



BID NO. 2017-35

PROPOSAL FOR:
**ACQUISITION AND DEVELOPMENT OF
CITY PARCELS FOR RV PARK AND MIXED-
USE FACILITY**



HUMBOLDT BAY
— RV PARK —

Project Team & Structure



Business Name and Address:

S6 Humboldt Bay RV Park, LLC dba Humboldt Bay RV
Park (proposed)
PO Box 133
Eureka, CA 95501

Owner:

Travis & Stephanie Schneider

Primary Contact:

Travis Schneider, President
(707) 445-3001 X206
tschneider@pacaff.com

Abstract of Qualifications

Travis Schneider and Stephanie Bode were both born and raised in Humboldt County, and returned to Humboldt County after completing their secondary education at Cal Poly San Luis Obispo. The Schneider's own a number of businesses based in Humboldt County, including a civil engineering firm, construction company and property management company. In spite of owning several successful businesses, the Schneider's true passion has become land development and ownership.

Travis Schneider began investing in real estate at the age of 19, when he purchased his first four plex in Eureka. A little over a year later, Mr. Schneider demolished a parking structure adjacent to the four plex to build a duplex. As time went on, and opportunities became available, the Schneiders continued to build a portfolio of residential properties. Nearly twenty years later, the Schneider portfolio consists of several commercial buildings, three RV Parks, 90 apartment units, and a land inventory in place to develop another 120 units.

RV parks became a venture for the Schneider's in 2006, when the former Ebb Tide RV Park in Eureka was put up for sale. After a little number crunching, the Schneider's determined that the business could be a viable investment. A little over a year later, and nearly \$200,000 over the original budget, the once dilapidated park has been transformed into a modern facility, now known as



Shoreline RV Park. Unfortunately, the pain associated with the cost overruns did not stop once the park was opened. The seasoning process proved to be more costly than anticipated, and it was yet another year before the park was able to attract enough guests to turn profit. In spite of the unexpected hurdles encountered during the project, the vision of the park spawned an interest in RV Parks that would extend to future purchases, rehabs and developments.

In 2013, the Schneider's put together a partnership that purchased Giant Redwoods RV Park in Myers Flat, CA. Under the direction of Travis Schneider, park electrical, bathrooms, septic systems, and office were either replaced in their entirety or installed. In three short seasons, park revenues tripled under the guidance of Travis Schneider. A little over three years later, the Schneider's sold their interest in the park in order to facilitate the purchase of the former KOA (now known as Redwood Coast Cabins and RV Resort) located between Arcata and Eureka, and the former Hiouchi RV Resort (now known as Redwood Meadows RV Resort) in Hiouchi, CA.

With the purchases of Redwood Coast Cabins and RV Resort (RC) and Redwood Meadows (RM) 2016 proved to be a major turning point in the careers of the Schneider's. The Schneider's went 'all-in' on the RV Park



business in 2016, and developed the S6 brand to represent their expanding park ownership and cross marketing between properties. John Conrad was promoted from Shoreline RV Park Manager/host to Chief Operations Officer, in charge of all park management and employees. A team of full time hosts were hired for each park, cleaners were put in place at each facility, and a full time landscaper/utility man was added to staff.

In case of both RC and RM, each facility was operational and profitable at the time of acquisition. However each facility was very tired and antiquated as well. Under the direction of the Schneider's, each park was rebranded, modern marketing techniques were employed (new websites and advertising), and free high speed internet was added to each facility. In addition to the complete rehabilitation of the office facility, three new cabins were added, a new playground was installed and the electrical system was replaced at RC. More than 50 dangerous trees were removed from RM, the grounds were re-landscaped, fire pits were added to each site and spaces were regraded.

Needless to say, buying developing, rehabbing, owning, and operating RV Parks has become a labor of love and pride for the Schneider Family. Not only has the S6 brand of parks become a successful business venture for the Schneider's, but it has given them the opportunity to showcase and promote the area they love, Humboldt County. The desire to provide high quality facilities and a high pride of ownership fuel the Schneider's continued desire to develop lands in the region. The opportunity to develop an RV Park along Humboldt Bay is not only a natural fit for the Schneider's skill, but the opportunity to showcase and transform the City of Eureka's waterfront.



HUMBOLDT BAY
— RV PARK —

Ownership & Operating Structure

Owners:

Travis and Stephanie Schneider

President / Chief Executive Officer (CEO):

Travis Schneider

Vice President / Controller:

Stephanie Schneider

Chief Operations Officer / Facility Manager:

John Conard

Our Business Structure:

The Schneider's through their S6 family of parks are in business to become the leading private recreational facility in Northwest California. Achieving said goal will be done by building a team of the most qualified, honest, customer centric individuals ready to work to build a prosperous business.

Schneider businesses are built on the principle of giving our clients and guests value for their money, but also by providing a work environment highly conducive to the success of all our employees. Most importantly however is our constant ability to motivate our employees to challenge their abilities to achieve their goals and dreams. The S6 Family of parks provides the support and business structure to achieve success within an environment that recognizes humanity.

The business structure and organization of Humboldt Bay RV Park will be under the S6 family of RV parks owned and operated by the Schneider Family. Management positions will be the responsibility of existing leadership and operational positions will be filled when the park is open for business. Business positions and job descriptions are as follows.

Job Positions:

- President / Chief Executive Office - CEO
- Vice President / Controller
- Chief Operations Officer / Facility Manager
- Guest Services Executive
- Landscaper
- Cleaners

Roles and Responsibilities:

Travis Schneider - President/Chief Executive Officer (CEO)

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization's vision, mission, and overall direction - i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals.
- Responsible for providing direction for the business.
- Responsible for signing checks and documents on behalf of the company.
- Evaluates the success of the organization.
- Carries out staff induction for new team members.
- Acts as an ambassador for Humboldt Bay RV Park and the Humboldt region by interacting with guests and answering or directing inquiries.



Stephanie Schneider - Vice President/Controller

- Responsible for preparing financial reports, budgets, and financial statements for the organization.
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risk analysis.
- Performs cash management, general ledger accounting, and financial reporting for the organization.
- Responsible for developing and managing financial systems and policies.
- Responsible for administering payrolls.
- Ensures compliance with taxation legislation.
- Handles all financial transactions for Humboldt Bay RV Park, LLC
- Serves as internal auditor for Humboldt Bay RV Park, LLC
- Acts as an ambassador for Humboldt Bay RV Park and the Humboldt region by interacting with guests and answering or directing inquiries.

John Conard - Chief Operations Officer / Facility Manager

- Responsible for operating and managing the RV Park.
- Ensures that the facility is in its best condition and position at all times.
- Manages registration services.
- Handles equipment rentals and sales services.
- Handles other relevant facility operation.
- Acts as an ambassador for Humboldt Bay RV Park and the Humboldt region by interacting with guests and answering or directing inquiries.

Guest Services Executive (open position)

- Welcomes park guests, potential guests, and visitors by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, walk-in center, or phone) provides the client with a personalized customer service experience of the highest level.
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the region, amenities, and available opportunities.
- Manages administrative duties assigned by the management in an effective and timely manner.
- Acts as an ambassador for Humboldt Bay RV Park and the Humboldt region by interacting with guests and answering or directing inquiries.

Landscaper (open position)

- Responsible for mowing grass.
- Responsible for repairing irrigation systems.
- Maintains and cleans drain systems, fencing, and gates.
- Responsible for pruning, trimming and maintaining ornamental and seasonal plants, shrubs and trees.
- Responsible for maintenance and procurement of lawn and garden equipment.

Cleaner (open position)

- Responsible for cleaning in and around the facility.
- Cleans up after customers and clean work area.
- Maintains a clean office, restroom, and laundry facilities by sweeping, vacuuming, dusting, cleaning of glass doors and windows, etc. if required.
- Ensures that toiletries and supplies don't run out of stock.
- Handles any other duty as assigned by the Facility Manager.
- Acts as an ambassador for Humboldt Bay RV Park and the Humboldt region by interacting with guests and answering or directing inquiries.





Development Plans

Development of the subject parcel will commence with the RV Park on the eastern lands and proceed westerly with mixed use development in four to six phases. The timing of each development phase will be driven by socio-economic demand, and market conditions. Careful master planning and foresight will be undertaken to ensure the RV Park and the future mixed use development become the prized attraction of Eureka.

As with any new development, careful consideration must be given to neighboring properties, businesses and residents. As part of this proposal, the Schneider's have reached out to residents in the area, and organizations such as Humboldt Bay Fishermen's Marketing Association to spread our message and gain support for the subject development. Initial dialogue suggests strong support from the community for not only providing new facilities, but improving the region by driving negative active and blight from the area.

The first step in the development will be the creation of Humboldt Bay RV Park; a modern facility, designed to accommodate RV'ing guests of all types, but especially those who wish to capitalize on the recreational, opportunities available in close proximity to the park. (i.e. fishing, rowing, paddle boarding, cycling, etc.). Preliminary layouts for the park provide a forty space park, with a single structure providing an office, private



laundry, restroom/bath facilities for park guests, living quarters for park host, a storage unit for park supplies and materials and a future retail space for rental of bikes, paddle boards, and other recreational equipment.

The park shall consist exclusively of 50AMP full hook up (water, sewer, electric, and CATV) sites with approximately 28 sites being 80 foot long pull through sites and 12 sites being 60 foot long back-in sites. Sites shall be paved to a width of twelve feet, with eighteen feet of common landscaped open space provided per RV space, providing a total of 30' in width for each space. Landscaping shall be equipped with a fully automated irrigation system to enable watering during dry summer months. Park security will be provided by camera surveillance systems, and a full time park host. Providing a modern, safe secure facility with access to local amenities will ensure the park is the building block for the mixed use development on the western parcel.

Although not specifically detailed (i.e. defined layout and configuration) in this document, the Schneider's propose to develop the western half of the lands (west of Samoa Bridge) into a vibrant conglomerate of mixed use buildings. Similar to a previous proposal made by the Schneider's in 2011, the mixed use area would become known



as Halvorsen Village, in honor of previous land owner and former neighbor of Travis Schneider, Mr. Robert Halvorsen.

The village feel development will look to capitalize on the natural waterfront setting by developing the first waterfront hotel in Eureka, as well as providing an abundance of high quality modern retail, commercial and office space. Urban living options will be provided through permanent residential options located on upper floors of the development. Preliminary figures suggest an ultimate build-out of the mixed use would result in more than 200,000 square feet of new commercial, retail, office and residential space.

Equally as critical to the spatial setting of future buildings, is the interface between the proposed development and Waterfront Drive, parking facilities, the railroad and most importantly Old Town Eureka. Design considerations shall include pedestrian flow, urban streetscape, traffic calming, and parking. While defined as plans will take shape through the planning and entitlement process, the Schneider's can assure you that any and all developments on the lands will be of the highest standard, with quality and care that not only the Schneider's will be proud of, but the community will be proud of.





HUMBOLDT BAY
— RV PARK —

Management & Operations Plan



Humboldt Bay RV Park, LLC will be a modern well equipped recreational vehicle park located in a community that is centered in the heart of the Redwood Coast and cultural hub of the region - Eureka, CA. The primary goal of establishing Humboldt Bay RV Park is to provide an option not currently available to guests of Humboldt County; the ability to stay on the waterfront, yet be able to walk to the cultural center of Eureka

The proposed waterfront location for Humboldt Bay RV Park, provides an option to guests of the region that is presently not available; on the water (bay) lodging with views of the surrounding mountains. Presently, guests to the region looking for waterfront lodging are limited to the public boat launch facility on the North Spit, or Shelter Cove. Needless to say, in each case the access, and available features, among other things deter potential guests to our area. Tourists seeking the waterfront experience often choose the Fort Bragg, Crescent City or Oregon Coast regions due to available amenities and their proximity to town centers.

Humboldt Bay RV Park will become the destination of choice for travelers searching for the coastal experience. The proximity of the RV park to the Samoa Bridge Launch Ramp will provide countless recreational opportunities. After a morning on the water,



guests can take a stroll on the Humboldt Bay Trail, walk to Old Town, or merely relax with the Humboldt Bay as their backdrop. Guests looking for a land side adventure can make short day trips to Redwood National or State Parks, Fern Canyon, Trinidad, Ferndale or the coastal interior. At the end of the day, guests have the option of dining in, or out and enjoying the myriad of entertainment options available in Old Town, or via a short drive to neighboring towns.

After nearly ten years in the RV business within Humboldt County, we have a firm understanding of our guests, market demands, and market conditions. Humboldt County offers world class cultural opportunities within one of the most natural rural settings on earth, in a quasi rural/urban environment. This unique blend makes Humboldt County appealing to a very diverse client base. Tourism growth in Humboldt County is stalled in some regards due to lack of available facilities during peak periods, but more importantly due to the lack of quality modern facilities. Guests to the region often stay for shorter periods of time or choose to stay in other locations where facilities are located within urban centers on the water front (i.e. Fort Bragg, Crescent City, Brookings, Gold Beach).

Humboldt Bay RV Park is specifically designed to attract tourists from comparable markets, by offering new, modern amenities, in a safe, clean facility in close proximity to local attractions at a value to our guests.

Ownership recognizes guests to Humboldt Bay RV Park will be far reaching, from other states, countries, and continents, but often times our own backyard. Regardless of origin, Humboldt Bay RV Park will demonstrate commitment to sustainability, both individually and as a business, by actively participating in our communities and integrating sustainable business practices wherever possible.

As longtime residents and local business owners the Schneider family holds themselves and their staff accountable to the highest standards of facilities and by meeting guest needs precisely and completely. The S6 family of parks cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our community, country and world, for our partners, employees and for our guests.

Marketing Program & Objectives



Our Vision Statement

Our Vision of starting Humboldt RV Park, LLC is to build a world - class RV park and recreational facility where visitors can enjoy the recreational and site seeing opportunities provided by Humboldt Bay.

Our Mission Statement

Our Mission for establishing Humboldt RV Park, LLC is to create a facility in the community that provides a facility on Humboldt Bay where those visiting Humboldt County can experience time on Humboldt Bay while enjoying the sites and attractions of Downtown Eureka and its surrounding area.

Marketing Strategy & Sales Strategy:

The S6 family of RV Park will employ the same standards of marketing at Humboldt Bay RV Park through which it has achieved success at its other parks. Marketing strategies will be centered around the strategic goal of getting people to the park, through print and digital media, and referrals. Once guests are in the park, we engage with our clientele to provide them the tools to choose the experience that best fits their personalities and lifestyle. The ability to provide guests the resources to launch their vacation and experience Humboldt County more often than not leads to extended stays, return trips and ultimately to positive referrals in print, digital media, and via word of mouth.

At Humboldt Bay RV Park, our marketing strategies will be consistent throughout the marketing mix and we will take into consideration product improvement, promotion, and price. As part of our sales and marketing strategies, we pay attention to the promotion of our RV Parks, listen to customer feedback and strive to spread our brand and breadth of guests through park to park referrals, but more importantly from personal referrals.

Through partnerships with our branding and publicity consultants the S6 family of parks have developed publicity and advertising strategies that walk our way into the heart of our guests. Relationships developed with local businesses through our referral program, and through experience have provided invaluable to the development of our brand, and would be no different with Humboldt Bay RV Park.

Techniques that have proved successful spreading the brand of the S6 family of parks that will be utilized at Humboldt Bay RV Park are as follows:

- Advertising our campground and recreational vehicle park in our official website and employ strategies that will help us pull traffic to the site.
- Digital and print media advertising.
- Cross marketing with other S6 family of parks for future stays.
- Sponsor relevant community events (i.e. sports, music, recreation, etc.) and competitions.
- Presence on internet and social media platforms like; Instagram, Facebook, Twitter, YouTube, and Google Plus.
- List Humboldt Bay RV Park on local directories & yellow pages.
- Logo and branded merchandise presence through shirts, hats, vests, jackets.
- Casual branded business attire for our staff members.



Our Target Market:

The target market for our RV parks cut across people from different backgrounds, both socially and economically. Every guest provides insight into travel trends, and what attracts our guests to our facilities. Guests range from seasonal, to nightly, to short term residents, to people who just stumble upon our facility.

Seasonal guests represent the bulk of guests traveling between April and December. Said guests start in the spring as snowbird travelers returning from warmer climates to summer guests looking to escape the heat, to fall clients looking to find more temperate winter locales. Nightly guests represent the largest group of summer travelers, and those visiting the area for specific events (i.e. Jazz Festival, HSU Graduation, Oyster festival, 4th of July, and holidays). Short term residents typically represent workers who will be in the region longer than a couple weeks, but shorter than three months. Guests of this nature include traveling doctors and nurses, PGE workers, and in summer, a large percentage are those just looking to escape heat and often times smoke.

Regardless of what brings our guests to the region, the S6 family of parks emphasizes a safe tranquil setting while providing the resources to make the RV'ing experience as fulfilling as possible.

Our Competitive Advantage:

Humboldt Bay RV Park will certainly have a competitive advantage over its peers and other parks owned under the S6 family of parks through its location and age. The ability to capitalize on the natural competitive advantage and potential will be achieved through the knowledge and experience of the ownership and management team.



HUMBOLDT BAY

RV PARK

Development Costs

Projected Investment:

Humboldt Bay RV Park, LLC is a business that will be owned and managed by Travis and Stephanie Schneider under the umbrella of their S6 family of RV Parks. The Schneider's will use a combination of out-of pocket funds, sweat equity, and bank loans as needed to secure entitlements, fund soft and hard (construction) costs, and initial operating capital. Estimated development costs are outlined as follows, but are subject to change based on permit conditions and market rate costs at the time of construction.

Soft Costs	Estimated Cost
Biological Study	\$7,500.00
Initial Study (CEQA)	\$10,000.00
Engineering	
Civil	\$42,500.00
Electrical	\$20,000.00
Structural	\$5,000.00
Architectural	
Design	\$5,000.00
Permits	\$25,000.00
Appraisal	\$5,000.00
Loan Fees	\$15,000.00
Project Management	\$25,000.00
Subtotal	\$160,000.00
Hard Costs	
Fencing	\$40,000.00
Utilities	
Water	\$100,000.00
Sewer	\$150,000.00
Electric	\$200,000.00
Gas	\$20,000.00
CATV	\$25,000.00
Clearing/Grubbing	
Demolition	\$35,000.00
Rough Grading	\$100,000.00
Finish Grading	\$100,000.00
Paving	\$150,000.00
Landscaping	\$50,000.00
Office/Laundry/Restroom	
Caretaker Building	\$225,000.00
Flagpole	\$5,000.00
Subtotal	\$1,200,000.00
Total Cost	\$1,360,000.00

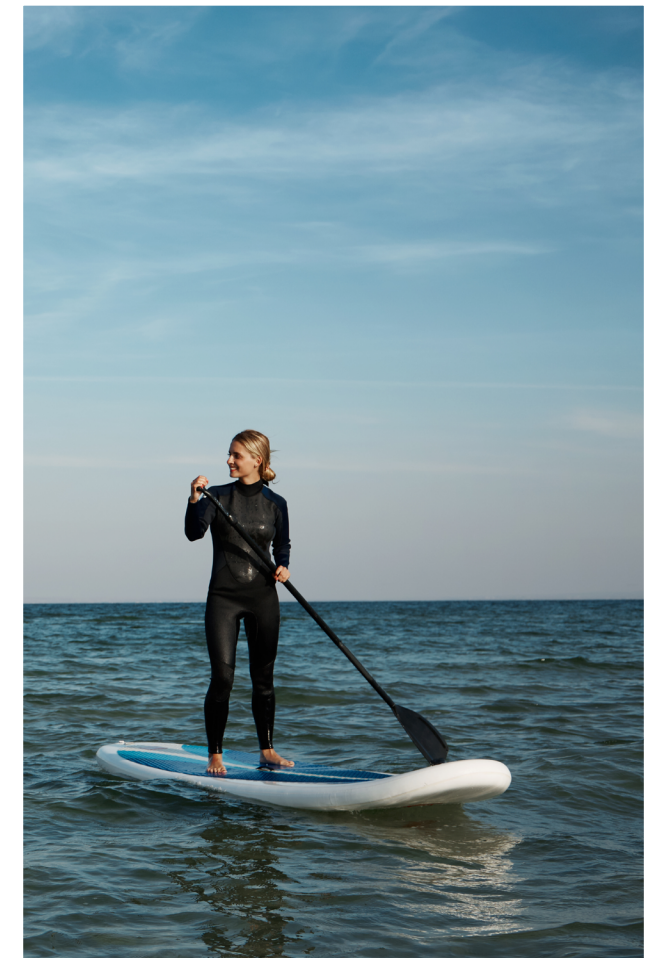


HUMBOLDT BAY
— RV PARK —

Pro-Forma

Overview:

RV Park revenues are derived solely from occupancy, and consistent occupancy on a yearly basis. Once stabilized a park of this size will experience 16,000 - 20,000 guests per year. Start-up ventures typically experience an 18-24 month seasoning process before reaching stabilized income. The lengthy seasoning process is largely due to establishing name and brand recognition through internet presence, hard copy print and media, and the development of recurring clientele and brand recognition. Humboldt Bay RV Park will provide a new option for guests to the area, as well as compliment other parks owned under the S6 brand of RV Parks. Under this premise, Humboldt Bay RV Park is likely to experience a shorter than normal seasoning period due to common ownership of other facilities in the area and the ability to cross utilize resources to fulfill the needs of all park guests.



Pricing Strategy:

S6 RV Parks have developed a pricing system based on what is obtainable in the industry, market conditions, operating costs, available amenities, and competition. The goal of any S6 RV Park remains the same, regardless of location or available amenities: operate near capacity at a fair market price, while providing loyalty discounts.

Humboldt Bay RV Park rates will be higher than its peers due to the age (new), location, and available amenities, Cross marketing Humboldt Bay RV Park, will allow rates to remain at fair market values, but allow all visitors to Humboldt County to experience the finest the area has to offer.

Transient Occupation Tax (TOT) is not included in the pro forma because not all guests are subject to that tax. Guests staying for less than 30 days are subject to said tax at 10% of the gross rate that is paid upon check-in. TOT for the subject park is expected to generate \$35-40,000 annually, with rates increases escalators in line with the Consumer Price Index (CPI).

Payment Options:

S6 RV Parks recognize the need to maintain a variety of payment options. Payment policies adopted by Humboldt Bay RV Park will be inclusive of base rate charges and Transient Occupancy Tax at the point of sale. Due to the diversity of clientele, Humboldt Bay RV Park will be positioned to accept all major payment methods from customers foreign and domestic.

Payment options that Humboldt Bay RV Park will make available to clients are as follows:

- Payment with cash
- Payment via credit cards / Point of Sales Machines
- Payment via check
- Secure online payment options

Revenues, Operation Expenses and Loan Assumptions are outlines in the Pro Forma document.

ASSUMPTIONS						
Average Nightly Rent	\$27.00					
Spaces	40					
Renovation Cost/Space	\$30,000.00					

INCOME						
Rental Income	Rent	Year 1 (2019)	Monthly	Year 2 (2020)	Year 3 (2021)	Year 4 (2022)
Rent/Space/Month	\$32,400.00	\$388,800	\$32,400	\$396,576	\$404,508	\$412,598
Total Rental Income	\$32,400.00	\$388,800	\$32,400	\$396,576	\$404,508	\$412,598
Vacancy		45%		30%	25%	20%
Credit		(\$174,960)	\$0	(\$118,973)	(\$101,127)	(\$82,520)
Effective Gross Income		\$213,840	\$32,400	\$277,604	\$303,381	\$330,078

EXPENSES						
Land Lease	12.35%	(\$48,000)	(\$4,000)	(\$48,000)	(\$48,000)	(\$48,000)
Insurance	0.64%	(\$2,500)	(\$208)	(\$2,575)	(\$2,652)	(\$2,732)
Management Fees	7.72%	(\$30,000)	(\$2,500)	(\$30,900)	(\$31,827)	(\$32,782)
Electricity&Gas	9.26%	(\$36,000)	(\$3,000)	(\$36,720)	(\$37,454)	(\$38,203)
Cable TV	2.62%	(\$10,200)	(\$850)	(\$10,404)	(\$10,612)	(\$10,824)
Trash	2.06%	(\$8,000)	(\$667)	(\$8,160)	(\$8,323)	(\$8,490)
Water	2.83%	(\$11,000)	(\$917)	(\$11,220)	(\$11,444)	(\$11,673)
Advertising	0.77%	(\$3,000)	(\$250)	(\$3,060)	(\$3,121)	(\$3,184)
Internet	0.77%	(\$3,000)	(\$250)	(\$3,060)	(\$3,121)	(\$3,184)
Landscape Maintenance	2.31%	(\$9,000)	(\$750)	(\$9,180)	(\$9,364)	(\$9,551)
Replacement Res.	3.00%	(\$11,664)	(\$972)	(\$12,014)	(\$12,374)	(\$12,746)
Total Expenses	44.33%	(\$172,364)	(\$14,364)	(\$175,293)	(\$178,294)	(\$181,368)
Net Operating Income		\$41,476	\$3,456	\$102,311	\$125,087	\$148,710

Renovation Costs:		Total Cost
Land Costs		\$0
Hard Costs		\$1,200,000
Soft Costs		\$160,000
Total Renovation		\$1,360,000

Loan Assumptions:			
Rate:	5.50%	PMT	(\$6,080.92)
Amortization:	20	Years	
Term:	5	Years	
Loan-to-Value:	0.65		
Total Cost	\$1,360,000.00		
Loan Amount:	\$884,000.00		
Cap Rate	8.00%		
Value:	\$1,563,590.28		
Minimum Equity:	\$476,000		

Debt Service:	\$72,971	\$6,081	\$72,971	\$72,971	\$72,971
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Total Net Cash Flow	(\$31,495)	(\$2,625)	\$29,339	\$52,116	\$75,739
Total Cash on Cash Return	-6.62%		6.16%	10.95%	15.91%



HUMBOLDT BAY
— RV PARK —

Financial Profile

A comprehensive personal financial statement for Travis and Stephanie Schneider is included as part of this proposal in a separate confidential document. A Letter of Intent from Tri Counties Bank to participate in funding the project is included in Exhibit A.





HUMBOLDT BAY

RV PARK

Appendix & Exhibits

Exhibit A.



Mark Murgia
VP / Relationship Manager

Sept. 29, 2017

Travis Schneider
1370 Walker Point Rd.
Bayside, Ca 95524-9321

Dear Mr. Schneider:

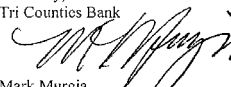
We are pleased to express our interest in considering the credit accommodation described below. This letter is not intended to constitute a commitment or offer to lend on the part of Tri Counties Bank ("Bank"), but only to summarize for discussion purposes the credit request that we are interested in considering at this time.

1. Borrower: Travis Schneider
2. Type of Credit: Construction/Permanent
3. Principal Amount: \$884,000
4. Purpose: Construction of RV Park improvements
5. Interest Rate or Range of Rates: 5.5%
6. Repayment Terms: Principal and interest payments calculated using a twenty year amortization.
7. Maturity Date: Ten year term
8. Commitment or Loan Fee: 1% of loan amount
9. State Specific Collateral: 1st position lien on improvements:-
10. Loan to Value: Not to exceed 65% of the value of the improvements
11. Collateral Value based on: acceptable appraisal based on receipt of full budget, construction contract, and development plans.
12. Guaranties: Travis Schneider
13. Additional Conditions:
 - Receipt of full updated financial information from borrower
 - Receipt of construction budget and materials checklist

While this letter may form the basis for a discussion of various credit accommodations, we do not intend to be committed to make credit available unless we give you a written commitment. We expect to engage in further discussions with you and to obtain additional information before deciding whether a commitment will be issued and what the terms and conditions of any such commitment will be.

Please call us with your comments and questions, we look forward to further discussions.

Sincerely,
Tri Counties Bank


Mark Murgia
VP / Relationship Manager

2844 F St. • Eureka • Ca 95501 • 707.303.9341 • Fax: 707.476.0981
www.tricountiesbank.com

E-LN-108A (8/29/01)



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— RV PARK —

Travis Schneider

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