

EL CAMPO
DEL SOL

NAPA VALLEY, CA

table of contents

- o the vision
- o the property
- o the project
- o the napa valley



sailing lake berryessa circa 1965

executive summary



inspirational imagery for el Campo del Sol Resort

the vision

With “glamping’s” popularity skyrocketing in the Western United States, the potential for an upscale, comfort-camping experience at Lake Berryessa in the Napa Valley represents a truly unique opportunity. Lake Berryessa offers the ideal location for the perfect blend of couples, group and family-oriented tourism, mountain and lake recreation, and potential for new development. Our vision is to create a glamping resort of unprecedented experience and scale in United States.

Campo del Sol, LLC (the “Sponsor”) will create a unique resort property in the Napa Valley that will be positioned as an upscale recreational camping (“glamping”) destination that is highly programmed and amenitized, representing the intersection of the traditional campground experience and a lifestyle resort hotel experience. This hybrid approach to hospitality and recreation will provide a product and experience that will induce a high level of demand at a reasonable and approachable cost level.

The Resort will be differentiated from the balance of Napa Valley given its unique location, positioning, amenities, program offerings and lodging product. The project will benefit from a relatively low development cost per key, zero up front land cost and existing high lodging rates and demand in Napa Valley. The Resort will also be conceived and developed to accommodate group events, weddings, retreats and small conferences and to appeal to both a family and non-family demographic.

The project will also benefit from being situated on Lake Berryessa, a significantly under-utilized and majestic natural lake setting, adding to the project's unique positioning in Napa Valley. These elements significantly mitigate the risks of the project while providing for long-term sustainability.

the opportunity

Project Highlights

- In addition to attracting a portion of existing Napa Valley clientele, the project will also appeal to a broader diverse demographic than those that historically visited and recreated in Napa Valley;
- Located 30 minutes from downtown Napa and 1 to 2 hours from over 9 million residents in the greater San Francisco Bay Area, el Campo del Sol will be one of few “glamping” resorts of scale in Northern California;
- The project will benefit from an existing high Average Daily Rate (ADR) environment that the project can “draft” below from a value pricing perspective;
- Utilizing existing roads and partial infrastructure in addition to a creative approach to development of lodging units (e.g. low-cost but quality pre-fab cabins and safari style tent cabins), the project can significantly mitigate risk due to a low overall cost-per-key compared to traditional development approaches applied in resort environments;
- The project will be unique in the Napa Valley offering a highly curated “Napa” experience while also providing immediate access to nature and wildlife and associated recreation, including an amazing underutilized natural resource, Lake Berryessa;
- The project will also be unique in that it will offer a Napa experience that specifically caters to families and a broad universe of groups business other than high-end weddings catered to in Napa Valley;



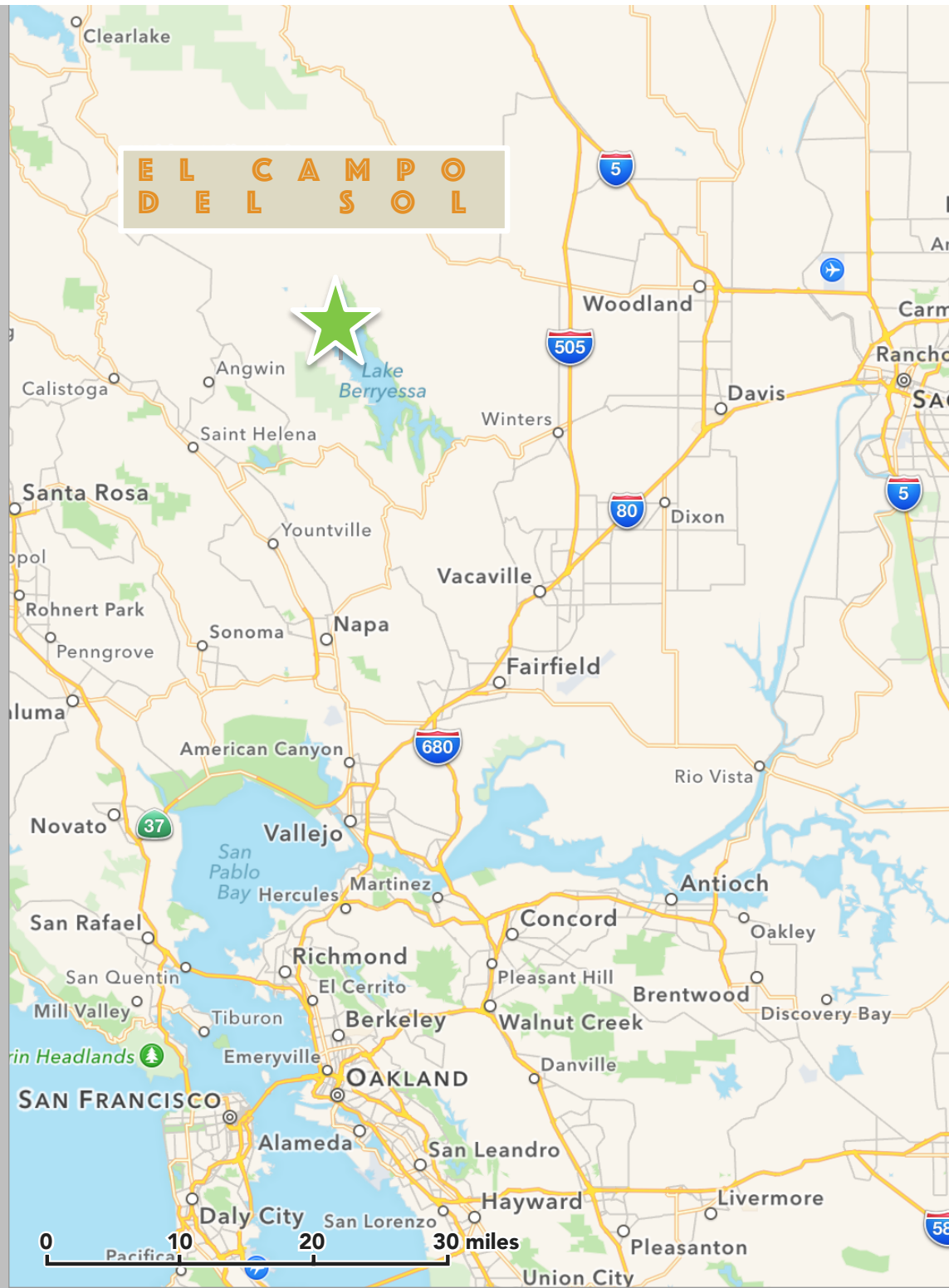
the property

el Campo del
Sol shoreline

the property

Consisting of 186 acres with almost 2 miles of lake frontage, the property is located in Napa Valley, CA within easy driving distance of the entire San Francisco Bay Area and over 9 million residents.

With easy access from San Francisco, Sacramento, Oakland, San Jose and all other neighboring communities, el Campo del Sol can be enjoyed as an easy weekend getaway or a longer duration vacation. The property will also serve as the gateway to the newly dedicated National Monument, Berryessa Snow Mountain Wilderness Area which offers extensive hiking, biking and wildlife.



the property

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the property

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the project

The Resort

The Resort will be developed to appeal to a demographic interested in a new growing trend referred to as “glamping” (i.e. glamorous camping) while also appealing to those seeking a unique and authentic campground experience. The camping and lodging options will include a combination of:

- Safari style tent camping units (including fire-ring, picnic tables, electrical outlets, outdoor showers and some with private bathrooms);
- 1 bedroom, 400 square foot contemporary rustic park model units (e.g. the Wheelhaus model – see www.wheelhaus.com) including living room/kitchen area (with pull out couch) and separate bedroom area (also including fire-ring, picnic tables, outdoor electrical outlets and outdoor showers);
- 2 bedroom, 400-1,000 square foot contemporary rustic park model units (e.g. the Wheelhaus model – see www.wheelhaus.com) including living room/kitchen area (with pull out couch) and separate bedroom area (also including fire-ring, picnic tables, outdoor electrical outlets and outdoor showers);
- Yurt camping units (including fire-ring, picnic tables, electrical outlets and outdoor showers);
- Hike-in and Boat-in remote tent campsites with no-utilities (but including fire-ring and picnic table);
- Group campsites with utilities (including fire-ring, picnic tables, electrical outlets and outdoor showers);



the project

The Facilities

- 8,000 square foot Town Hall style gathering lodge – this facility will serve as a gathering place for the Resort community but will also be available for rent for events, group meetings, weddings and small conferences;
- 2,400 square foot Retail Center – this facility will include retail outlets as well as an Adventure Center (including the Nature, Arts & Crafts Center; Kids Camp headquarters - the Kids Camp will also include a Tee-Pee Village; Trail and Fishing Guide Center and Rental Kiosk; and Ziplining course kiosk);
- 2,400 square foot Restaurant, Bar & Grill – the restaurant, grill and bar will be strategically located to maximize views of the lake and surrounding natural landscape on the point at Berryessa Shores. This facility will include indoor and outdoor seating and will also be accessible by boat via courtesy docks located proximate to the facility. The restaurant menu will a Napa Valley inspired menu appealing to tourists seeking a Napa Valley culinary experience. The Sponsors have already identified several acclaimed chefs from the Napa Valley that have expressed an interest in working with the Sponsors in providing this experience;
- Marina & Drydock Storage Area – the Resort will offer four loading ramps, marina slips, courtesy docks and on-land and drydock storage;

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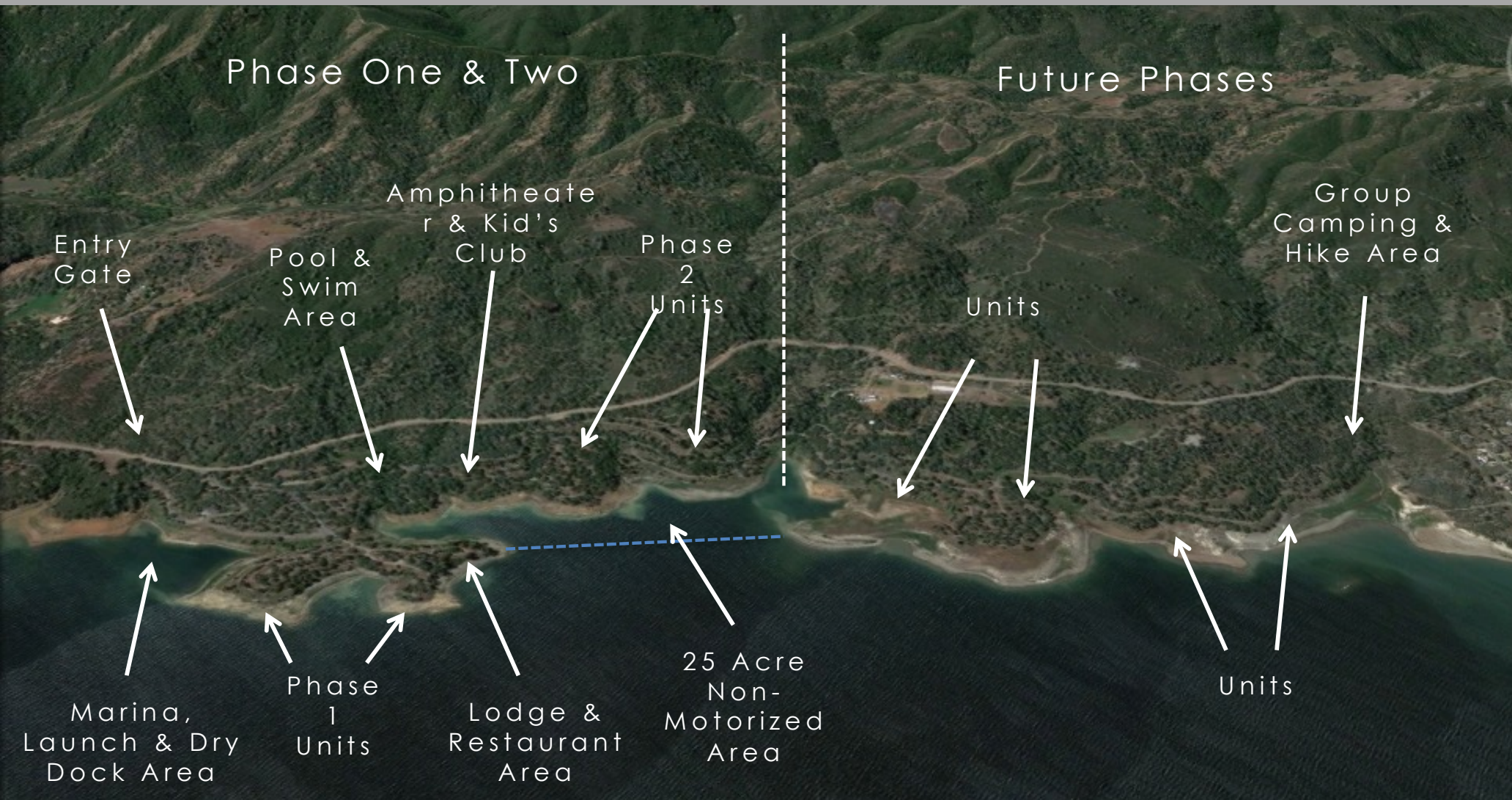


the project

Amenities & Programming

- Approximately 25 acres of cordoned-off and protected swimming and non-motorized boating area – the will appeal to both the stand-up paddle, kayak and canoeing crowd as well as families seeking warm, safe swimmable waters;
- Water-based rental fleet – the Resort will rent canoes, kayaks, stand-up paddle boards, peddle boats, row boats and small sail boats as well as motorized pontoon boats, ski and wakeboard boats and houseboats at the marina area;
- Amphitheater area for gatherings and music events;
- Pool, wading pool and water park area;
- Playground and water/sand playground area;
- Soccer pitch;
- Ropes-course and zip-lining park for individual use and team/confidence building programs;
- Mountain biking and hiking trail;
- Fish cleaning station;
- Kids Camp & Adventure program;
- Nature Program with docent led nature hikes and water based excursions;
- Wake-boarding, water skiing and sailing lessons;
- Campfire music
- Campfire smores
- Winemaker led wine tasting events;
- Communal Winemaker and Chef Inspired dinners and events;

the project & preliminary phasing



E L C A M P O
D E L S O L

the project

“glamping” at lake berryessa circa 1965



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DEL SOL



sunset at el Campo del Sol

the napa valley

The project is well positioned to achieve strong performance results and profitability due to its differentiating factors as well as Napa Valley's well established market demand. While Lake Berryessa is not within the core of the existing Napa Valley market area, it is proximate and will offer a unique and differentiated experience in an extremely mature tourism market:

Existing World-Class Tourism Market. Napa Valley is an international culinary and wine destination with over 5 million tourists annually. Napa boasts 200+ wineries, 400 wine brands, 85 restaurants (with 12 Michelin awards in 2015).

Well Established Resort and Hotel Market. There are over 5,200 exiting rooms in the Napa Valley with at least another 1,000 under development. With continued increasing rates and hotel sales prices in the market (recently Bardessono Hotel sold for \$1.38MM per room on Yountville), the Napa Valley needs additional more affordable rooms and experiences.

High Barriers to Entry. The Property has unique grandfathered entitlements and jurisdiction that falls within the Bureau of Reclamation (as opposed to the more stringent Napa County) within the Napa Valley Agriculture Preserve. Its picturesque views of Lake Berryessa make it a highly sought after location. With strict zoning measures in place that virtually prohibit the conversion of agricultural lands into commercial property, any new developments in the County on sites that are not already zoned Commercial Limited (CL) requires a vote of the people.

Recreational Focused with Great Food & Wine. While the majority of the Napa Valley focuses on food & wine, El Campo del Sol will offer its guests soulful food & wine experiences while also offering a unique recreational experience including hiking, boating, water sports, horse back riding, mountain biking, zip lining and more. El Campo del Sol will partner with local chefs and vintners to create exceptional culinary adventures in a casual environment.



el Campo del Sol in Springtime

the napa valley

Napa Valley is known for its exquisite vineyards, wineries and diverse gastronomic culture. These attractions, combined with Napa's stunning beauty, proximity to the San Francisco Bay Area (population 9MM), the booming Silicon Valley, and three international airports, center it as a major hub of travel activity. Access to rich cultural offerings in art, music, history, artisanal craft producers and retailers results in an area that is truly unique and highly desirable from a tourism perspective. Furthermore, the entire Napa Valley is within a protected agricultural preserve with strict development limitations and controls, resulting in product scarcity, high barriers to entry, high levels of demand and pricing premiums.

- Napa Valley draws over 5 million visitors annually generating \$1.3 billion in annual economic impact.
- Located 50 - 80 miles from 3 major International airports - one of the most trafficked travel hubs in the world.
- Every 24 hours, guests of Napa Valley generate approximately \$4 million to local businesses.
- As of 2012, there were 5,232 hotel rooms in Napa County (a 42% increase over 3,693 rooms in 2002) with over 1,200 new rooms under development as of 2014.
- The luxury hotel market continues to grow with increasing average daily rates, making it more and more difficult to find affordable accommodations in the Napa Valley.
- Between 2005 and 2008, prior to the economic downturn, Napa Valley occupancy levels grew from 64.9% to 70.3% , ADR increased from \$384 to \$478 and RevPar increased from \$250 to \$336 ⁽¹⁾. These growth rates are in part attributable to the high barriers to entry and limited supply in the market.
- Following the economic downturn, between 2009 and 2013, within the Luxury set, ADR increased by 38% and RevPAR increased by 82% showing a strong and rapid recovery in Napa Valley ⁽²⁾.
- While only 4% of California's wine is made in Napa Valley, the region accounts for 25% of the state's wine industry revenue further demonstrating the strong demand for luxury and experiential products in general in Napa Valley.

(1) Data based on an upscale and luxury competitive set of 896 keys including Bardessono Inn and Spa, Auberge du Soleil, Calistoga Ranch, Carneros Inn, Harvest Inn, Northblock, Inn at Southbridge, Meadowood, Napa Valley Lodge, Solage, Villagio Inn & Spa, Vintage Inn and Yountville Inn

(2) Data based on a luxury competitive set of 445 keys including Solage, Bardessono Inn and Spa, Auberge du Soleil, Meadowood, Carneros Inn and Calistoga Ranch