 2 BATH)
■	CABIN (2 BR / 2 BATH)
■	YURTS
■	TENT SITES
■	RESTROOMS, SHOWERS, GARBAGE & RECYCLE FACILITIES

- SITE AMENITIES LEGEND**
- 1 WATERFRONT PLAZA
 - 2 BUILT-IN PLANTER WALL SEATING
 - 3 SPLASH PAD
 - 4 BICYCLE RACKS
 - 5 ZERO ENTRY RESORT POOL WITH SPA & POOL SEAT
 - 6 CABANA
 - 7 SUN DECK
 - 8 RESTAURANT WITH ROOFTOP DECK & PATIO
 - 9 ACTIVITY CENTER AMENITIES:
 - FRESH MARKET & DELI WITH PREP KITCHEN
 - MARINE STORE & WATERSPORTS RENTAL
 - INTERPRETIVE CENTER & MEDIA ROOM
 - CLUB HOUSE & CAPTAIN'S LOUNGE
 - STATE-OF-THE-ART GYM
 - RESTROOMS AND SHOWERS
 - GAME ROOM (POOL, FOOSBALL & PING PONG)
 - 10 DROP-OFF AREA & TEMPORARY PARKING
 - 11 OUTDOOR EQUIPMENT STORAGE
 - 12 PICKLEBALL COURTS
 - 13 WELCOME CENTER / BACK OF HOUSE
 - 14 VOLLEYBALL COURT
 - 15 PLAYING FIELDS
 - 16 BASKETBALL COURT
 - 17 BADMINTON COURT
 - 18 CHILDREN'S PLAYGROUND
 - 19 BOAT TRAILER PARKING
 - 20 LARGE AND SMALL DOG RUN
 - 21 ACTIVITY CENTER PARKING LOT
 - 22 WATERFRONT PROMENADE WITH SEATING
 - 23 EVENTS PAVILION
 - 24 AMPHITHEATER
 - 25 SKATE PARK
 - 26 GRAVEL PARKING



DEVELOPMENT CONCEPT

BERRYESSA POINT RESORT & MARINA CONCEPTUAL SITE PLAN | MARINA & PENINSULA CENTER ENLARGEMENT

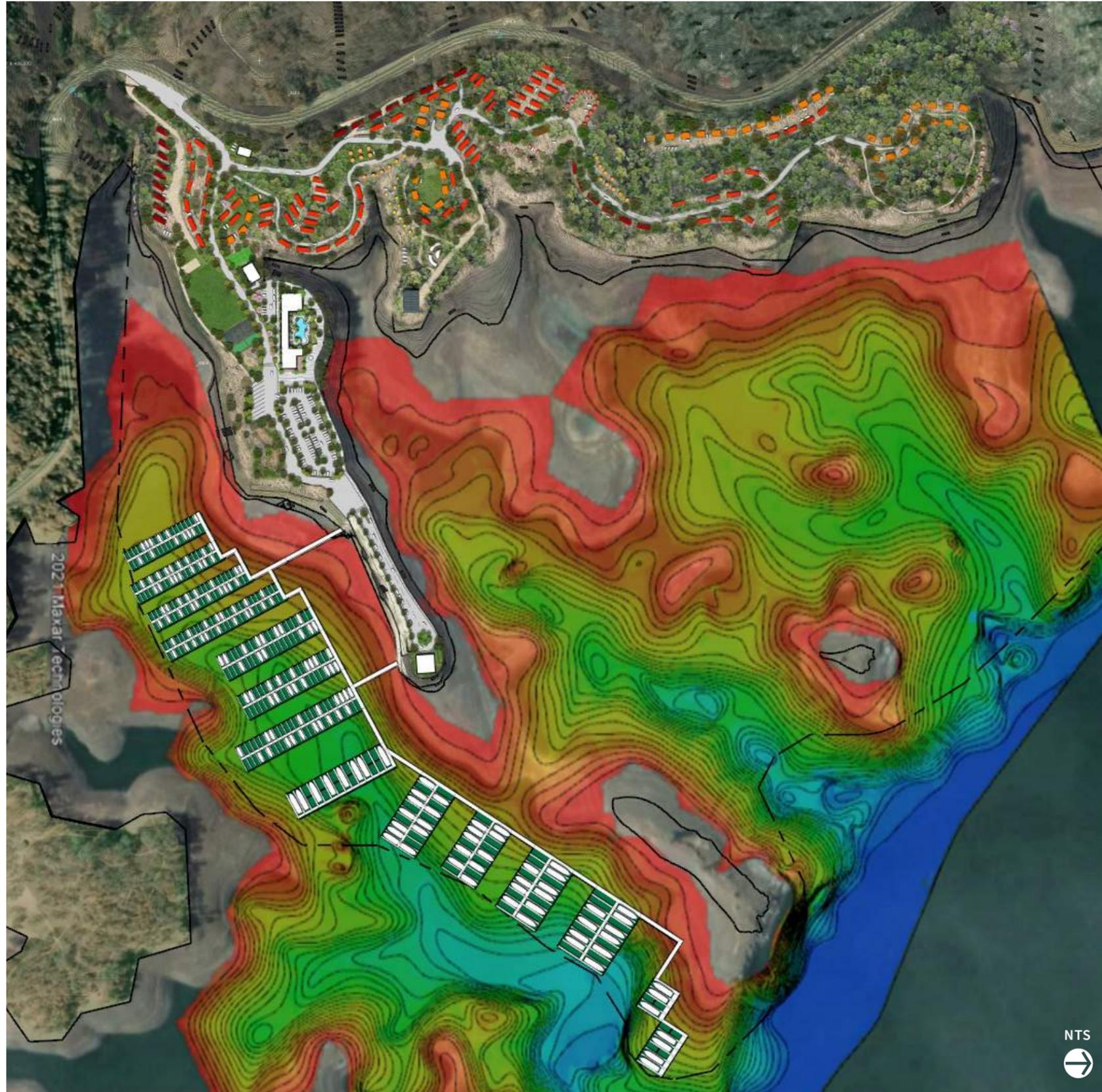


SITE AMENITIES LEGEND

- 1 FIRST CLASS MARINA
- 2 12' DOCKS
- 3 RESTAURANT AT THE POINT
- 4 OUTDOOR VIEWING AREA & GAME LAWN
- 5 WATERFRONT PROMENADE
- 6 FIRE TRUCK TURNABOUT
- 7 PARALLEL PARKING
- 8 EXISTING 80' WIDE BOAT LAUNCH
- 9 LARGE AND SMALL DOG RUN
- 10 ACTIVITY CENTER PARKING
- 11 WATERFRONT PROMENADE SEATING AREA

DEVELOPMENT CONCEPT

CONCEPTUAL MARINA LAYOUT | LAKE DEPTH OVERLAY



DEPTH LEGEND

- 0.10 ft - 10.00 ft
- 10.0 ft - 20.00 ft
- 20.00 ft - 30.00 ft
- 30.00 ft - 40.00 ft
- 40.00 ft - 50.00 ft
- 50.00 ft - 60.00 ft
- 60.00 ft - 70.00 ft
- 70.00 ft - 80.00 ft
- 80.00 ft - 90.00 ft
- 90.00 ft - 100.00 ft
- 100.00 ft - 110.00 ft

BATHYMETRIC SURVEY

On behalf of Suntex Marinas, a 124-acre bathymetric survey using an RTK GPS system that provides extreme accuracy of the submerged land was completed at Berryessa Point on 1/24/2022 to better understand the conditions and requirements for designing a first class marina capable of fully responding to fluctuating water elevations. Performed by Precision Marine Development, the lake level at the time was 410.1ft, with a capacity of 440ft and a 10 year low of 395.8ft. The data enabled our team to generate an industry-leading 3D model to make informed design decisions for achieving peak perform year-round in all water level conditions.

Several alternative marina layouts were explored during our design process (please see Appendix B and Appendix C for more information.) Alternate marina studies allowed us to design layouts responding to the growing demand for a year-round full service marina to support the neighboring primary market area. The marina layout would be subject to approval.

PROPOSED MARINA SLIP LENGTHS

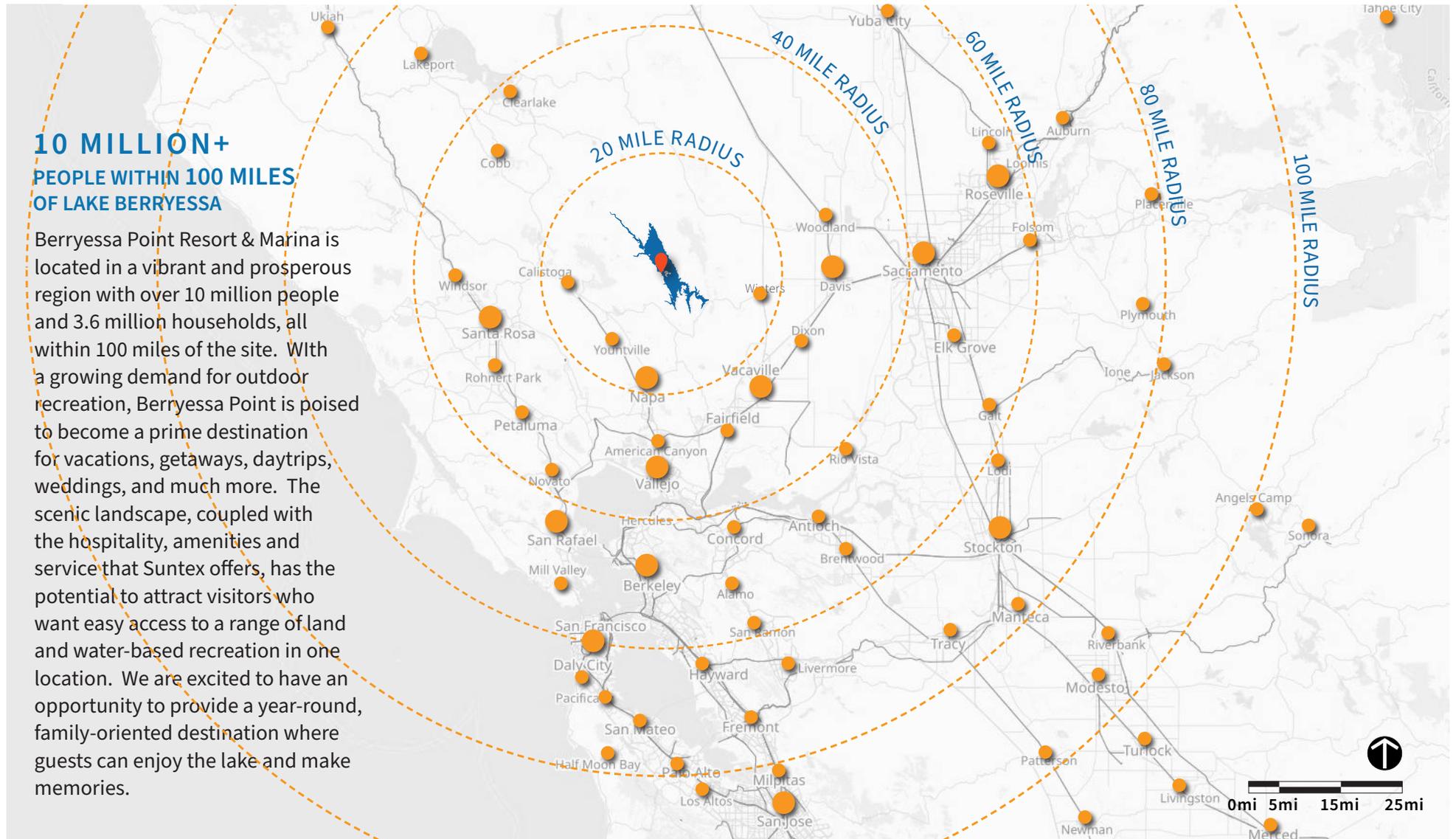
Marina Slips	
Slip Length	Qty
28 Linear Feet	178
38 Linear Feet	130
60 Linear Feet	47
80 Linear Feet	51
Total	406

DEVELOPMENT CONCEPT

REGIONAL INFLUENCE & CONNECTIONS

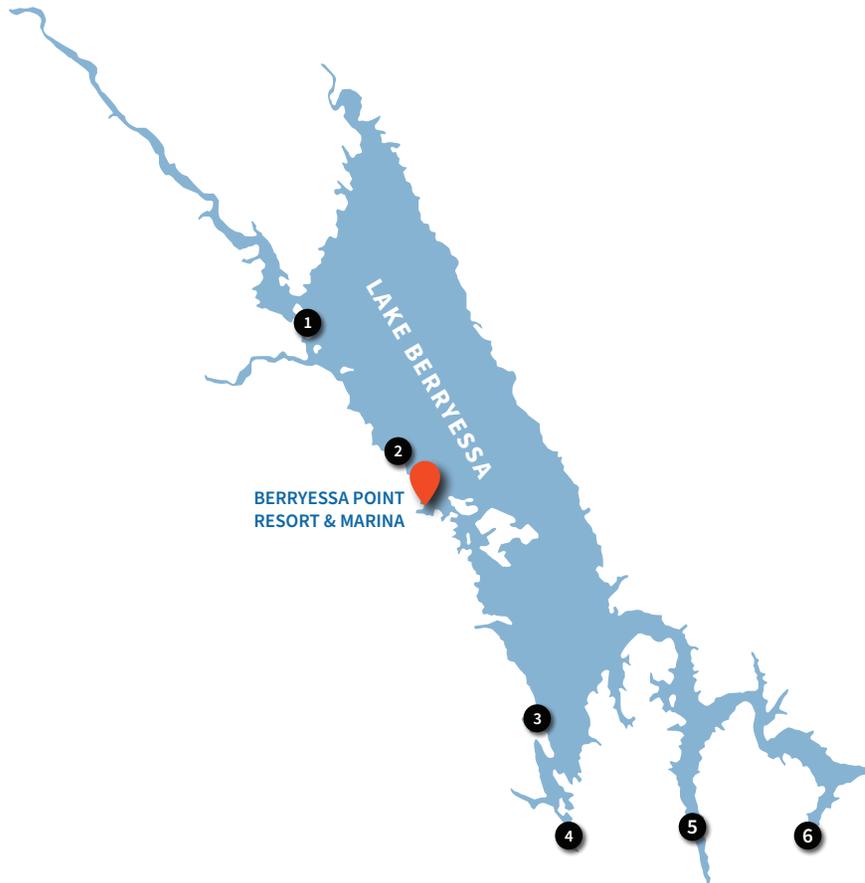
**10 MILLION+
PEOPLE WITHIN 100 MILES
OF LAKE BERRYESSA**

Berryessa Point Resort & Marina is located in a vibrant and prosperous region with over 10 million people and 3.6 million households, all within 100 miles of the site. With a growing demand for outdoor recreation, Berryessa Point is poised to become a prime destination for vacations, getaways, daytrips, weddings, and much more. The scenic landscape, coupled with the hospitality, amenities and service that Suntex offers, has the potential to attract visitors who want easy access to a range of land and water-based recreation in one location. We are excited to have an opportunity to provide a year-round, family-oriented destination where guests can enjoy the lake and make memories.



DEVELOPMENT CONCEPT

LAKE BERRYESSA LODGING OPTIONS



	HOUSEBOAT	RV	TENT	CABIN	YURT
EXISTING					
1 PUTAH CANYON RECREATION AREA	0	115	0	0	0
2 MONTICELLO SHORES - PROPOSED	0	201	[124 ²	-	-]
3 SPANISH FLAT - PROPOSED	0	0	[79 ²	-	-]
4 STEELE CANYON - PROPOSED	0	156	[120 ²	-	-]
5 PLEASURE COVE MARINA	6	20 ¹	85 ¹	24	0
6 MARKLEY COVE MARINA	0	0	0	8 ³	0
TOTAL	0	492¹	±408²	±32²	0

	HOUSEBOAT	RV	TENT	CABIN	YURT
PROPOSED					
BERRYESSA POINT RESORT & MARINA	10	0	48	143	33

LUXURY CABIN & GLAMPING RESORT

Our proposal for Berryessa Point Resort & Marina answers the huge demand for outdoor recreation experiences that better reflects the lifestyle of today’s guests by providing a high quality, varied, and convenient all-inclusive resort experience with houseboat, sustainable eco-tent, yurt, and cabin lodging options. RV sites are not proposed as we do not wish to oversaturate the area with additional RV sites. Instead, we are providing options for guests who may not have access to a RV, especially with severely limited lodging around the lake (no hotels/short term rentals). Our furnished lodging options offer an unparalleled luxury cabin and glamping resort experience that will make recreation at Lake Berryessa more accessible as an all-inclusive family-oriented destination.

¹ An additional 40 RV sites are proposed for development in 2022-2023 and 70 of the current tent sites will be converted to mixed-use sites able to accommodate smaller RVs.
² Lodging allocations other than RV sites were not broken down by type in Sun Communities’ RFP proposal for Monticello Shores, Spanish Flat or Steele Canyon. Exact allocation numbers TBD.
³ Markley Cove Resort had 8 cabins prior to the LNU Lightning Complex Fire.

The proposed allocation of **LODGING AND AMENITIES** at Berryessa Point Resort & Marina seeks to **FILL A HUGE GAP** in overnight accommodations while **COMPLIMENTING** the existing/proposed lodging experiences around Lake Berryessa.



DEVELOPMENT CONCEPT

PROPOSED DEVELOPMENT | RESORT

LODGING



HOUSEBOATS



CAMP SITES



YURTS



FAMILY CABINS

- Public Restrooms with Showers
- Garbage & Recycle Facilities
- Laundry Facilities
- Outdoor Propane Grills

CONCESSIONS & AMENITIES



- Two Casual Restaurants with Indoor and Outdoor Dining
- Fresh Market and Deli



- Club House with Zero-Entry Resort Pool, Sun Deck & Spa
- Interpretive Center, Media Room, Game Room & Office
- State-of-the-Art Gym



- Playing Fields (Soccer, etc.); Volleyball, Basketball, Pickleball, and Badminton Courts; Skate Park
- Children's Playground, Climbing Wall, Obstacle Course
- Large and Small Dog Run



- Events Pavilion
- Amphitheater
- Waterfront Plaza, Pedestrian Promenade & Multi-Modal Trails
- Shaded Seating, Grilling & Picnicking Areas
- Paved & Unpaved Parking

CABINS & CAMPSITES

Delivering an environmentally-friendly glamping/camping experience is an essential component of a high quality guest experience, as our customers will range from individuals to large families with varying abilities and needs. We've worked to ensure our site plan meets all of our customers' needs by planning a range of lodging types, which span from eco-tents, and yurts, to fully amenitized cabins. Our cabins will vary in size from two bedrooms to four bedrooms, with several large family cabins capable of accommodating ten or more guests. Our campsites, likewise, will be served by all of the essentials – including bathrooms and showers – and will have access to all of the recreational amenities throughout the project.

BUILDINGS & SUPPORT FACILITIES

In our experience, we have found that physical amenities – i.e., convenience store, fresh and deli market, pool, restaurant, etc. – are increasingly important for our guests, as they want to ensure they have a number of recreational opportunities and services during their stay. In addition, providing more in-demand services will allow for greater staffing, longer operating hours, and a more robust year-round operation. This is especially important for food and beverage outlets that typically see strong seasonal demand driven by boating and water dependent uses, but also thrive in the winter months when paired with robust hospitality offerings. We're planning a year-round food and beverage operation at Berryessa Resort & Marina, as we believe it will be readily supported by both resort and marina guests throughout the year.

ACTIVE RECREATION

Open multipurpose playing fields, pickleball, badminton, volleyball and basketball courts, a kids playground, skate park, and dog run round out the Activity Center to provide a great space for playing soccer, watching projected movies, and getting active, all while overlooking the lake. This area is supported by a landscaped parking lot that will allow easy access to all of the facilities and amenities.

Suntex will fund all of the improvements and does not have any financing contingencies. Please refer to Section 8 of this RFP for additional information on Suntex's financial capacity.

DEVELOPMENT CONCEPT

PROPOSED DEVELOPMENT | MARINA



MARINA & BOATING

- Full Service Marina with ± 406 Wet Slips and Floating Docks
- Dedicated Boat Launch, Marina Store & Captain's Lounge
- Watercraft Rentals (Ski Boat, Center Console, etc.)
- Kayak, Paddleboard, Canoe, and Equipment & Gear Rentals
- Fish Cleaning Station & IGFA-Certified Weigh Station

As part of the preliminary design process, our team completed an on-site bathymetric (underwater) survey in January 2022 of Berryessa Point to ensure our designs are able to accommodate low and high water levels. Please reference Appendix B and C for further inventory and analysis. Our plan calls for ±406 slips with a range of length that will allow the marina to cater to a wide range of boaters. In addition, our dock design will include all of the marina essentials – including power, pump-outs, internet, dock master's office, and marine-focused retail. To minimize additional impact to the site, we will utilize the location of the existing boat launch.

A major element consumers consider when selecting a marina is the quality of the facilities relative to competition and the accessibility of its location. In markets where the general quality of marinas may be similar, emphasis on distinguishing characteristics can add significant value to consumers.

We will build all new facilities with patios prebuilt into the breakwater slips that will also provide protection to the rest of the marina and provide golf cart access on the marina. In addition, our design includes a first-class marina store with an adjoining fuel dock.

STORM RESILIENT DESIGN

The potential consequences of high impact weather events on waterfront parks and marinas require design teams to reexamine traditional guidelines and engineering requirements. Our team has extensive experience in resilient design, as well as working through the aftermath of major events. This expertise will guide the design processes of the facilities at Berryessa Point Resort & Marina.

WINCH & CABLE ANCHORS

To alleviate the significant fluctuation in water elevation and reduce line-of-sight obstructions, the marina will be anchored with winch and steel cable.

MARINA DESIGN

Our design incorporates wave attenuation protection to provide our customers with optimal protection from the elements. This design will prove to have a significantly safer and calmer wave climate compared to the other marinas in the area, while providing the maximum amount of slips with a variety of docking sizes. The materials selected for use at Berryessa Point Resort & Marina will be selected based on a careful analysis of aesthetics, durability, sustainability, cost, performance, and availability.

Docks & Decking – Floating dock systems from a variety of leading inland lake manufacturers will be considered. All docks will be fully engineered and sealed by a licensed P.E. Our preferred decking material is concrete panels that prove to be the best choice for maintenance and longevity.

Wi-Fi – We will install a centrally managed wi-fi network throughout the property to minimize hard-wired facilities while ensuring our equipment can be seamlessly upgraded with minimal infrastructure impacts.

Individual Metering – Water and electrical services to slips will be individually metered with Marine Syncs patented design that provides customers with real time data of their electrical usage. Each meter will also monitor ground fault and relay all data to a central system within the ship store. This data is then loaded to a cloud-based system that can be accessed via the internet by our management team.

Sanitary Pump-Out Facilities – Our marina plan, as proposed, will develop a zero-discharge zone in the marina. The marina will have sanitary pump-out system being comprised of a stationary pump-out system that can service all of the boats in their respective slips.

Boat Lifts – We will install HydroHoist boat lifts for some of the slips to provide additional protection of boat hulls and ensure units are protected.

DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | RESORT POOL DECK OVERLOOKING WATERFRONT PLAZA



DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | EVENTS PAVILION WITH LAKE VIEW



DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | FRESH MARKET & CONVENIENCE STORE WITH COFFEE, TEA & JUICE BAR



DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | ROOF TOP LOUNGE & AMENITIES



DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | OUTDOOR DINING & RESTAURANT CONCEPT



DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | FAMILY CABINS



DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | FAMILY CABINS



DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | YURT EXPERIENCE



DEVELOPMENT CONCEPT

CONCEPTUAL RENDERING | VIEW FROM CABIN



DEVELOPMENT CONCEPT

PROPOSED DEVELOPMENT INVESTMENT

OUR PROPOSED INVESTMENT OF ±\$75M INTO THE REDEVELOPMENT OF BERRYESSA POINT RESORT & MARINA INCLUDES:

Suntex Investment

Sitework & Infrastructure	9,950,000
Marina & Docks	11,547,000
Upland Bldgs. & Amenities	8,250,000
Lodging (Cabins, Yurts, Campsites, etc.)	22,000,000
Soft Costs (Design, Engineering, etc.)	5,381,688
Cost Contingency	5,712,869
Circle of Boating Fleet	7,625,000
Total	\$74,865,052



SITWORK

Shoring and improvement of Berryessa Point to prevent further erosion



ROADWAY IMPROVEMENT

Refurbishment of existing roadways to limit environmental disturbance



NEW INFRASTRUCTURE

New infrastructure across the project (including water, sanitary sewer and sewer system, stormwater, power, telecom, etc.)



FIRST-CLASS MARINA

±406 marina slips, including a fuel dock, in-slip pump outs, electrical service, boat lifts, marine store, and captain's lounge

RESORT FACILITIES & AMENITIES:



ACTIVITY CENTER

Clubhouse with zero-entry resort pool, sun deck & spa, interpretive center, media and game room, office and state-of-the-art gym



PLAYING FIELDS & SKATE PARK

Playing fields, multiple sports courts and skate park



EVENTS PAVILION & AMPHITHEATER

Year-round and seasonal programming for the entire family



MULTI-MODAL TRAILS, WATERFRONT PLAZA & PROMENADE

ECO-FRIENDLY LODGING:



FAMILY CABINS

±143 fully furnished cabins capable of accommodating a range of guests and families



YURTS

±33 yurts with first-class amenities and finishes



CAMPsites

±48 campsites with access to restrooms & shower facilities



HOUSEBOATS

±10 new fully furnished houseboats

FULL FOOD & BEVERAGE OPERATION:



RESTAURANTS

2 casual dining restaurants with indoor and outdoor seating options overlooking the lake



FRESH MARKET

Fully stocked fresh market with local produce, provisioning kits, and deli

DEVELOPMENT CONCEPT

INVESTMENT SUMMARY & RETURNS SUMMARY

SUNTEX'S REDEVELOPMENT OF BERRYESSA POINT RESORT & MARINA WILL YIELD OVER **\$352M** OF NEW REVENUES TO NAPA COUNTY AS FOLLOWS:

NAPA COUNTY REVENUE	10 YEARS	50 YEARS
 PERCENTAGE RENT / CONCESSION FEE	\$14.5M	\$150M
 TRANSIENT OCCUPANCY TAX	\$14.9M	\$151M
 SALES TAX	\$5.1M	\$51M
TOTAL*	\$34.5M	\$352M

* EXCLUDES PROPERTY TAX

SUMMARY OF FINANCIAL TERMS

PROPOSED TERM

The proposed term of the concession agreement is for 55 years (approximately until October 31, 2075 per the MPA).

MINIMUM RENT

Minimum rent is the greater of \$500,000 or percentage of gross revenue (as defined above).

PERCENTAGE RENT / CONCESSION FEE

 MARINA DOCKAGE	7% OF GROSS REVENUES
 LODGING	7% OF GROSS REVENUES
 FOOD & BEVERAGE	7% OF RENT OR 4% OF GROSS
 CIRCLE OF BOATING	5% OF GROSS REVENUES
 ANCILLARY REVENUE	4% OF GROSS REVENUES

MODEL ASSUMPTIONS

Our model assumes nightly rates range from \$100/night (campsite) to \$550/night (largest family cabins), with an average daily rate (ADR) of approximately \$350/night in Year 1. ADR stabilizes at \$450/night in Year 7 and the rate escalation thereafter is limited to CPI (est. at 3%).

Our occupancy assumptions are seasonally adjusted and averages 35% across the year.

Marina dockage, Circle of Boating/boat rentals, and lodging rates were validated against local market data and Suntex's national Key Pricing Indicators ("KPIs") and occupancy metrics.

DEVELOPMENT CONCEPT

CONCESSIONS



MOTOR BOATING & MARINA-BASED

- Full-Service Marina with Wet Slips
- Suntex Circle of Boating Boat Club
- Marine Store
- Captain's Lounge
- Floating Docks
- Dedicated Watercraft Launch
- Watercraft Rentals (Ski Boat, Center Console, etc.)
- Kayak, Paddleboard & Canoe Rentals
- Equipment & Gear Rentals
- Dinner & Themed Cruises
- Fishing Charters
- Fish Cleaning Station
- IGFA-Certified Weigh Station
- 24 Hour Security



NATURE-BASED

- Expanded Shoreline Trail Hiking, Biking & Walking Opportunities
- Dirt Bike, Fitness, Multi-Use Trails & Accessible Paths
- Outdoor Fitness Stations
- Bike Rental & Service Center
- Vista Points & Lookouts
- Birdwatching Points and Feeder Stations
- Skate Park
- Playing Fields (Soccer, Frisbee, Badminton, Volleyball, Kites, etc.)
- Dedicated Swimming Area
- Shaded Rest Areas with Seating
- Shaded Communal Picnic Area with Grilling Facilities
- Children's Tree House & Playground



COMMERCIAL VENUES & OPPORTUNITIES

- Waterfront Promenade Connected to the Shoreline Trail
- Waterfront Farm-to-Table Dining with On-site Herb Garden
- Waterfront Wine Tasting
- Sunrise / Sunset Provision Packs - Prepared Meals / Meal Kits
- Indoor & Outdoor Wedding & Event Venues
- Corporate Retreat Venues
- Neighborhood Fresh Market & Convenience Store
- Outdoor Massage Service by Certified Masseuse
- Breakfast-in-Cabin Service by On-Site Restaurant
- Interpretive Center with Touch Tank & Interactive Exhibits
- Water Taxi to Sister Marina, Pleasure Cove Marina
- Boutique Coffee & Tea Shop
- Sunshine Amphitheater
- Lookout Point Pavilion
- Day-use Pass



LODGING & ACCOMMODATIONS

- Sustainable Fully Furnished Family-Friendly Cabins
- Tent Camping with Views
- Sanitary Disposal
- Houseboat Rentals
- Multiple Hot Showers & Restrooms
- Laundry Facilities
- Clubhouse & Pool
- Dedicated Small Children's Playground
- Splash Pad
- Separate Large Dog and Small Dog Runs with Pet Comfort Stations
- Screened Dumpster Areas

DEVELOPMENT CONCEPT

SITE PROGRAMMING



WATER-BASED PROGRAMMING

- Rock the Docks Concert Series
- Yoga on the Water (on SUP) / Dock
- Kayak Tours
- Full Moon Paddleboarding
- Fishing Tournaments & Competitive Events
- Boat Club Member Mixer and Appreciation



LAND-BASED PROGRAMMING

- Self-Guided Botanical & Wildlife Walks with Wayfinding
- Organized Birdwatching
- Fitness Boot Camp & Hikes (Fitness Trail, Bouldering, etc.)
- Outdoor Concerts & Sing-Along Nights at Sunshine Amphitheater
- Projected Movie Nights at Sunshine Amphitheater and Playing Fields
- Live Music and Picnic on the Playing Fields
- Guided Meditation at Lookout Point Pavilion
- Partnerships with Schools / Colleges for Educational Opportunities (Outdoor Classroom, Class on a Boat, Geology, Hydrology, Natural Resources Class Fieldtrips and Overnight Camping, Boating Instruction, etc.)
- Kids Club / Camp
- Scavenger Hunts
- Prix Fixe Dinner Featuring Partner Wineries & Farms



SEASONAL PROGRAMMING

- S'mores at the Fire Pit (Fall/Winter)
- Ice Cream Social (Spring/Summer)
- Halloween Costume Party & Pumpkin Carving Contest (Fall)
- Holiday Boat Light Parade (Winter)
- Mardi Gras at the Marina (Spring)
- Egg Hunt on the Great Lawn (Spring)

DEVELOPMENT CONCEPT

INSPIRATION CONCEPTS | CONCESSIONS



FRESH MARKET

CONVENIENCE



MARINA STORE



DEVELOPMENT CONCEPT

INSPIRATION CONCEPTS | RESTAURANT



EXCEPTIONAL VIEWS



OPEN & AIRY



OUTDOOR & INDOOR DINING



DEVELOPMENT CONCEPT

INSPIRATION CONCEPTS | INTERPRETIVE CENTER



INTERACTIVE



TACTILE



FAMILY-FRIENDLY



DEVELOPMENT CONCEPT

INSPIRATION CONCEPTS | CREATING SPACES



EVENT SPACES



WATERFRONT PROMENADE



PLAY SPACES



DEVELOPMENT CONCEPT

INSPIRATION CONCEPTS | OUTDOOR ACTIVITIES

PLAYING FIELDS



PASSIVE RECREATION



FITNESS TRAIL



BIKE PATH | SKATE PARK | SWIM



DEVELOPMENT CONCEPT

INSPIRATION CONCEPTS | POOL DECK



CABANAS & GATHERING



LOUNGE AREAS

RESORT POOL DECK



DEVELOPMENT CONCEPT

INSPIRATION CONCEPTS | WATERSPORTS RENTAL & BOAT CLUB



HOUSEBOATS & WATER SPORTS



BOAT CLUB ACCESS



FAMILY FUN



DEVELOPMENT CONCEPT

INSPIRATION CONCEPTS | LODGING & LIFE STYLE



YURTS, TENTS & AMENITIES



SUSTAINABLE & ECO-CONSCIOUS



FAMILY CABINS



DEVELOPMENT CONCEPT

PROPOSED LANDSCAPE STRATEGY

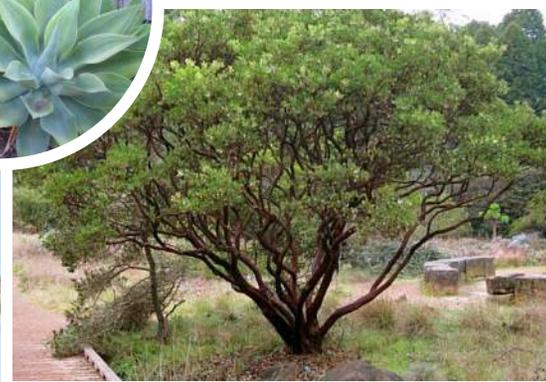
Berryessa Point Resort & Marina will be landscaped with a drought tolerant, water-wise, and fire resistant landscape strategy that will bring rich colors, layers and textures to the site. Selected plant material will also combat erosion. We will follow defensible space guidelines to help create a buffer from wildfires, leave undisturbed areas when possible, and use native species such as the California fan palm, Laurel Oak and Manzanita to promote native plant ecology. If found on the site, exotic species and trees damaged by wildfire will be removed.



FIRE RESISTANT



WATER-WISE



DROUGHT TOLERANT



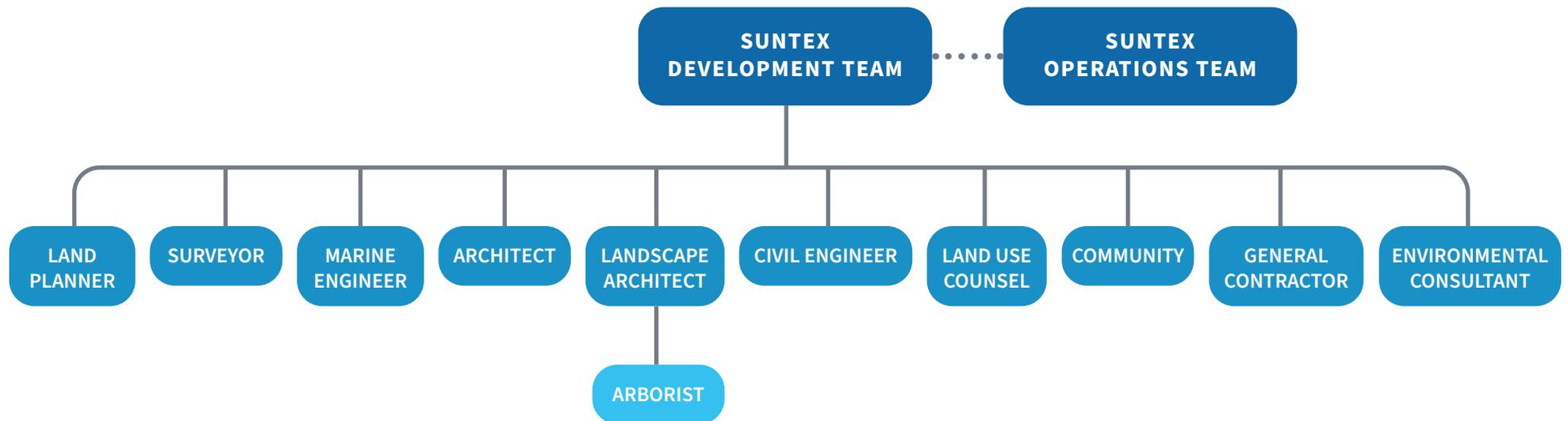
DEVELOPMENT CONCEPT

DEVELOPMENT PROCESS

Once selected, Suntex will immediately begin the formal site planning and approval process with Napa County and USBR. We will engage a land planner, architect, landscape architect, civil engineer, marine engineer, surveyor, and land use/environmental counsel to refine our development concept and advance the project through the approval process. In addition, Suntex will commence community outreach and engagement to ensure additional public input is considered in the approvals process.

DESIGN TEAM

Throughout the development process, we are committed to hiring locally (including MBE/WBE business), using local vendors, and establishing relationships with local suppliers. Suntex commits to exceeding all of Napa County's stated minimum thresholds for local hiring and MBE/WBE requirements, which will be further defined in the definitive agreement between Suntex and Napa County.



DEVELOPMENT CONCEPT

COMMUNITY ENGAGEMENT PLAN

COMMUNITY OUTREACH

The conceptual designs and programming presented in this proposal give physical form to services and facilities that ranked highly on the consumer survey, as well as key elements essential to the efficient operation of the world class marina. While we are confident in the design vision and approach, we are also interested in engaging the community in the final design process. We recognize that the residents and neighbors who live nearby have a special interest and insight into the future of Berryessa Point, and that their input can help improve the final outcome of our efforts.

Our approach to community engagement allows the design team to collaborate with the public in an interactive process that clearly communicates the opportunities and challenges associated with incorporating the needs of a wide range of participants within a defined space and budget. In order to achieve a plan which achieves the best balance of uses within the specified budget, our process relies heavily on an iterative design process that is open, transparent, and defensible.

We will work with Napa County, the USBR, and community to understand and communicate program and budget priorities, while determining and communicating the inherent trade-offs associated with those decisions. This is a process that ensures that we stay on schedule and achieve a final design that is more than the sum of its parts. In other words, the final plan must be more than a functional expression of program. The plan must also be a beautiful public space that complements the neighboring waterfront, respects the environment, and allows for public access and recreation, and sustainable development.

We have followed this process to achieve these results time and again, and can attest to the power of listening as a design tool. We have a track record of communicating and working with communities, HOAs, and resident groups to better understand how all of our goals can align and this will be the case at Berryessa Point Resort & Marina as well.

COMMUNITY BOATING & MARINA ACCESS

As part of our commitment to engaging the community, we will also work with a range of local organizations to create meaningful boating opportunities for everyone. Our facilities will supplement the land- and water-related programs already available and create synergies wherever possible. Examples of these opportunities might include partnering with local colleges and universities for classes on the water or outdoor classroom fieldtrips that utilize the multi-use trails and camping areas; and hosting tournaments to generate donations. We are committed to being good neighbors and a part of the community.

As part of our commitment to achieving the “Triple Bottom Line” approach to sustainability, we take very seriously the need to make our facilities accessible to everyone regardless of physical ability. In order to ensure that the docks are accessible to everyone, we will exceed the requirements of the Americans with Disabilities Act (ADA) recreational boating requirements.

LOCAL HIRING & LOCAL RESOURCES

The development and operation of a new marina and resort will create new permanent and temporary job opportunities. From the design process through construction, and eventually, daily operations, we are committed to hiring locally (including minority and minority owned business), using local vendors, and establishing relationships with local suppliers. Suntex commits to exceeding all stated minimum thresholds for local hiring and MBE/WBE requirements, which will be further defined in the definitive agreement between Suntex and Napa County. Suntex’s Pleasure Cove Marina is currently staffed by 100% local employees who live and work within Napa County.

COMMITMENT TO LAKE BERRYESSA & PRIOR RFP SUBMITTAL

Suntex Marinas submitted a proposal for the **Available Concession Area Request for Proposal: CEO112001 in 2021**. We are committed to partnering with Napa County and working with the community to redevelop Berryessa Point.

DEVELOPMENT CONCEPT

MARKETING PLAN

MARKETING & BRANDING STRATEGY

Suntex has a long standing reputation in the marine industry as a cornerstone of quality, service, integrity and satisfaction. This is an important factor in our branding strategy globally and locally. Marinas such as Berryessa Point Resort & Marina should be the heart of the community and all marketing efforts, including local branding will be done in a unique unpretentious way which allows both visitors and locals to feel welcome.

Our marketing strategy consists of a multi-faceted approach. A dedicated Suntex Marketing Team creates and maintains current content on the full suite of social media platforms and also generates publicity through: articles and feature stories in industry and local lifestyle magazines; marina profiles on industry websites; press releases in news outlets; and a physical presence at industry events such as boat shows. Poised to become a world class Suntex Marina and Resort destination, Berryessa Point Resort and Marina will have an opportunity to be nominated for annual industry awards, further reaching an even wider audience.

INDIVIDUALIZED BRAND

By becoming a part of the Suntex Marina family, Berryessa Point Resort & Marina will be able to tap into the resources of an established online and physical presence with an accredited reputation. Berryessa Point will benefit from Suntex branding, including an individualized marina logo, that can be seen on the fleet of rental watercrafts, merchandise, gear, wayfinding, etc. and at events.

WEBSITE

Suntex maintains a Suntex Marinas website with a link to each individual marina. Each of the 43 marina websites features information about available amenities and allows for online lodging and watercraft rental (if available at that particular marina.) Individual marina websites also allow users to submit a service request form (response within 24 hours), contains links to leave honest reviews and feedback, and provides information on events (concerts, tournaments, etc.) A new user database will be created and integrated with the current database to promote Berryessa Point Resort & Marina.

SAMPLE BRANDING



DEVELOPMENT CONCEPT

MARKETING PLAN

SAMPLE BRANDING OPPORTUNITIES



DEVELOPMENT CONCEPT

MARKETING PLAN

SOCIAL MEDIA

Through our enterprise level social media management platform, we have the ability to monitor, deliver, and maintain all social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Google and Yelp. We also have the ability to conduct social media contests, sweepstakes, and surveys on demand. In instances such as Covid and hurricane emergencies, we are able to reach out to our subscribers and the public with the latest updates in a timely and efficient manner. In addition to social media posts, Suntex also has a YouTube channel that highlights individual marinas in short clips. Visitors have the ability to connect with us on multiple social media platforms, such as the ones below.



WWW.SUNTEX.COM
WWW.BERRYESSAPOINT.COM



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SUNTEX MARINAS

INDUSTRY RESOURCES & EVENTS

We have worked very hard to build solid relationships and partnerships with key resources and vendors in the marine industry allowing our executives to participate and work with: NMMA, AMI, USSA, ISS, Soundings-Trade Only, MarinaLife, Marina Dockage, DockWa, Boatsetter, West Marine, HydroHoist and many others. Suntex Marinas participates in and hosts events such as the Fort Lauderdale International Boat Show, one of the largest yacht shows in the world. Suntex's presence at boat shows, tournaments, etc. guarantees that news of Berryessa Point Resort and Marina's development will reach those in the boating world.

LOCAL EXPOSURE

Suntex will reach out to local resources such as the Napa Valley Chamber of Commerce, Napa Valley Welcome Centers, Lake Berryessa News, Napa Valley Register, the Daily Republic, and local lifestyle magazines and blogs to share news of current events and create local interest and momentum.



DEVELOPMENT CONCEPT

MARKETING PLAN



BRANDING

- Marina Logo & Identity
- Wayfinding & Signage
- Rental Fleet
- Merchandise & Gear



EVENTS

- Fort Lauderdale International Boat Show
- Suncoast Boat Show
- Fishing Tournaments
- Charity & Philanthropic Events
- Sponsorship / Hosting Events



WEBSITE

- Suntex Marinas Website
- Individual Marina Website
 - Online Watercraft Rental
 - Online Lodging Rental
 - Online Service Request
 - Marina Amenities & Events
 - Circle of Boating Boat Club Info
 - Mailing List Sign Up
- SEO
- Targeted Ad Audience



PRINT MEDIA

- Industry Magazines (Digital & Print)
- Local Lifestyle Magazines
- Brochures, Pamphlets, Banners & Promotional Materials
- Events Calendars (Digital & Print)
- News / Magazine Articles
- Press Releases



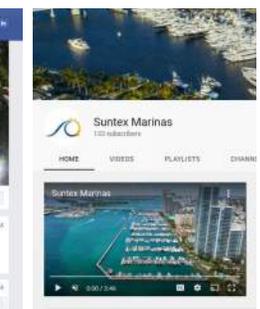
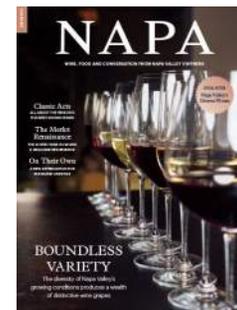
SOCIAL MEDIA

- Facebook
- YouTube
- Instagram
- Twitter
- LinkedIn
- Yelp (Marina & Restaurants)
- TripAdvisor (Marina & Restaurants)
- Wedding Blogs: Venue Feature
- Daytrip Blogs: Venue & Trails



LOCAL

- Local News Outlets: Lake Berryessa News, Napa Valley Register, Daily Republic, etc.
- Napa Valley Chamber of Commerce
- Napa Valley Welcome Centers
- Napa Valley Visitor Magazine
- Sacramento & San Francisco Airport
- Partnerships with Local Wineries & Farms
- Partnerships with Local Schools
- Partnerships with Cruise Lines
- Partnerships with Fishing Charters



DEVELOPMENT CONCEPT

OPERATIONAL PLAN / CUSTOMER SERVICE PLAN

Suntex is planning to operate the entire Berryessa Point Resort & Marina year-round. Our on-site staffing plan will include a General Manager with property-wide responsibility and Assistant General Managers responsible for daily operation of the lodging, restaurants, and marina, respectively.

HOURS OF OPERATION



MARINA

Monday - Sunday – 8am to 6pm



LODGING & GUEST SERVICES

Monday - Sunday – 8am to 9pm



FRESH MARKET & PROVISIONS

Monday - Sunday – 8am to 9pm



RESTAURANTS

Monday - Sunday – 10am to 10pm



YEAR-ROUND

All venues will be open year-round, including holidays

BOAT RENTAL

Boat rentals will be available for advance or day-of booking for hourly or daily excursions. Our boat fleet at Berryessa Resort & Marina will include: waverunners, pontoons, ski boats, wakeboard boats and deck boats. In addition, we will offer kayaks, paddleboards, skis, tubs, kneeboards, paradise pads and other family fun water toys.

CIRCLE OF BOATING BOAT CLUB

For our customers who want more boating opportunities, Suntex Circle of Boating offers its members the opportunity to enjoy boating while the club manages maintenance and storage. Boat club memberships include:

- Weekday-Only Plan
- Captains Membership
- Admirals Membership
- Corporate Membership
- Shared Membership

SECURITY

Suntex will have on-site security operations 24/7 to ensure guest safety throughout the resort and marina. Suntex will implement industry standard security systems – including sitewide cameras and appropriately located site lighting – to ensure guest safety.

DEVELOPMENT CONCEPT

INFRASTRUCTURE IMPROVEMENTS

As part of the redevelopment effort, the site will be developed with new on-site water and sanitary sewer facilities, stormwater management, roads, a waterfront plaza and promenade, and all other on-site utilities. Our cost estimate includes installation of restrooms and shower facilities throughout the site; infrastructure to support the recreational amenities; and, marine and dock infrastructure to service vessels.

DEVELOPMENT CONCEPT

CONCEPT, DEVELOPMENT AND MANAGEMENT & POTENTIAL CONFLICTS

MANAGEMENT EXPERIENCE

As noted in Section 4 of this response, Suntex has substantial experience directly operating projects of this size, including year-round food and beverage establishments.

Our development team has extensive experience in working through CEQA, NEPA, and environmental regulatory processes for large scale projects in California. We are committed to working with Napa County, regulatory bodies, and the community to secure the necessary approvals for the redevelopment of Berryessa Point Resort & Marina.

CONFLICTS

Suntex does not have or foresee any conflicts with USBR requirements (including the documents listed in Section F of the RFP). Suntex anticipates going through an environmental and development review process with Napa County and USBR to fully define the redevelopment potential of Berryessa Point Resort & Marina, with the details of the required approval process to be further defined in the definitive concession contract and due diligence period.

DEVELOPMENT CONCEPT

SUB-CONCESSIONAIRES

Sub-concessionaires are not proposed for Berryessa Point Resort & Marina as Suntex will operate all of the concessions on the property. Please refer to Suntex concessions management qualifications in Section 4b and relevant concessions experience in Section 6 of this RFP.

Please note that while Suntex will manage the concessions, we anticipate partnering with Napa County's diverse set of vendors – such as wineries, farms, etc. – to deliver local goods, services, and experiences to Berryessa Point Resort & Marina. Further, we will work with the County and stakeholders to identify local partners, including MBE/WBE firms, to jointly operate the food and beverage venues. For the purposes of estimating the revenue presented in this RFP, we have provided estimated rents from these potential proprietors. Notwithstanding the foregoing, Suntex has over \$42M+ in annual food and beverage gross revenues and we are ready, willing, and able to internally operate the food and beverage venues.

In addition, Suntex will provide local and MBE/WBE businesses the opportunity to provide goods and services to our establishments, including our restaurant and retail offerings.

FINANCIAL CAPABILITY

AVAILABLE FUNDS & FINANCIAL EXPERIENCE

Suntex is readily able to fund all of the improvements detailed in this proposal with no financing contingencies.

- Through a recent restructuring and active acquisition strategy, Suntex has funded +/- \$2B in the last 12 months
- Suntex regularly funds \$35-40M in capital projects per year
- Suntex has committed \$150M+ to active development projects
- Suntex has a credit facility that is expandable to \$1.5B
- Suntex does not have any financial contingencies associated with our proposal
- No mortgages will be necessary to fund this project

For demonstrated experience financing recreation projects of a comparable scale as Berryessa Point, please reference Sections 5 and 6.

For additional information on Suntex's financial capacity, please see attached:

1. Letter from our funding partner, Centerbridge, which has over \$30B in capital under management, and
2. Wall Street Journal article from February 1, 2022.



February 8, 2022

County of Napa
Napa County Executive Office
Attn: Leigh Sears
1195 Third Street Ste. 310
Napa, CA 94559

Dear Ms. Sears,

Centerbridge Partners, L.P. is a private investment management firm employing a flexible approach across investment disciplines—from private equity to private credit and related strategies, and real estate—in an effort to develop the most attractive opportunities for our investors. The Firm was founded in 2005 and has over \$30 billion in capital under management with offices in New York and London. Centerbridge is dedicated to partnering with world-class management teams across targeted industry sectors and geographies and is Suntex's largest investor and capital partner. The General Partners at Centerbridge have complete discretion over the investment of the funds' capital, have approved the pursuit of the Beryessa Point Resort & Marina transaction by Suntex, and have adequate capital to fully-fund the entirety of the transaction with immediately available funds.

Sincerely,

A handwritten signature in blue ink, appearing to read "Matt Dabrowski", written over a horizontal line.

Matthew Dabrowski
Managing Director

2/17/22, 8:29 AM

Marina Business Gets Lift From Pandemic Boat Sales - WSJ

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<https://www.wsj.com/articles/marina-business-gets-lift-from-pandemic-boat-sales-11643720403>

PROPERTY REPORT

Marina Business Gets Lift From Pandemic Boat Sales

Real-estate investor Centerbridge is combining the second- and third-largest marina owners to create a \$2.5 billion company



Liberty Landing in Jersey City, N.J. More retirees have been spending their leisure time and savings on boating.

PHOTO: BJOERN KILS

By [Peter Grant](#) [Follow](#)

Feb. 1, 2022 8:00 am ET

The second-largest owner of U.S. marinas is acquiring the third-largest owner, creating a new powerhouse in this niche real-estate business as boat sales surge during the pandemic.

Centerbridge Partners LP said it is paying about \$400 million for Westrec Marinas, which the investment firm will absorb into its own Suntex Marinas. That will create a combined company with more than 50 marinas that is valued at \$2.5 billion, making it the second-highest-valued U.S. marina owner after Safe Harbor Marinas.

Investor interest in the waterside properties started growing in 2019 when marinas gained more favorable tax treatment. Marinas got another boost with the rise in boat sales, which soared during the pandemic with more companies moving to coastal states

with warmer climates. Boating also became more popular as a relatively safe way to socialize outdoors, along with camping and hiking.

“People who were [boating] some of the time are doing it more, and others are doing it for the first time,” said Billy Rahm, Centerbridge senior managing director.

Annual U.S. sales of boats, marine products and services totalled \$49.3 billion in 2020, up 14% from 2019, according to the National Marine Manufacturers Association. Powerboat sales in 2021 were expected to surpass 300,000 for a second year in a row after hitting a record in 2020, the association said.



Investor interest in waterside properties started growing in 2019 when marinas gained more favorable tax treatment. A Suntex marina in Dania Beach, Fla.

PHOTO: SUNTEX MARINAS

Analysts say the marina business resembles the manufactured-housing and recreational-vehicle industries before institutional investors discovered them and drove prices much higher.

Many institutional investors have viewed marinas as a terrible industry “because they own boats and have realized how much money they’ve sunk into them,” said Josh Dennerlein, an analyst with Bank of America who tracks the industry.

Yet, he added, they should have thought about the flip side and “that someone was making a lot of money to store their boats and maintain them.”

Some big investors became more intrigued with the prospect of owning marinas after the Internal Revenue Service ruled that fees paid for boat slips and boat storage counted as

real-estate rents. That gave real-estate investment trusts that owned marinas the same tax benefits as those given to REITs that owned other commercial property.

The aging baby-boomer generation was stoking marina demand, even before the pandemic. More retirees have been spending their leisure time and savings on boating.

New marina construction, meanwhile, has been virtually nonexistent and barriers to new entrants are steep. There are few remaining development sites in sheltered harbors. New marinas would also have to overcome tough environmental regulations and possible community opposition.

“You don’t necessarily want a boat marina next to your beautiful \$10 million waterfront home,” Mr. Dennerlein said.

Still, the marina business has its risks. Continued inflation would increase the cost of paying dockhands, boat-maintenance crews and other workers. An economic downturn would likely convince many would-be customers to avoid the cost of storage by keeping their boats in their driveways.

Most of all, analysts said, climate change raises the possibility of more hurricanes and rising sea levels that could upend the boating business. Mr. Rahm said Centerbridge has taken steps to mitigate climate change risks, such as investing in boat-storage locations at higher elevations.

New York-based Centerbridge estimates that there are about 11,000 marinas in the U.S. but most are individually-owned businesses. The industry is ripe for consolidation, Mr. Rahm suggested, because the minor marinas can’t match the investments larger companies like Suntex are making in technology and marketing.

SHARE YOUR THOUGHTS

If you're a boater, how might consolidation in the marina business reshape how and where you spend your time on the water? Join the conversation below.

Merger-and-acquisition activity in this specialized sector has picked up during the Covid-19 era and after the tax change. Real-estate investor [Sun Communities](#) Inc. acquired the

2/17/22, 8:29 AM

Marina Business Gets Lift From Pandemic Boat Sales - WSJ

largest operator, Safe Harbor Marinas, in 2020. Centerbridge became Suntex's largest shareholder last year.

Mr. Rahm said his firm is eyeing other acquisitions as it builds a marina company that it is considering taking public later this year.

Suntex also has been investing in ways to expand marina revenue beyond docking, storage, maintenance, and food-and-beverage services. Many of the company's marinas offer boat clubs and rentals that make tidy profits while giving non-boat owners a taste of ocean spray, fishing and water sports.

“If they really like it, they end up buying a boat,” Mr. Rahm said. “When they do, they’re highly likely going to keep their boat at a Suntex marina.”

Write to Peter Grant at peter.grant@wsj.com

Appeared in the February 2, 2022, print edition as 'Boat Sales Boost Marina Business During Pandemic.'

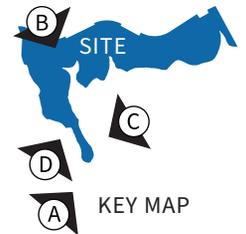
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APPENDIX A | EXISTING SITE CONDITIONS

SITE VISIT

A site visit was conducted on November 30, 2021 to document the existing conditions. Imagery was collected via drone photography. Initial observations show that the site vegetation has returned since experiencing some fire damage from 2020, although some fire damaged trees remain. The lake water elevation is low enough for the peninsula to be connected to the “island.” The north side of the peninsula retaining wall appears to be reinforced with cement and has structural damage. The existing boat ramp on the south side of the peninsula remains, as do the paved hardscape areas (former roads and parking) from the entrance of the site to the peninsula.



A VIEW OF SITE FACING NORTHWEST



B VIEW OF PENINSULA FACING EAST



C STRUCTURAL DAMAGE ON CONCRETE RETAINING WALL OF PENINSULA

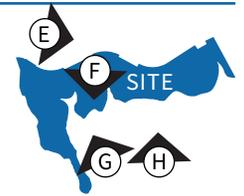


D EXISTING BOAT RAMP & WOOD RETAINING WALL IN DISREPAIR

APPENDIX A | EXISTING SITE CONDITIONS

SITE VISIT

A site visit was conducted on November 30, 2021 to document the existing conditions. Imagery was collected via drone photography. Initial observations show that there are still fire damaged trees on site. Lower water level during the site visit exposed striations of former water elevations and a low lying shoreline. Existing paved roads on the site remain. The access road to the site, Knoxville Road, appears to be in good condition, with periodic stretches of guardrail.



KEY MAP



E KNOXVILLE ROAD ADJACENT TO WESTERN SITE BOUNDARY



F CONNECTED "ISLAND" AND EXPOSED LOW SHORELINE FROM LOWER WATER



G STRIATIONS SHOWING FORMER WATER LEVELS

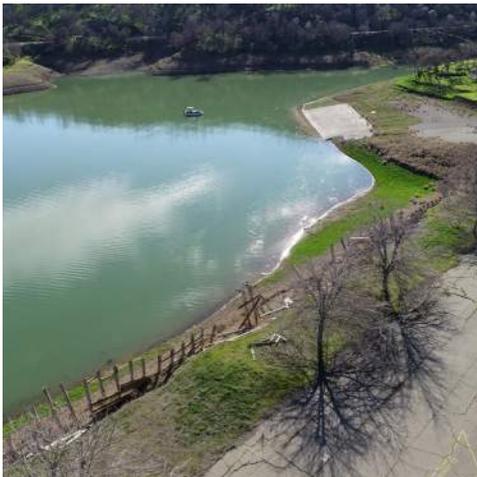
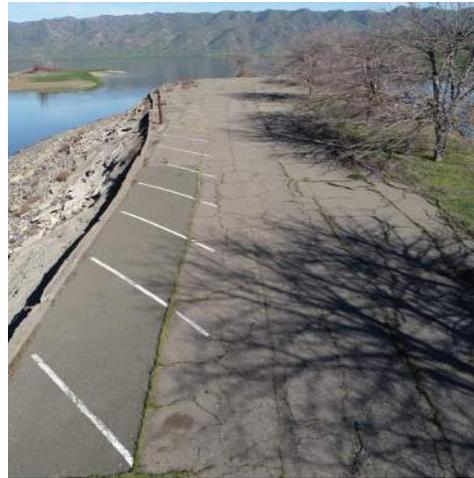


H FIRE DAMAGED TREES

APPENDIX A | EXISTING SITE CONDITIONS

SITE VISIT

A second site visit was conducted on January 24, 2022 to document the existing conditions that include cracks in the asphalt throughout the peninsula and damage to the retaining wall and fence. Imagery was collected via drone photography.



APPENDIX B | SITE INVENTORY & ANALYSIS

HISTORICAL WATER ELEVATION & SITE USE

1993 — Marina stretches to “island” that is periodically underwater & mid-site



Source: Google Earth Pro V 7.3.4.8248. (July 5, 1993). Lake Berryessa, California. 38.34'56"05" W, Eye alt 5314 feet. U.S. Geological Survey. Google Earth Pro Desktop [January 7, 2022].

2003 — New marina layout, Recreational use throughout site, “Island” submerged



Google Earth Pro V 7.3.4.8248. (June 3, 2003). Lake Berryessa, California. 38.34'56"05" W, Eye alt 5314 feet. U.S. Geological Survey. Google Earth Pro Desktop [January 7, 2022].

APPENDIX B | SITE INVENTORY & ANALYSIS

HISTORICAL WATER ELEVATION & SITE USE

2005 — Water levels nearly submerge entire “island” and lowlying shoreline



Source: Google Earth Pro V 7.3.4.8248. (June 11, 2005). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. USDA Farm Service Agency. Google Earth Pro Desktop [January 7, 2022].

2008 — Dock change at base of peninsula, Recreational activity throughout site



Source: Google Earth Pro V 7.3.4.8248. (May 8, 2008). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. 2021 Maxar Technologies. Google Earth Pro Desktop [January 7, 2022].

APPENDIX B | SITE INVENTORY & ANALYSIS

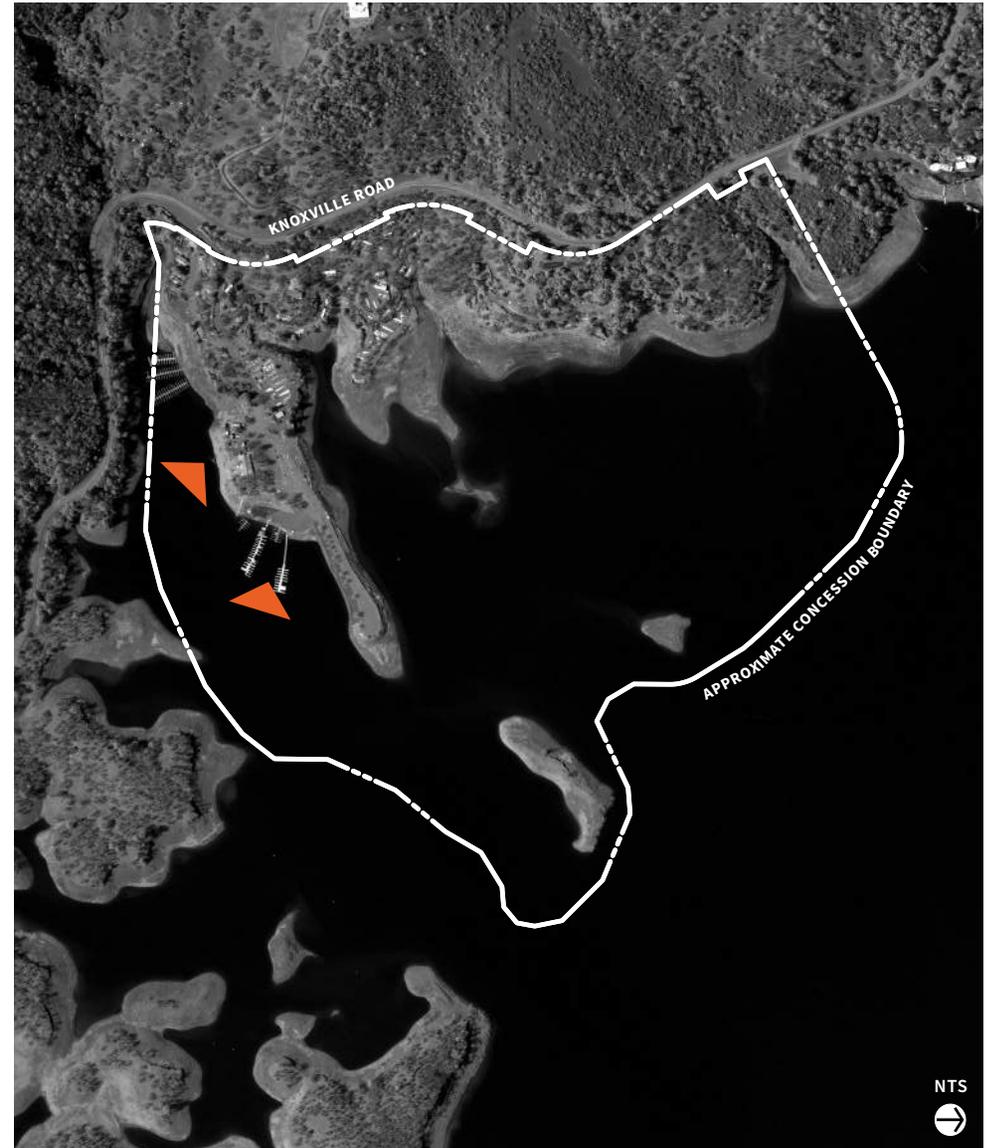
HISTORICAL WATER ELEVATION & SITE USE

2009 — Low water exposes more land



Source: Google Earth Pro V 7.3.4.8248. (May 24, 2009). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. USDA Farm Service Agency. Google Earth Pro Desktop [January 7, 2022].

2010 — Less site activity, changes to docks

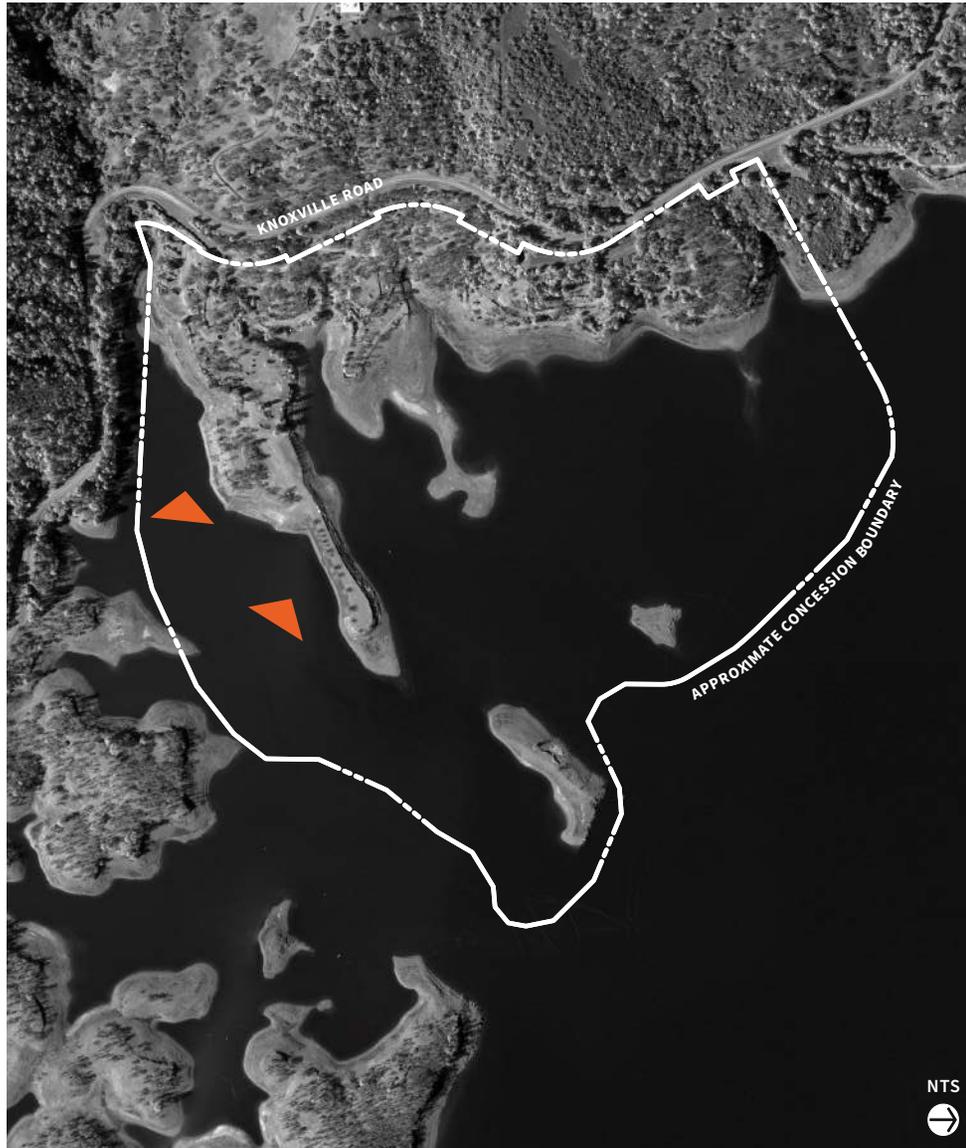


Source: Google Earth Pro V 7.3.4.8248. (March 8, 2010). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. 2021 Maxar Technologies. Google Earth Pro Desktop [January 7, 2022].

APPENDIX B | SITE INVENTORY & ANALYSIS

HISTORICAL WATER ELEVATION & SITE USE

2011 — Marina has been dismantled, Site vacated



Source: Google Earth Pro V 7.3.4.8248. (February 11, 2011). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. 2021 Maxar Technologies. Google Earth Pro Desktop [January 7, 2022].

2014 — Water level low enough to connect “island” and expose land



Source: Google Earth Pro V 7.3.4.8248. (October 28, 2014). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. 2021 Maxar Technologies. Google Earth Pro Desktop [January 7, 2022].

APPENDIX B | SITE INVENTORY & ANALYSIS

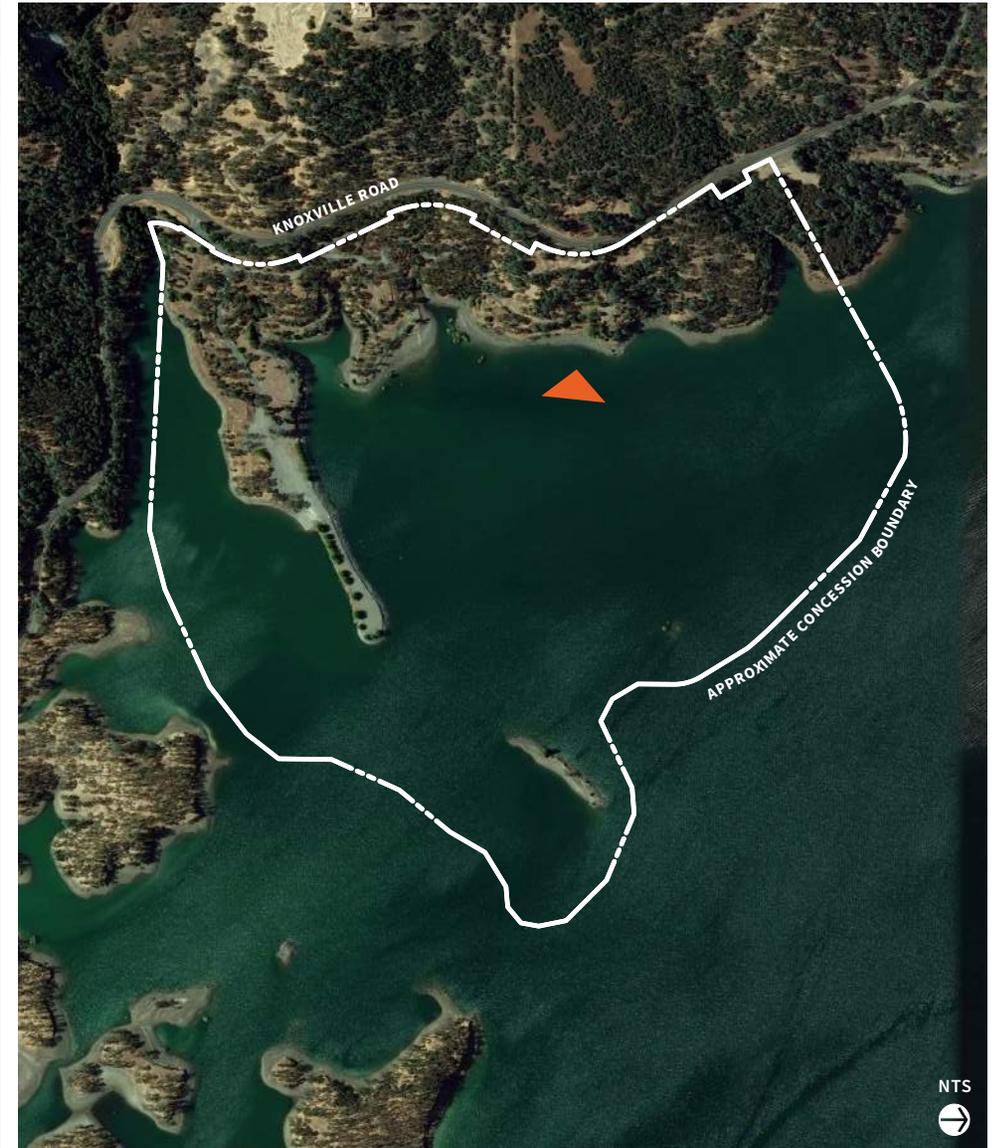
HISTORICAL WATER ELEVATION & SITE USE

2016 — Site vegetation appears to have recovered from drought



Source: Google Earth Pro V 7.3.4.8248. (March 16, 2016). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. 2021 Maxar Technologies. Google Earth Pro Desktop [January 7, 2022].

2017 — Water level rising



Source: Google Earth Pro V 7.3.4.8248. (October 11, 2017). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. 2021 Maxar Technologies. Google Earth Pro Desktop [January 7, 2022].

APPENDIX B | SITE INVENTORY & ANALYSIS

HISTORICAL WATER ELEVATION & SITE USE

2019 — Water level submerges entire “island” and lowlying shoreline



Source: Google Earth Pro V 7.3.4.8248. (May 30, 2019). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. 2021 Maxar Technologies. Google Earth Pro Desktop [January 7, 2022].

2020 — Site shows fire damage



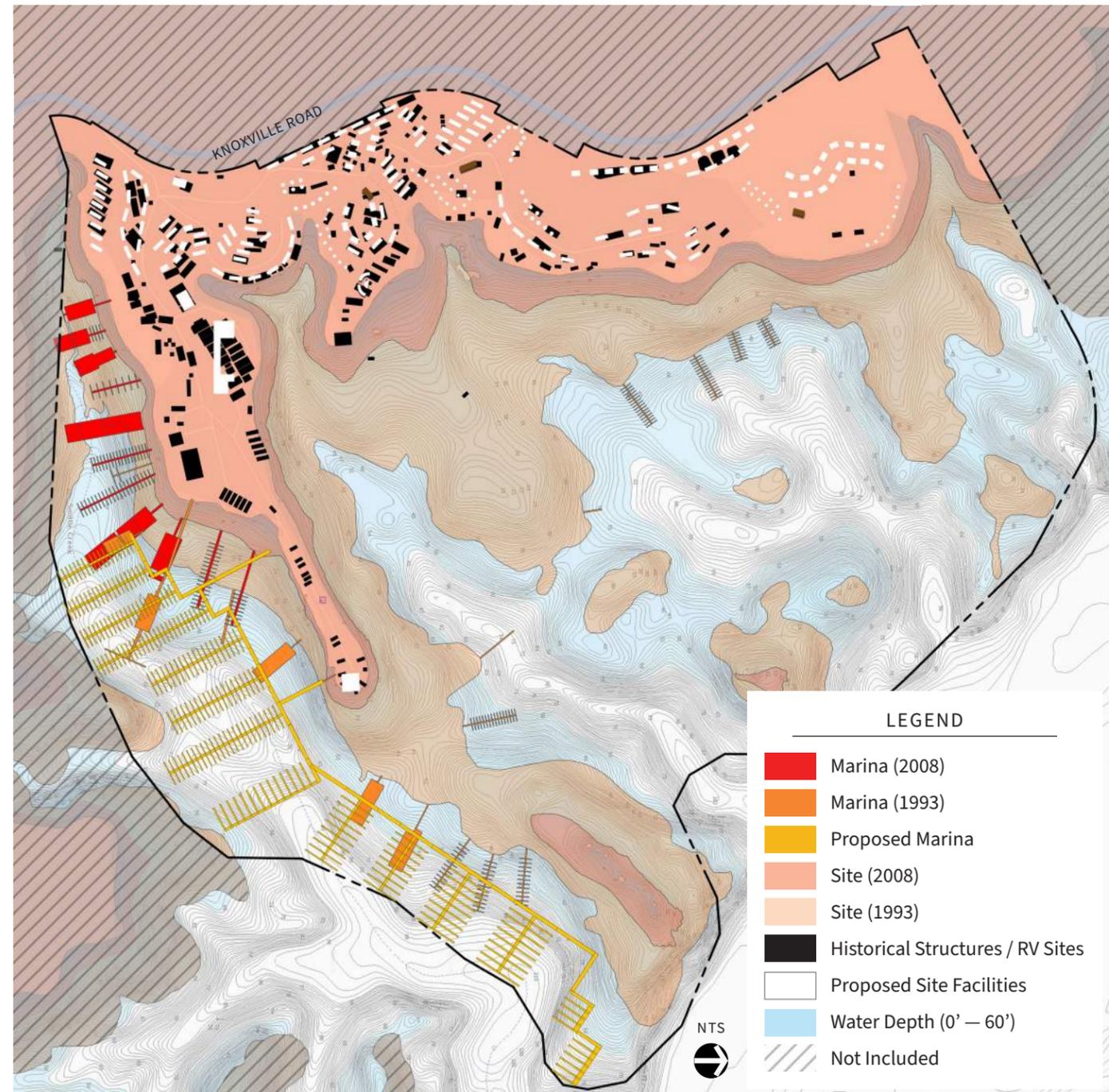
Source: Google Earth Pro V 7.3.4.8248. (October 21, 2020). Lake Berryessa, California. 38°34'56.78"N, 122°14'42.34" W, Eye alt 6608 feet. Google Earth Pro Desktop [January 7, 2022].

APPENDIX B | SITE INVENTORY & ANALYSIS

HISTORICAL WATER ELEVATION & SITE USE

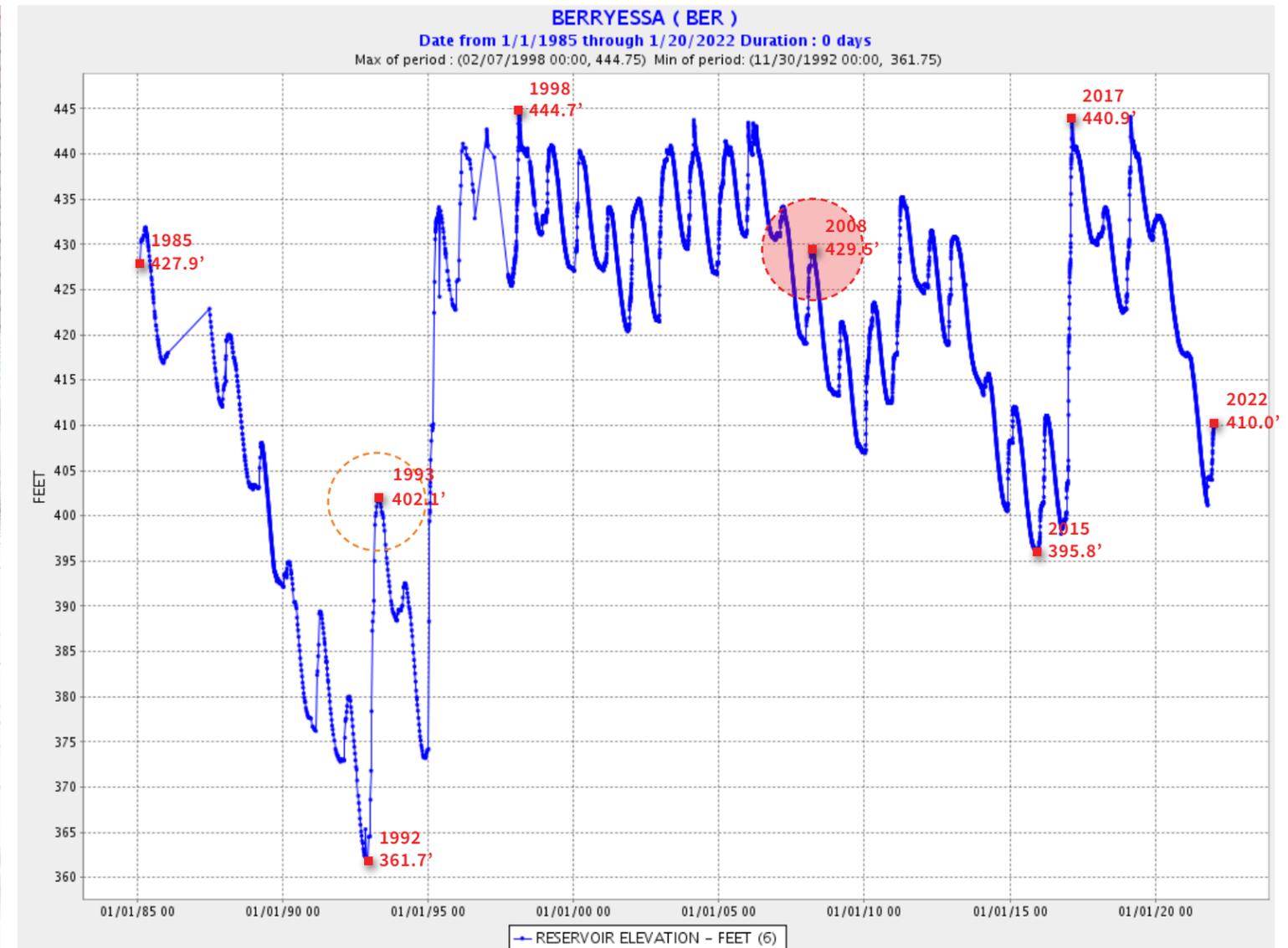
An overlay of site aerials from 1993 and 2008, prior to concession agreements expiring in 2009, revealed the former footprints of multiple marinas and clusters of past recreational use areas. The overlap also showed the drastic change in the site’s shoreline and available land/surface area, coinciding with Lake Berryessa’s fluctuating reservoir elevations. While there are seasonal water level fluctuations, a 25’+ drop / rise seems to have played a role in determining the location and layout of previous marinas. Historical structures and trailer sites appeared to be strategically located on flatter terrain, just out of reach from potential rising waters, and situated to maximize views of the lake. The proposed conceptual site plan recognizes the ever-changing nature of the site due to conditions such as drought, climate change, rainfall, etc. and embraces these and other environmental challenges and constraints through the use of floating docks and locating proposed structures in previously disturbed areas.

HISTORICAL AND PROPOSED USE OVERLAYS



Sources: Google Earth Pro V 7.3.4.8248. (July 5, 1993 and June 3, 2003). Lake Berryessa, California. 38.34°56'05" W, Eye alt 5314 feet. U.S. Geological Survey. Google Earth Pro Desktop [January 7, 2022]; Lake Berryessa Depth Map (Nautical Chart). Fishermapping.org. (n.d.). Retrieved January 20, 2022, from https://usa.fishermapping.org/depth-map-lake-berryessa-napa-yolo-counties-ca/#add_block.

LAKE BERRYESSA RESERVOIR ELEVATION 1985 - 2022



Source: California Department Exchange Center Department of Water Resources. (n.d). Berryessa (BER) from 1-1/1985 through 1/20/2022. Retrieved January 20, 2022, from <https://cdec.water.ca.gov/queryTools.html>

The current water elevation at Lake Berryessa is at 410' in January 2022. In the context of historic reservoir elevations, this is roughly in the middle between a low of 361.7' in 1992 and a high of 446.7' in 1983 (not shown.) The water level has risen and receded more than what is diagrammed to the left and is capable of rising 30 - 60+' in several months. This was taken into account when locating the proposed marina and lodges/cabins.

APPENDIX B | SITE INVENTORY & ANALYSIS

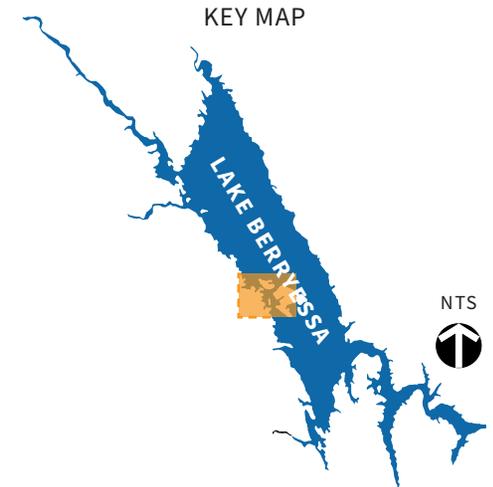
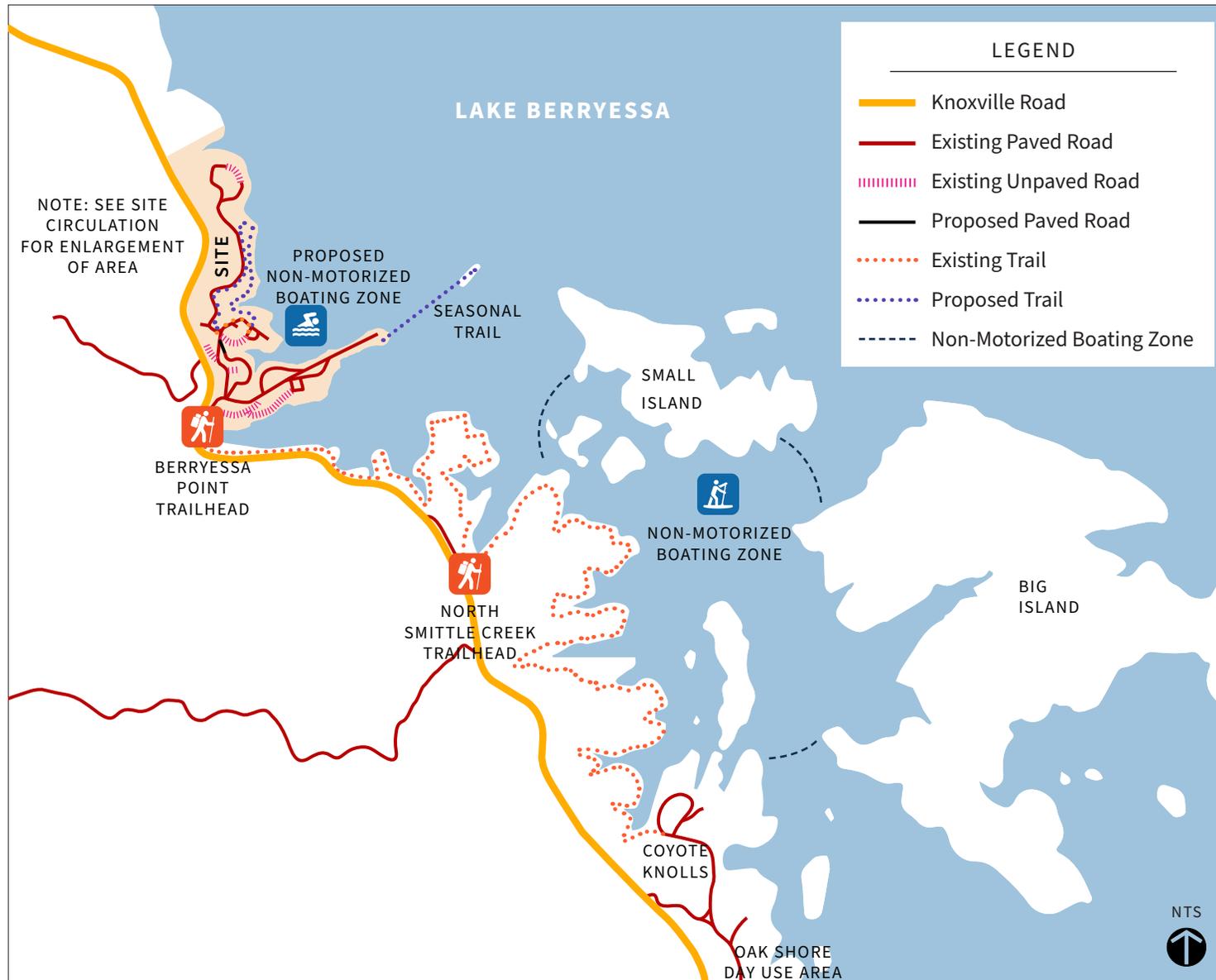
SITE CIRCULATION

The proposed site circulation utilizes existing paved and unpaved roads to minimize environmental impact on the site, while extending the existing multi-modal trail. Access roads to proposed lodging are all unpaved and will remain permeable. A waterfront promenade with vista points and crosswalks for safety will encourage pedestrian activity.



APPENDIX B | SITE INVENTORY & ANALYSIS

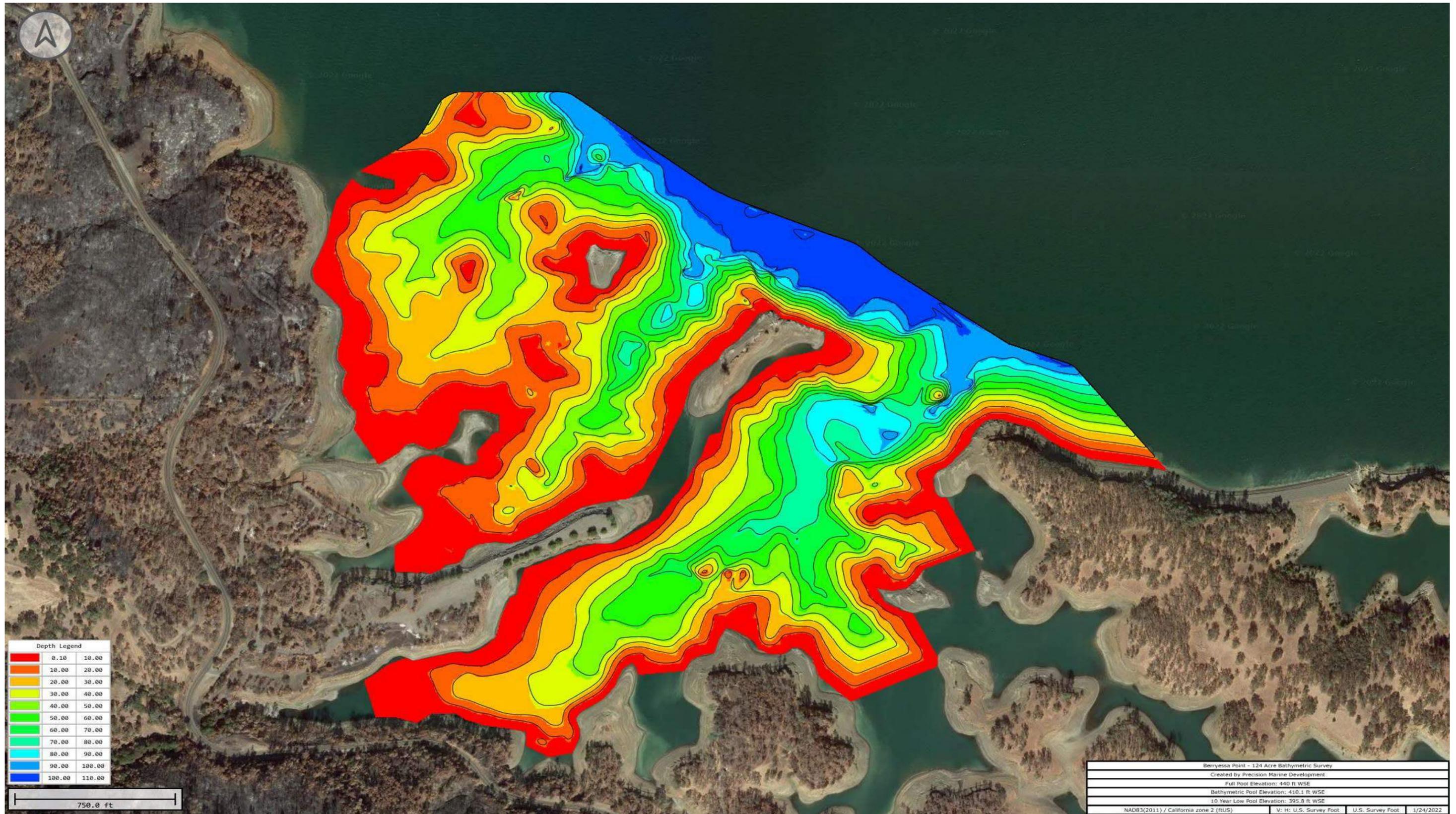
PROPOSED TRAIL CONNECTIONS & NON-MOTORIZED BOATING ZONES



The area surrounding Lake Berryessa has a wealth of existing trails and our goal is to extend and create accessible multi-use trails in Berryessa Point Resort & Marina, and connect to existing trail systems off-site, such as the Smittle Creek Trail and Lake Berryessa’s Shoreline Trail. Visitors kayaking, paddleboarding, canoeing, etc. can utilize the non-motorized boating zone adjacent to the site and swimmers have a dedicated swimming zone. A proposed seasonal trail is also available when the reservoir elevations recede to expose the “island.”

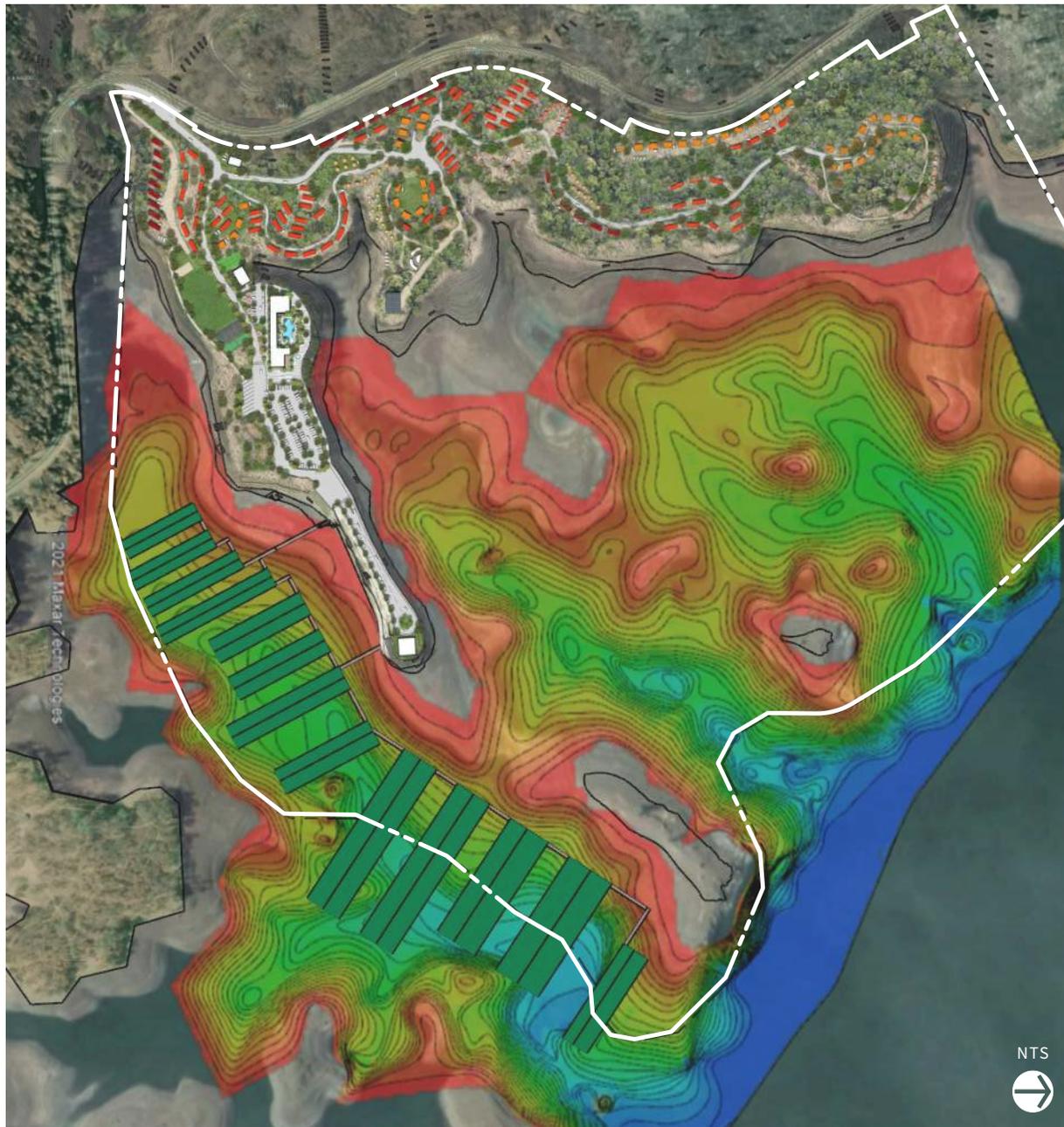
APPENDIX B | SITE INVENTORY & ANALYSIS

BATHYMETRIC SURVEY — CONDUCTED ON 1/24/22



APPENDIX C | MARINA DOCK SYSTEM

ALTERNATE MARINA LAYOUT A

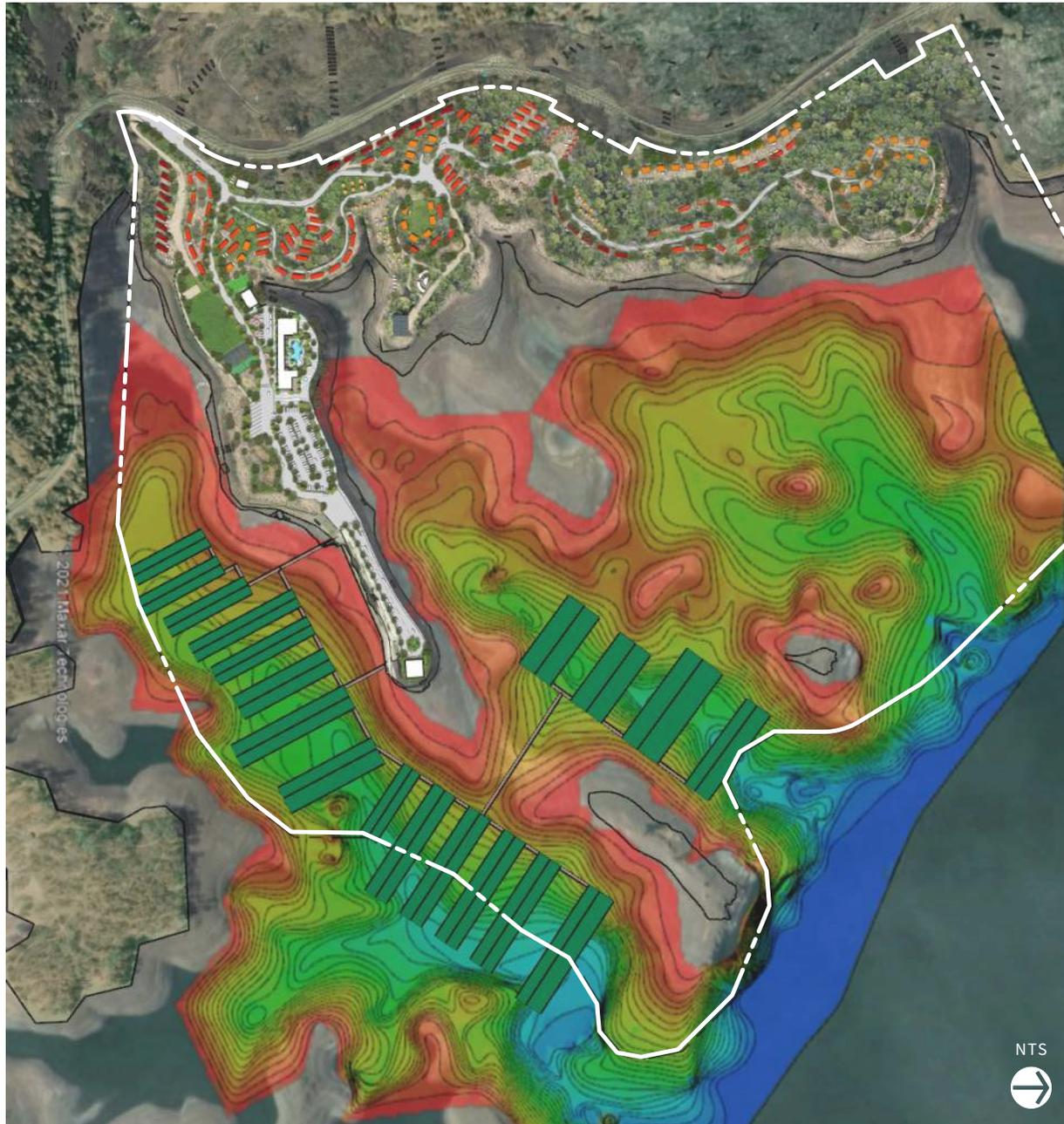


DEPTH LEGEND (FT)

	0.10 - 10.00
	10.0 - 20.00
	20.00 - 30.00
	30.00 - 40.00
	40.00 - 50.00
	50.00 - 60.00
	60.00 - 70.00
	70.00 - 80.00
	80.00 - 90.00
	90.00 - 100.00
	100.00 - 110.00

APPENDIX C | MARINA DOCK SYSTEM

ALTERNATE MARINA LAYOUT B

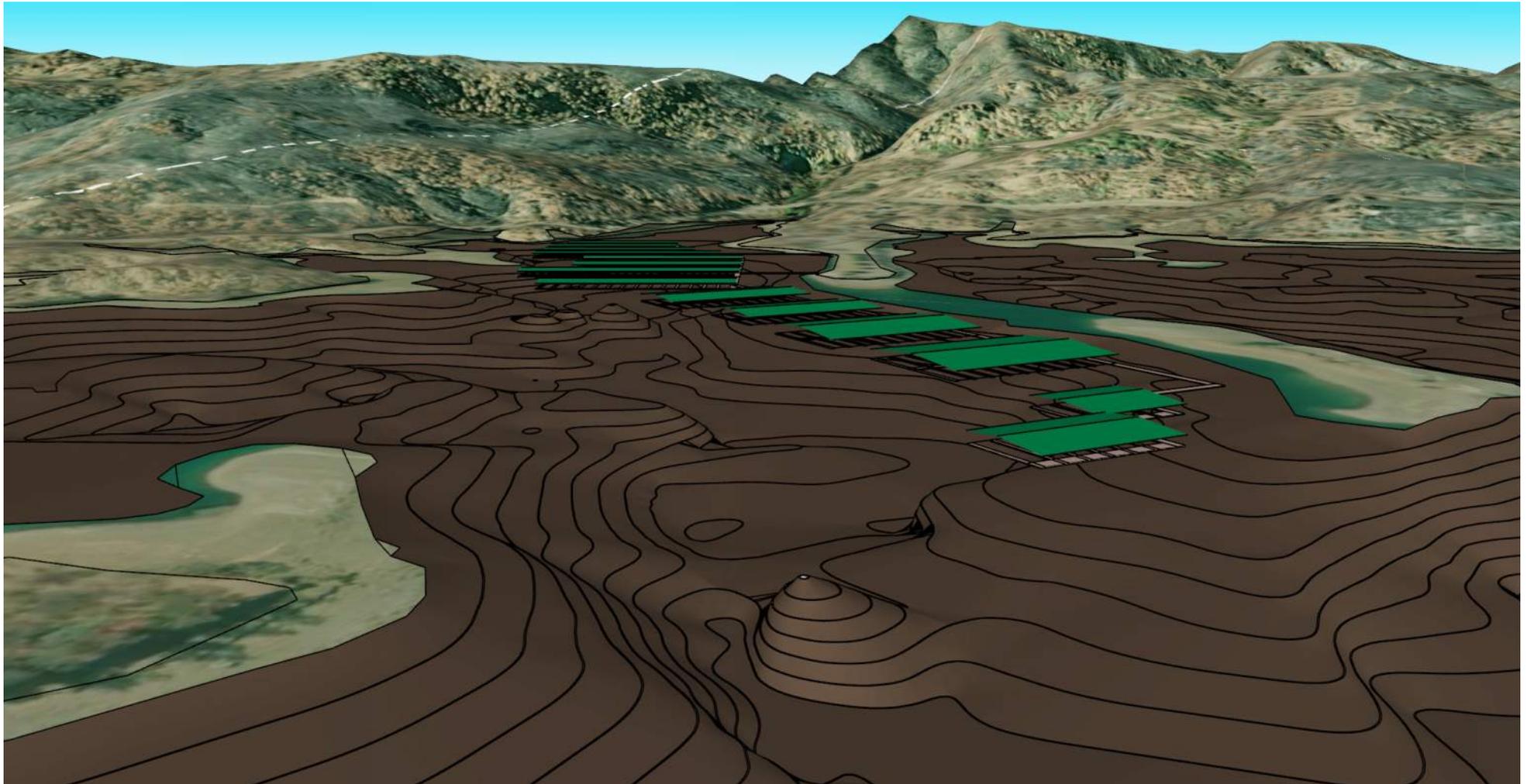


DEPTH LEGEND (FT)

Red	0.10 - 10.00
Orange	10.0 - 20.00
Yellow	20.00 - 30.00
Light Green	30.00 - 40.00
Green	40.00 - 50.00
Dark Green	50.00 - 60.00
Light Blue	60.00 - 70.00
Medium Blue	70.00 - 80.00
Dark Blue	80.00 - 90.00
Very Dark Blue	90.00 - 100.00
Black	100.00 - 110.00

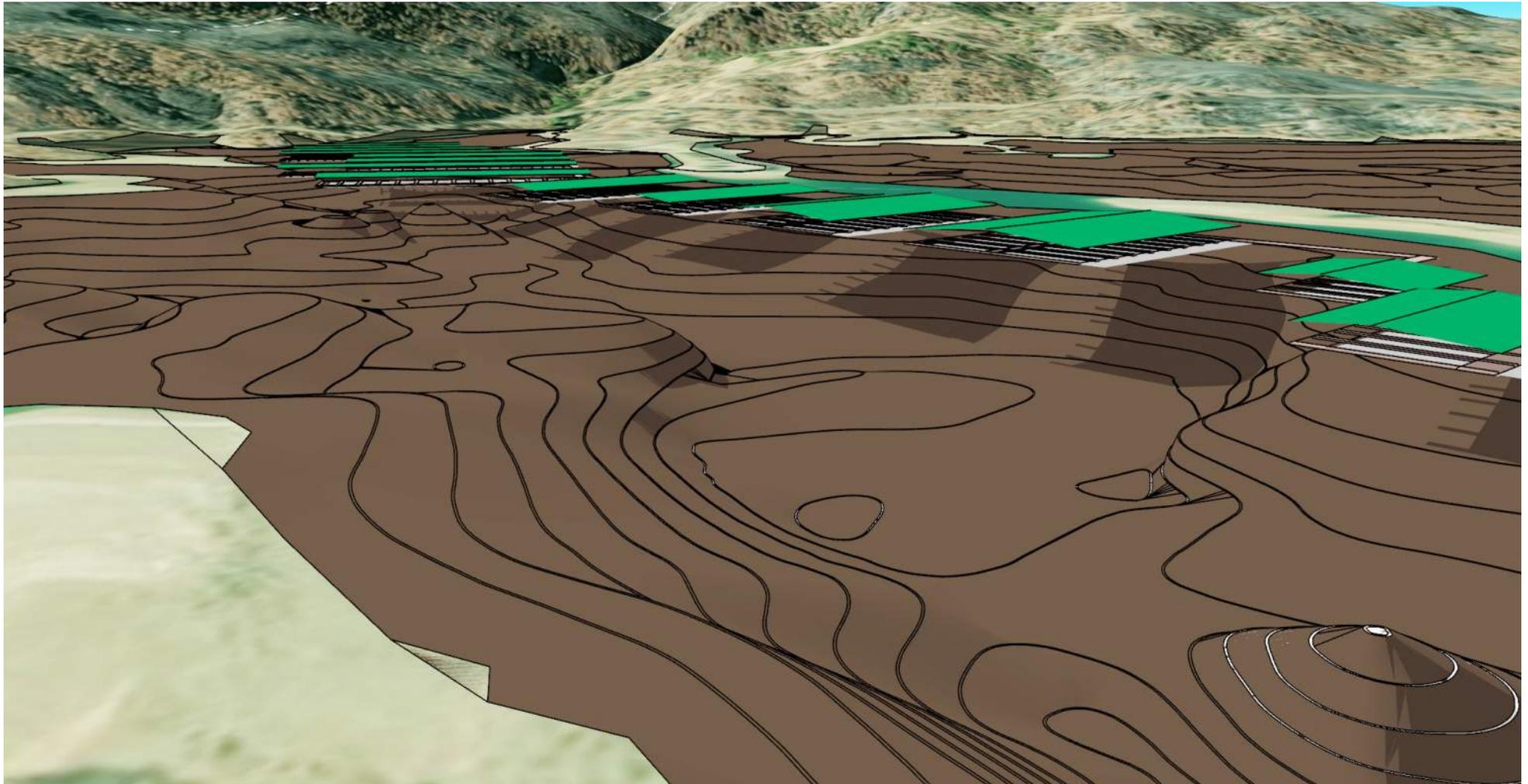
APPENDIX C | MARINA DOCK SYSTEM

PROPOSED MARINA LAYOUT | 3D RENDERING



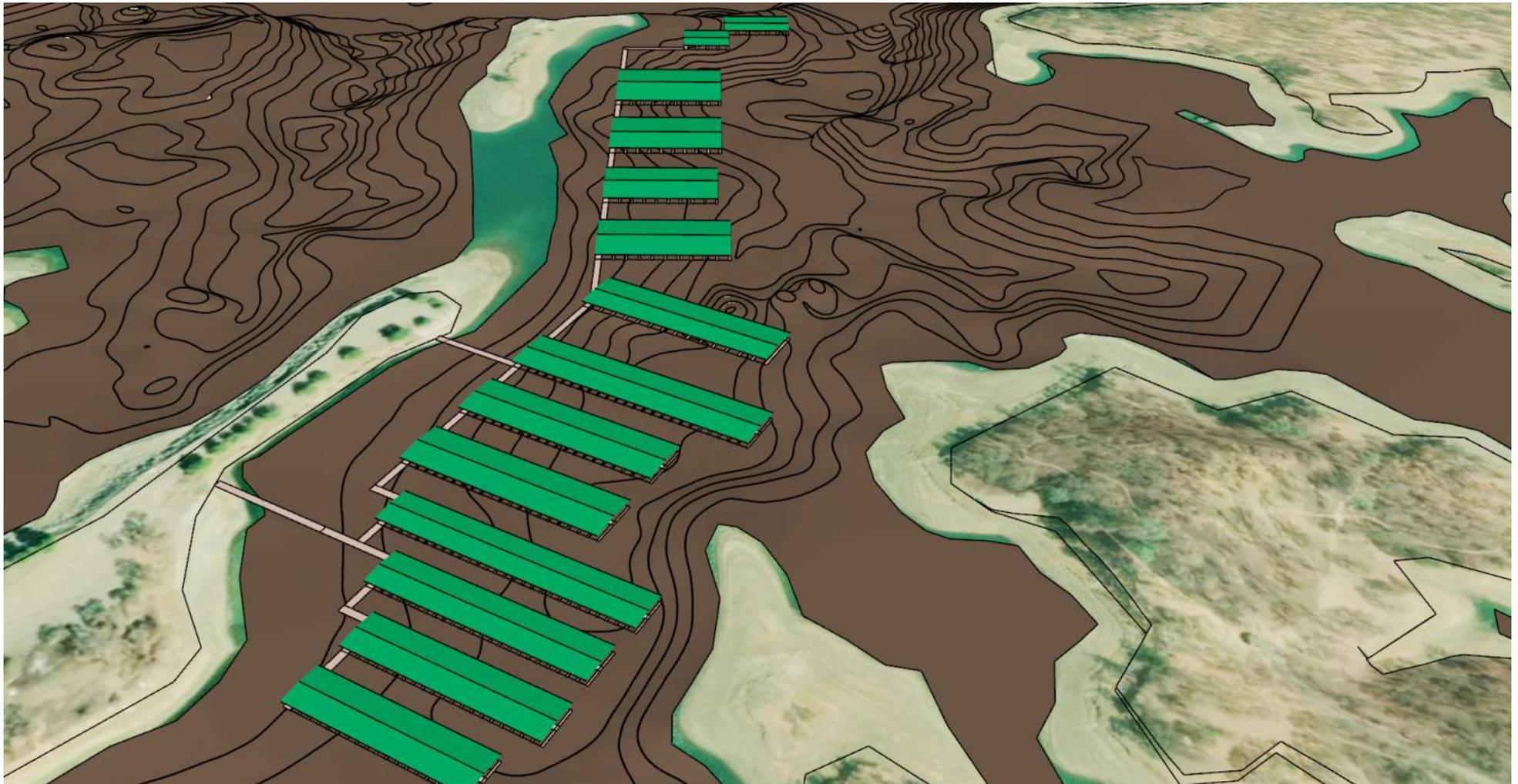
APPENDIX C | MARINA DOCK SYSTEM

PROPOSED MARINA LAYOUT | 3D RENDERING



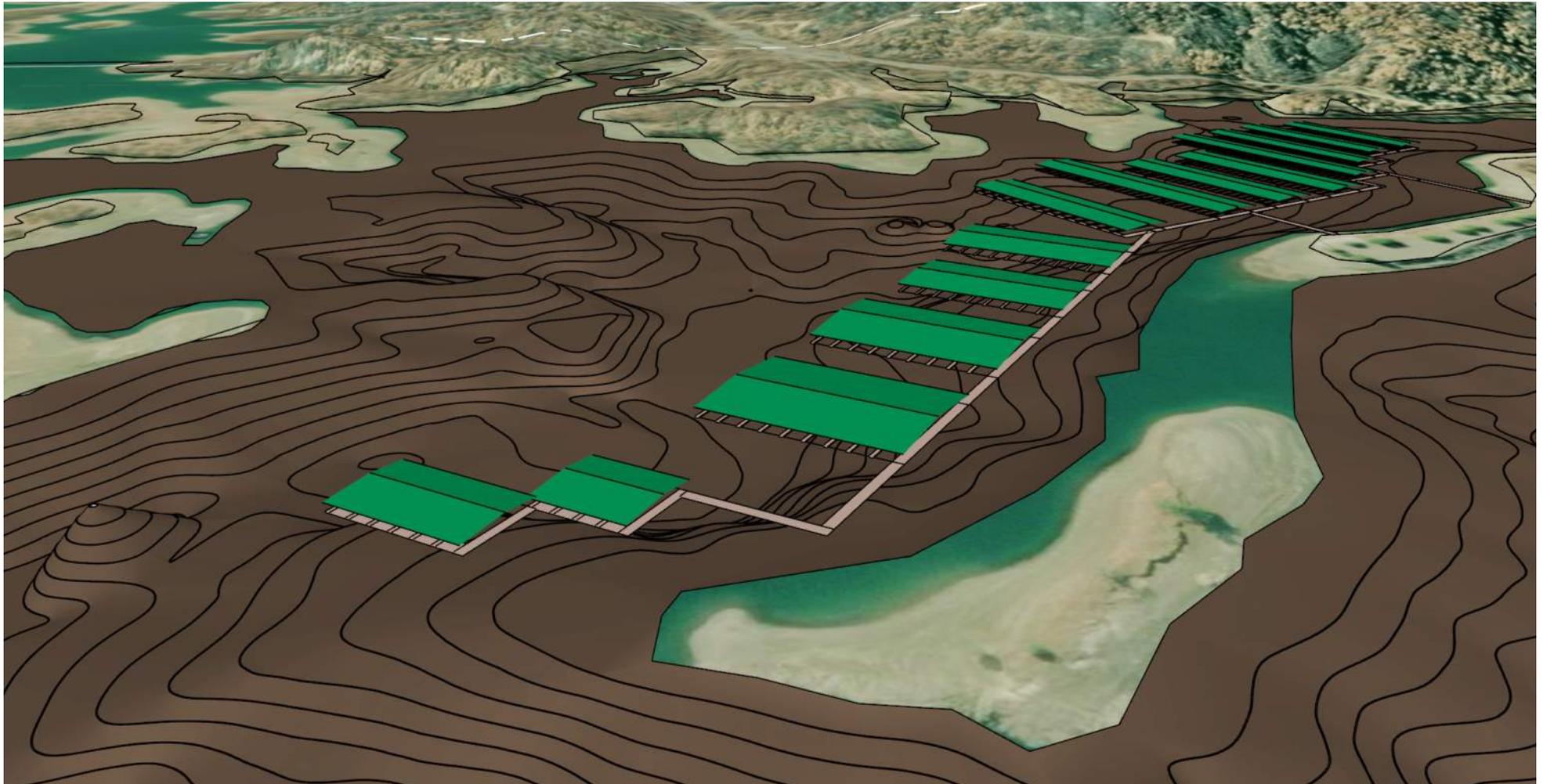
APPENDIX C | MARINA DOCK SYSTEM

PROPOSED MARINA LAYOUT | 3D RENDERING



APPENDIX C | MARINA DOCK SYSTEM

PROPOSED MARINA LAYOUT | 3D RENDERING



APPENDIX C | MARINA DOCK SYSTEM

MARINA DESIGN APPROACH & CROSS SECTIONS

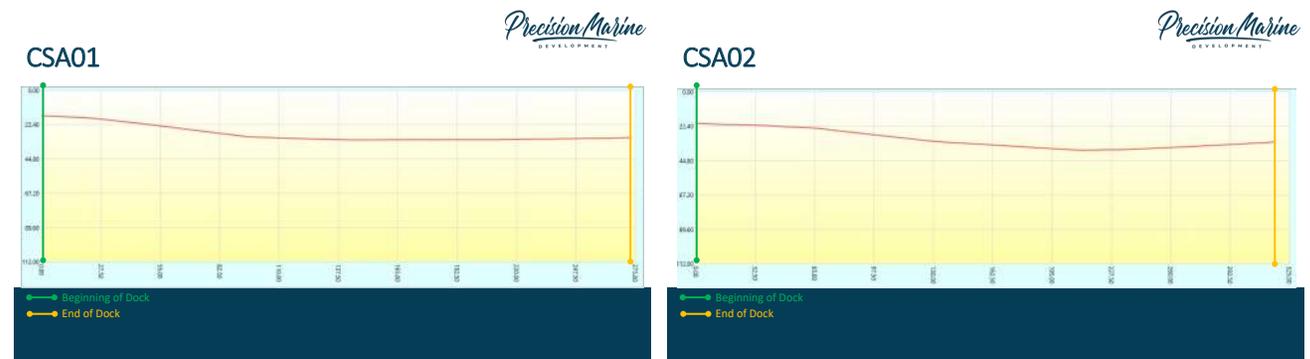
KEY MAP



The proposed marina site at Berryessa Point offers gorgeous views created by its unique, mountainous terrain and significant fluctuations in pool elevation. As international leaders in design, Suntex is excited to exercise our expertise by providing best-in-class access to our docking systems in challenging environments. Our team knows that for this site, the dock designs are dependent on the configuration of the lake bottom, adjoining shoreline and severe water fluctuations.

To help solve these challenges, Suntex utilized our leading industry relationships and leveraged state-of-the-art technology to survey the bathymetry of the proposed site. Our due diligence enabled the development team to engineer the optimal layout for the marina. The information we collected during our analysis set the stage for our team to design the safest layout for both our patrons and our operations team.

Our approach for solving similar issues is battle tested across our vast portfolio of marinas that stretches across the United States. Due to our unique experience, we have overcome similar site challenges and excelled with our operational tactics. The following are cross sections of the conditions under proposed docks for the marina. It is with information such as this that our site design and team will keep the marina performing in high-water and drought conditions experienced on Lake Berryessa.



APPENDIX C | MARINA DOCK SYSTEM

MARINA CROSS SECTIONS

KEY MAP



APPENDIX C | MARINA DOCK SYSTEM

MARINA CROSS SECTIONS

KEY MAP



APPENDIX C | MARINA DOCK SYSTEM

ADAPTIVE BRIDGE ACCESS

Our design offers a weather resistant bridge network capable of supporting golf cart access during all phases of the annual water level fluctuations. This network includes a series of connection points supported by “H” floats and “Armageddon” 5th wheel connections placed strategically to overcome limiting environmental factors.

CUSTOM MARINA LAYOUT — This customized layout allows for boats to safely traverse through the navigable water at any point during the season. Below is an example from one of our marinas of how this system would work to transverse a steep incline when the water elevations drop, and how the dock would still be supported from below.



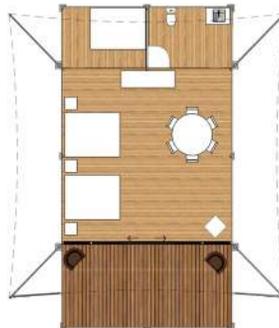
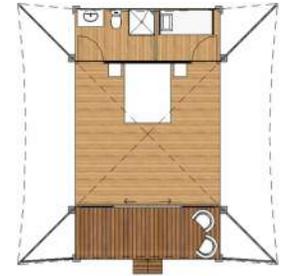
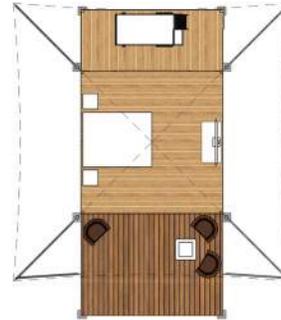
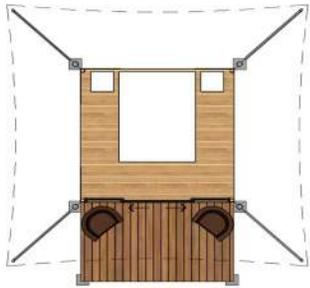
APPENDIX D | LODGING

PREFERRED YURT CONCEPT & DESIGN



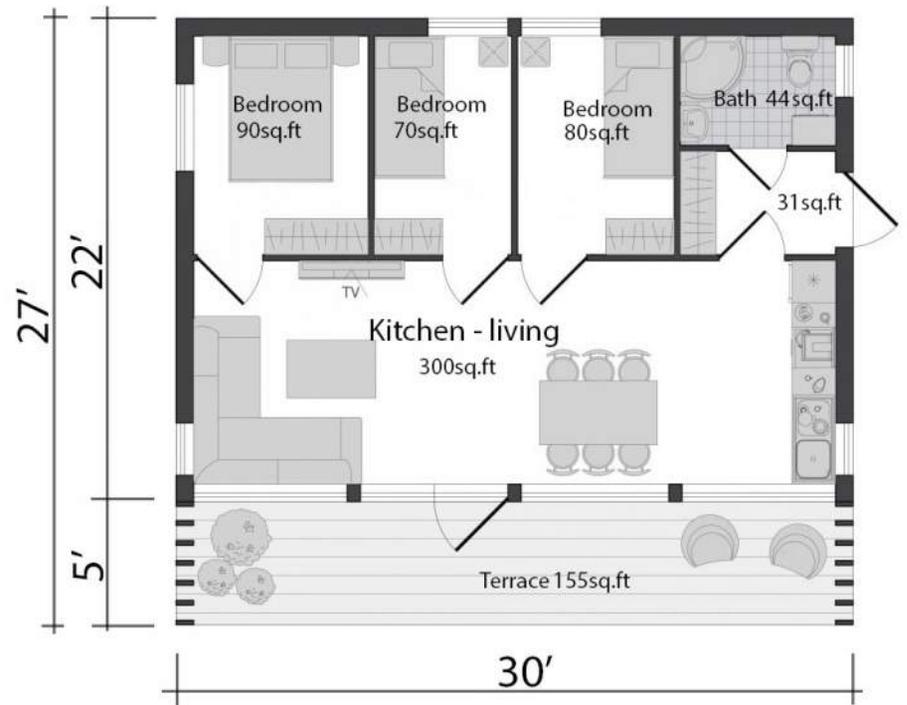
APPENDIX D | LODGING

PREFERRED YURT CONCEPT & DESIGN



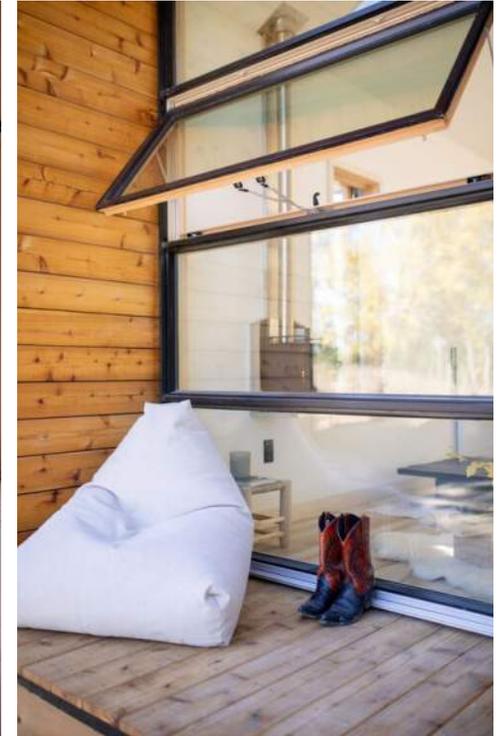
APPENDIX D | LODGING

PREFERRED CABIN CONCEPT & DESIGN



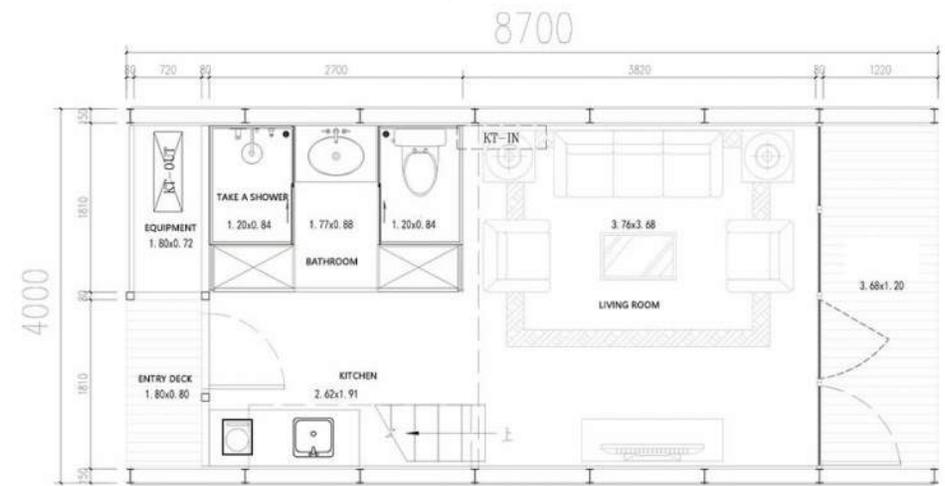
APPENDIX D | LODGING

PREFERRED CABIN CONCEPT & DESIGN

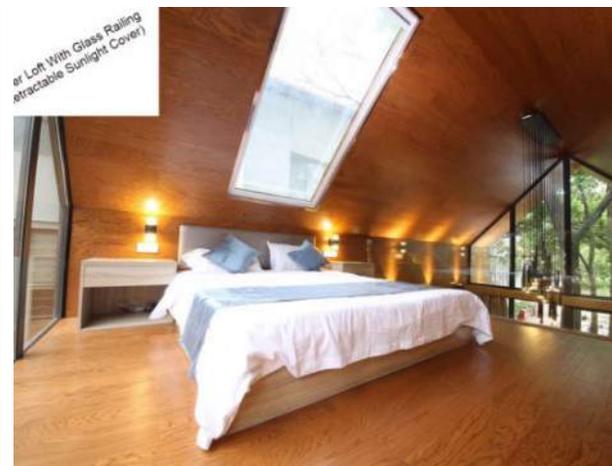


APPENDIX D | LODGING

PREFERRED CABIN CONCEPT & DESIGN



GROUND PLAN



APPENDIX D | LODGING

PREFERRED CABIN CONCEPT & DESIGN



Lambert
ADVISORY

**ECONOMIC IMPACT ANALYSIS:
BERRYESSA POINT**

*- Prepared by -
Lambert Advisory, LLC*

*- Prepared for -
Suntex Marinas*

February 2022

Economic Impact Analysis – Berryessa Point

Introduction and Summary of Key Findings

Lambert Advisory has completed an updated economic impact analysis for the proposed development of Berryessa Point (Development), a large-scale mixed use marina, lodging and commercial project located in Napa County, California. The analysis estimates the tangible direct and indirect economic impacts that will be derived from the construction and operation of the development and based upon the inputs and assumptions set forth herein. This report identifies and quantifies the benefits created by the proposed Development within Napa County. The methodology, assumptions, and analysis governing this document are detailed in the *Methodology, Analysis and Results* section below, with a summary of economic benefit headlines as follows:

- For the prospective 18 month construction period, there will be an estimated **266± direct and indirect short-term construction jobs average annually** over the development timeline, which will create more than **\$46 million in total short-term construction wages and expenditure** aggregated during this period –
 - as well as, an estimated **\$1.5 million in permit and impact fees;**
- The development will create more than **91 direct FTE jobs and an additional 46 indirect/induced jobs** and approximately **\$6.9 million in direct and indirect/induced wages annually** related to facility employment and operating expenditures that will flow in to the local economy. Moreover, this level of job creation is anticipated to expand with future growth from operations;
- The development will generate **\$33 million in total direct and indirect/induced annual output** within the regional economy upon stabilized operations; or, \$3.5 billion in aggregated total output over 50 years and a net present value (NPV) of **\$958 million**;¹
- The County will receive an estimated **\$1.33 million** in annual ground rent payments by the third year of operations for a total of approximately **\$150 million** ground rent revenue over the 50 year lease term (with an NPV of **\$40 million**); and,
- The proposed development will generate an estimated total of **\$1.43 million in total TOT tax revenue** and **\$480,000** in annual sales tax revenue to Napa County upon stabilized operations with a total **\$202 million** in revenue over the 50 year lease term (NPV of **\$55 million**).

Figure 1: Summary of Key Long-term/Recurring Economic Impacts from Operations of Berryessa Point

Employment (stabilized year operations)	# FTE Jobs	Total Wages		
Total Direct & Indirect/Induced FTE Jobs	137	\$6.9 million		
Revenue/Expenditures	Stabilized Yr. (annual)	Aggregate (10 Yrs.)	Aggregate (50 Yrs.)	Present Value (50 Yrs.)
Total Output (GDP)	\$33 million	\$354 million	\$3.5 billion	\$958 million
Ground Rent, TOT & Sales Tax	\$3.2 million	\$35 million	\$352 million	\$95 million

¹ Estimates of aggregate revenue/expenditures and NPV calculation herein assumes 3.0% annual growth after stabilization and 5.0% discount factor

Methodology, Analysis and Results

The proposed Berryessa Point marina and commercial development will have a positive impact on the surrounding community in terms of taxes, jobs, and general investment generated, and will also enhance the area’s existing commercial/retail demand. This development will help maintain economic stability within the area and attract on-going investment during the next several years.

We have completed this analysis on the basis of generalized development and performance information (i.e., development program by use, development timing, development costs, sales, other operating performance measures, and net present value inputs) provided by Developer, and/or information based upon industry benchmark data and secondary resources. Importantly, Lambert has not independently verified through a market study, or otherwise, the development cost and/or operating performance data and cannot attest to the accuracy of those estimates herein.

Based upon the development and operating inputs provided to us, the resultant economic impacts are determined using **IMPLAN**, a nationally recognized input-output database and model that calculates an array of transactions between various sectors within a defined economy (and in this case Napa County). As discussed further below, the model accounts for impacts associated with direct job growth and expenditures, as well as *indirect and induced* benefits (referred to as the “multiplier” effect). From Development planning to construction completion, the estimated timeline is 18 months. The assessment of annual recurring impacts will be based upon development operations commencing upon CO, and reflective of operations upon stabilized levels to be achieved approximately three years after CO. The economic impacts as stated herein from construction and operation of the Berryessa Point marina and commercial development are presented in current (2022) dollars. Any change in development and/or operating assumptions from those utilized as part of this analysis can have a material impact on the direct and in-direct economic indicators stated herein.

The overall development master plan contemplated for this analysis is summarized as: 406 slips, 143 cabins, 33 yurts, and 48 campsites. In addition, there will be 10 houseboats plus a boat rental fleet. There are two key areas in which the project will provide positive economic impacts:

1. Short-term construction employment and expenditure
2. Long-term facility employment and operating expenditure

For both short-term and long-term impacts, detailed in the following analysis, the economic benefit to the area is the result of projected increases in revenue from primary sources, including employment, wages, and taxes. Accordingly, the impact from these key sources comes from two distinct measures:

- Direct Expenditures – disbursements for site acquisition and development (hard and soft costs) and expenditures associated with the operation of the grounds and building
- Indirect Expenditures – net additional expenditures that flow into the local economy as a result of the new development (multiplier effect)

Estimates of the tangible impacts from direct and indirect expenditures are captured by this analysis. However, potential intangible impacts – such as the project’s ability to serve as a catalyst for future development in the immediate area – are not included, as they are nearly impossible to quantify.

Economic impacts from the two key sources are detailed in the following sections.

1. Short-Term Construction Employment and Expenditure

The impact from short-term construction employment and expenditure is directly associated with the project's development; the table below shows a summary of estimated development costs:

Figure 2: Berryessa Point – Summary of Development Costs

Source: Developer

Sitework & Infrastructure	\$9,950,000
Marina & Docks	\$11,547,000
Upland Bldgs. & Amenities	\$8,250,000
Lodging (Cabins, Yurts, Campsites, etc.)	\$22,000,000
Soft Costs (Design, Engineering, etc.)	\$5,381,688
Cost Contingency	\$5,712,869
Circle of Boating Fleet	\$7,625,000
Total	\$74,865,052

For Short-term construction, the investment activity is supported by NAISC Sector Code 236220 – Construction of New Commercial Structures.

Figure 3: Summary of Short-Term Economic Impacts from Construction of Berryessa Point (Total)

(Source: IMPLAN; US Census)

Impact	Employment	Labor Income	Output
1 - Direct	392	\$35,236,467	\$75,000,000
2 - Indirect	80	\$5,592,567	\$15,513,456
3 - Induced	86	\$4,849,995	\$14,501,328
Total	558	\$45,679,028	\$105,014,784

As outlined above, the construction and capital improvements associated with the Development will create significant short-term economic benefits including an average **261+ direct jobs and an additional 110 indirect/induced construction (and related) jobs** average annually during the proposed 18 month construction period, which generates a total of **\$46 million in total direct and indirect/induced labor income** during the construction period that will flow to the local and regional economy.

While not all development-related expenditures will be made in Napa County, the region should potentially capture a measurable share of these expenditures. The proposed development will generate significant direct impact and other fees payable to the County during the construction period which will be available for public expenditures associated with the project including roadways, schools, parks, developmental, administrative, permitting, change of use and other costs. It is difficult to accurately determine the impact fee and other fees at this point since many of these costs are dependent upon certain utility and design components that underlie the fee calculation (ie. including allocation of space for retail, restaurant, etc.). Nonetheless, based upon preliminary construction budgeting, total impact

fees related to large-scale mixed-use development, the impact/permit fees are estimated to be more than **\$1.5 million** over the construction period in the form of permit and administrative fees.

2. Long-Term (On-Going) Facility Employment and Operating Expenditure

There are a number of areas where positive public benefits or economic impacts will result from the on-going operation of the marina and commercial development. These include:

- Additional employment from operation of the marina, lodging and dining facilities;
- Sales Tax to the County; and
- Purchase of goods and services.

Based upon input from Developer, as well as benchmark operating metrics, the following is a summary of estimated gross sales, full-time equivalent (FTE) jobs (positions such as managers, dock personnel, servers, maintenance staff, and security personnel), and average annual wages for applicable industry sectors within Napa County based upon the California Employment Development Department (EDD) Census of Quarterly Wages (July 2021).

Figure 4: Summary of Estimated Gross Sales, Employment (by Use) and Direct Wages Created by Berryessa Point Upon Stabilized Operations

Use	Yr. 3 Gross \$	# FTE Jobs	Avg. Annl. Wage
Marina/Boating	\$7,743,000	15	\$43,576
Lodging	\$11,024,000	25	\$48,308
F&B	\$7,000,000	51	\$35,183
Ancillary	\$1,663,000	n/a	n/a
Total	\$27,430,000	91	\$40,177

Based upon the revenue data and employment data, IMPLAN economic impact modeling is used to determine total direct and indirect/induced output to the Napa County economy among each individual operating department, as well as a summary of total (combined) impacts.

Figure 5: Berryessa Point – Marina and Boating Operations - Total Stabilized Output

Source: Developer; IMPLAN

Impact	Employment	Labor Income	Output
1 - Direct	15	\$701,164	\$7,743,000
2 - Indirect	14	\$811,839	\$2,453,731
3 - Induced	3	\$178,740	\$534,543
Total	32	\$1,691,743	\$10,731,275

Figure 6: Berryessa Point – Lodging Operations - Total Stabilized Output

Source: Developer; IMPLAN

Impact	Employment	Labor Income	Output
1 - Direct	25	\$1,610,985	\$11,024,000
2 - Indirect	12	\$659,783	\$1,551,872
3 - Induced	5	\$271,156	\$810,832
Total	42	\$2,541,923	\$13,386,705

Figure 7: Berryessa Point – Food & Beverage Operations - Total Stabilized Output

Source: Developer; IMPLAN

Impact	Employment	Labor Income	Output
1 - Direct	51	\$1,941,165	\$7,000,000
2 - Indirect	7	\$438,550	\$1,212,087
3 - Induced	5	\$264,111	\$790,267
Total	63	\$2,643,826	\$9,002,354

Figure 8: Berryessa Point – Total (Combined) Operations - Total Stabilized Output

Source: Developer; IMPLAN

Impact	Employment	Labor Income	Output
1 - Direct	91	\$4,253,313	\$25,767,000
2 - Indirect	33	\$1,910,172	\$5,217,690
3 - Induced	13	\$714,006	\$2,135,643
Total	136	\$6,877,492	\$33,120,333

As summarized in Figure 7 above, the Berryessa Point development will create a total of approximately **91 direct FTE jobs** per annum and an **additional 46 FTE indirect/induced FTE jobs** regionally providing for a combined **\$6.9 million in annual wages** that will flow in to the Napa County economy.

Furthermore, the development will generate **\$33 million** in total direct and indirect/induced output upon stabilized operations. Over the period of a 50 year lease, and assuming 3.0 percent annualized growth, total direct and indirect/induced output within the regional economy is more than \$3.5 billion.

Lastly, the development of Berryessa Point will benefit the County by way of lodging and sales tax and summarized as follows:

Transit Occupancy Tax (TOT): TOT is granted to the legislative bodies of both cities and counties by the State’s Revenue and Taxation Code section 7280. Specific to Napa County the imposed tax rate is 13% for accommodations at lodging facilities. In accordance with the estimated annual gross sales from lodging operations herein upon stabilized operations (\$11 million), the estimated annual **TOT associated with Berryessa Point is \$1.43 million.**

Sales and Use Tax (Sales Tax): Napa County’s sales tax is 7.75 percent, consisting of 6.0 percent California state sales tax and 1.75 percent Napa County local sales taxes which consists of sales tax of a 0.25 percent

county sales tax and a 1.5 percent special district sales tax (used to fund transportation districts, local attractions, etc). Based upon the estimated gross sales from all operations a Berryessa Point (\$27.4 million), the **estimated sales tax to Napa County is \$480,000 per annum.**

Ground Rent: Berryessa Point is estimated to pay the County **\$1.33 million** by year three operations, with an increase of approximately 4.5 percent through year seven and at 3.0 percent per annum thereafter.

APPENDIX E | ECONOMIC IMPACT ANALYSIS

ABOUT LAMBERT ADVISORY



Lambert Advisory dedicates itself to helping clients and their communities thrive through data guided strategies.

...

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100 Biscayne Boulevard, Ste 2510

Miami, FL 33132

Who We Are

For over two decades, Lambert Advisory has dedicated itself to helping communities thrive.

Founded in 1995, Lambert Advisory is an internationally recognized real estate and economic advisory firm. Established on a foundation of knowledge, data, and experience, Lambert works collaboratively with clients and partners to transform places and build stronger communities.

We are passionate about the work we do and are vested in positively impacting people's lives and contributing to the communities in which we work through data guided strategies. We are considerate and aware of client and community needs and are steadfast in our dedication to each individual project and its outcomes.

Our history of proven success and long-lasting relationships with clients and colleagues has yielded the trust and loyalty of these partnerships. Most importantly, Lambert Advisory's work has always been built on a foundation of deep research. Our research, and pragmatic approach to applying that research, affords us the ability to offer clients educated and objective guidance based on the most robust information available.

Whether we're working at home or abroad, we approach all we do with objectivity, diligence, and care.

APPENDIX E | ECONOMIC IMPACT ANALYSIS

ABOUT LAMBERT ADVISORY

Industries Served

Lambert works collaboratively with clients and partners from various industries to transform places and communities. We strive to listen to our clients' needs with attentive attitudes, respect them as partners and collaborators, and keep community and client needs at the forefront of our business aims.

Development

Whether its construction of a single asset, or a mixed-use community, we provide the data and information needed to make informed development decisions.

Corporate Institutional Investors

Lambert's knowledge and approach guides national and multinational investors on their real estate portfolio decisions.

Transportation

Our extensive experience in economic, market, funding and fiscal analysis delivers fundamental support to transportation systems and transportation oriented development.

Government

In the face of constant regulatory and fiscal challenges, Lambert Advisory provides governmental agencies with the critical information and strategic insight necessary to achieve economic, planning, and community objectives.

Services

We offer a broad range of services to both the public and private sector in an effort to best enable our clients and partners to make value-added decisions that are founded in comprehensive and thoughtful analysis.

Real Estate Advisory

Our real estate consulting services, the foundation upon which Lambert was built, provides the data driven analysis needed to make critical decisions that maximize asset value.

Transaction Guidance

We provide objective guidance on acquisition, disposition, partnering, leasing, and restructuring transactions as well as public/private partnerships.

Transportation

Lambert Advisory provides targeted analysis and planning guidance associated with real estate owned by transportation systems.

Economic & Community Development

Lambert Advisory is an economic and community development consultant that is passionate about facilitating positive growth for neighborhoods, communities and regions globally. We are focused on delivering realistic recommendations that that are both implementable and desirable to the people served.

Data Analysis & Forecasting

Lambert Advisory is driven by research. Our pragmatic process affords us the ability to offer clients educated and objective guidance based on the most sound information available.

APPENDIX E | ECONOMIC IMPACT ANALYSIS

ABOUT LAMBERT ADVISORY

75

Engagements completed in
11 countries over the last 5 years.



APPENDIX E | ECONOMIC IMPACT ANALYSIS

ABOUT LAMBERT ADVISORY



**Paul
Lambert**

Managing Principal

Paul Lambert founded Lambert Advisory in 1995 and is engaged by clients to provide expert market, financial, and strategic guidance associated with real estate and economic development efforts.

Paul's clients have included Samsung Corporation, The Queen Emma Foundation, University of Pennsylvania, Harvard University, Port Miami, as well as the cities of New York, New Orleans and Tampa. He has served as advisor to sovereign wealth funds and some of the nation's largest charitable trusts. Between 2005 and 2007, Paul managed the post-Hurricane Katrina neighborhood rebuilding planning process ('Lambert Plans') on behalf of the City of New Orleans. Currently, Paul is heading the development of Miami Wilds, a theme park and associated entertainment development with an estimated \$1.0 billion investment requirement adjacent to ZooMiami.

Prior to starting Lambert Advisory, Paul was with Arthur Andersen LLP and Goodkin Research Corporation where he oversaw the firm's South Florida and Latin America real estate economics practice.

Paul holds a BA from Miami University in Ohio. As an undergraduate he was a Beaver Fellow at the London School of Economics and graduated from the Massachusetts Institute of Technology with a Master Degree in City Planning.



**Eric
Liff**

Principal

Eric Liff brings 25 years of experience providing economic and financial advisory services to both the private and public sectors. He has worked with numerous national and international corporations providing economic, strategic and investment guidance in real estate acquisition, development planning and asset repositioning. His advising work also includes mixed-use and resort development throughout the U.S., Central America and the Caribbean. Over the course of his career, Mr. Liff has served as project manager to more than fifty municipal and governmental agencies on initiatives ranging from economic development and neighborhood revitalization to complex financial and partnership structuring. Eric has also worked extensively in transit-oriented development (TOD) planning with a specific emphasis on public/private partnership initiatives.

Prior to joining Lambert Advisory, Eric was responsible for acquisition and development at WorldStar Resorts, an entity of Starwood Capital. His core focus there included corporate and asset identification, deal structuring, due diligence and strategic positioning. Prior to WorldStar, Eric served as a Manager in the Real Estate Consulting Group of KPMG Peat Marwick and a Senior Consultant with the Real Estate Consulting Group of Arthur Andersen LLP. Eric was actively involved in acquisition, disposition, and underwriting engagements for firms such as CS First Boston, Morgan Stanley, Prudential, and Heller Financial.

Eric earned his Bachelor of Science degree with a concentration in real estate management and development at the University of Southern California. He is a member of the Urban Land Institute (ULI).

APPENDIX E | ECONOMIC IMPACT ANALYSIS

ABOUT LAMBERT ADVISORY



**Todd
Peterson**

Senior Advisor

Todd Peterson has over 9 years of experience in GIS mapping, coordination, analysis, and development. He also has an equivalent amount of time in transportation planning including TDM, transit, bicycle/pedestrian, and trail planning and development. His skills extend from property taxation and real estate analysis to transit planning routing and implementation. He is highly skilled at creating GIS data as well as synthesizing existing GIS data into useful datasets. Todd has worked extensively with both the private sector as well as the public sector in GIS project management roles.

As a consultant for both OV Consulting and Urban Trans, two innovative transportation firms, Todd has developed and managed GIS-based maps for planning, transit, TDM studies, and engineering projects. As the executive director of the Clear Creek Coalition for Sustainable Development he organized community support for investment in transit and revitalization of underserved areas. He also provided support to the largest TOD project in Adams County, Colorado in coordination with RTD's FasTracks. Todd promoted sustainable, livable, attractive, walkable, and mixed-use development by encouraging community and governmental involvement.

Todd holds a Masters in Urban and Regional Planning, with an emphasis in Land Use and Transportation Planning from the University of New Orleans and Bachelor of Science in Natural Resource Management from the Colorado State University.



**Frank
Pallini**

Senior Advisor

Frank Pallini's work encompasses market and financial feasibility analysis (including residential, commercial, hospitality, and marinas), strategic business and economic planning and development, and economic impact analysis.

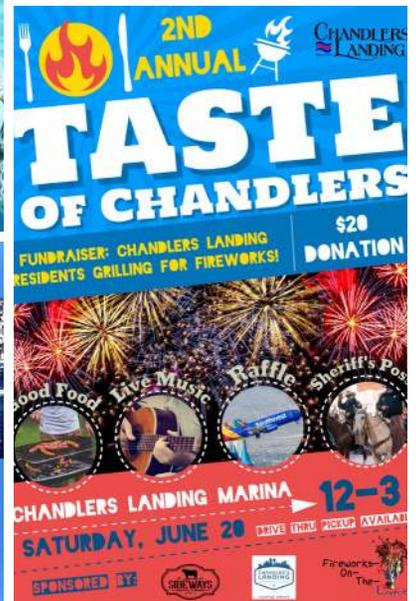
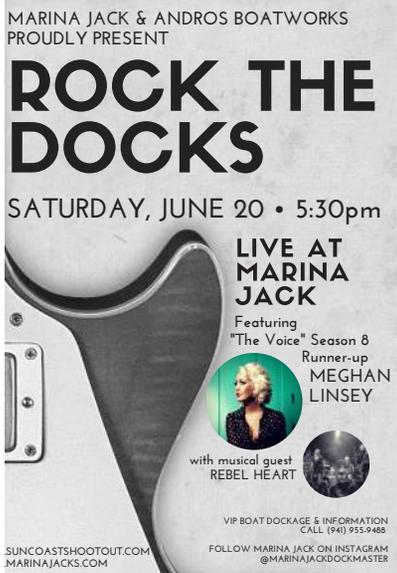
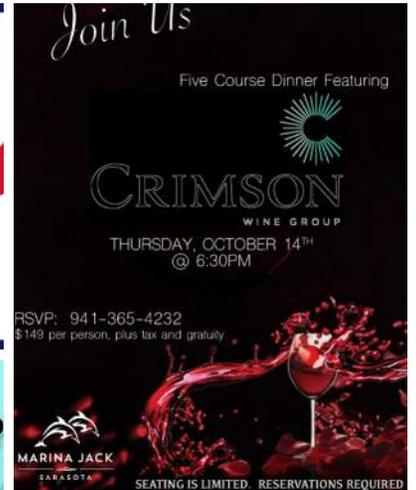
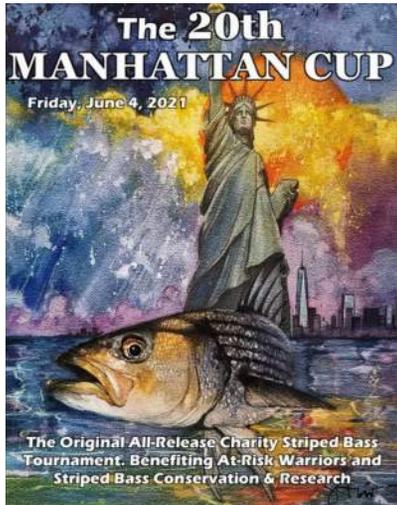
Frank has served as management consultant and business advisor to numerous real estate companies, developers, builders, financial institutions, investors and asset managers as well as units of government and non-profit organizations. Major private sector clients have included Disney Development, USAA Real Estate, GE Capital, US Home, Nationwide and Citicorp Real Estate. Notable public sectors clients have the cities of St. Petersburg, Tampa, Miami, Ft. Lauderdale, Key West, Houston and New Orleans.

Frank has served a Project Manager on both public and private sector economic development engagements throughout the United States, as well as Europe, South America and the Caribbean, including but not limited to: Italy, Switzerland, Venezuela, Colombia, St. Martín, St. Thomas, Dominican Republic and Puerto Rico.

Frank holds a Masters of Science in Community Development from Southern Illinois University and a Bachelor of Arts from Eckerd College.

APPENDIX F | SUNTEX MARINAS EVENTS

Below is a small sampling of year-round and annual events held at Suntex Marinas. Programming and events at Berryessa Point Resort and Marina will be tailored specifically with the local context and visitor demographics in mind.



SUNTEX MARINAS

DISCOVER YOUR PLACE IN THE SUN

THANK YOU

