

LAKE BERRYESSA – NAPA COUNTY, CA AVAILABLE CONCESSION AREAS
REQUEST FOR PROPOSAL
RFP CEO112001



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to view this RFP digitally and to
watch our Concept Teaser Trailer.

GARY SHIFFMAN
CEO, SUN COMMUNITIES INC
Date of Submission: 2/26/2021

PROPOSED LESSEE:



Sun Communities, Inc.*
27777 Franklin Rd. Suite 200
Southfield, MI 48034
IRS EIN: 38-2730780
NYSE: SUI

Key Executives



Gary Shiffman
Chief Executive Officer



John McLaren
President and
Chief Operating Officer



Karen Dearing
Chief Financial Officer



Bruce Thelen
Executive Vice President

PRIMARY PROJECT CONTACTS

Bill Raffoul

Senior Vice President, Development
Sun Communities, Inc.
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Southfield, MI 48034
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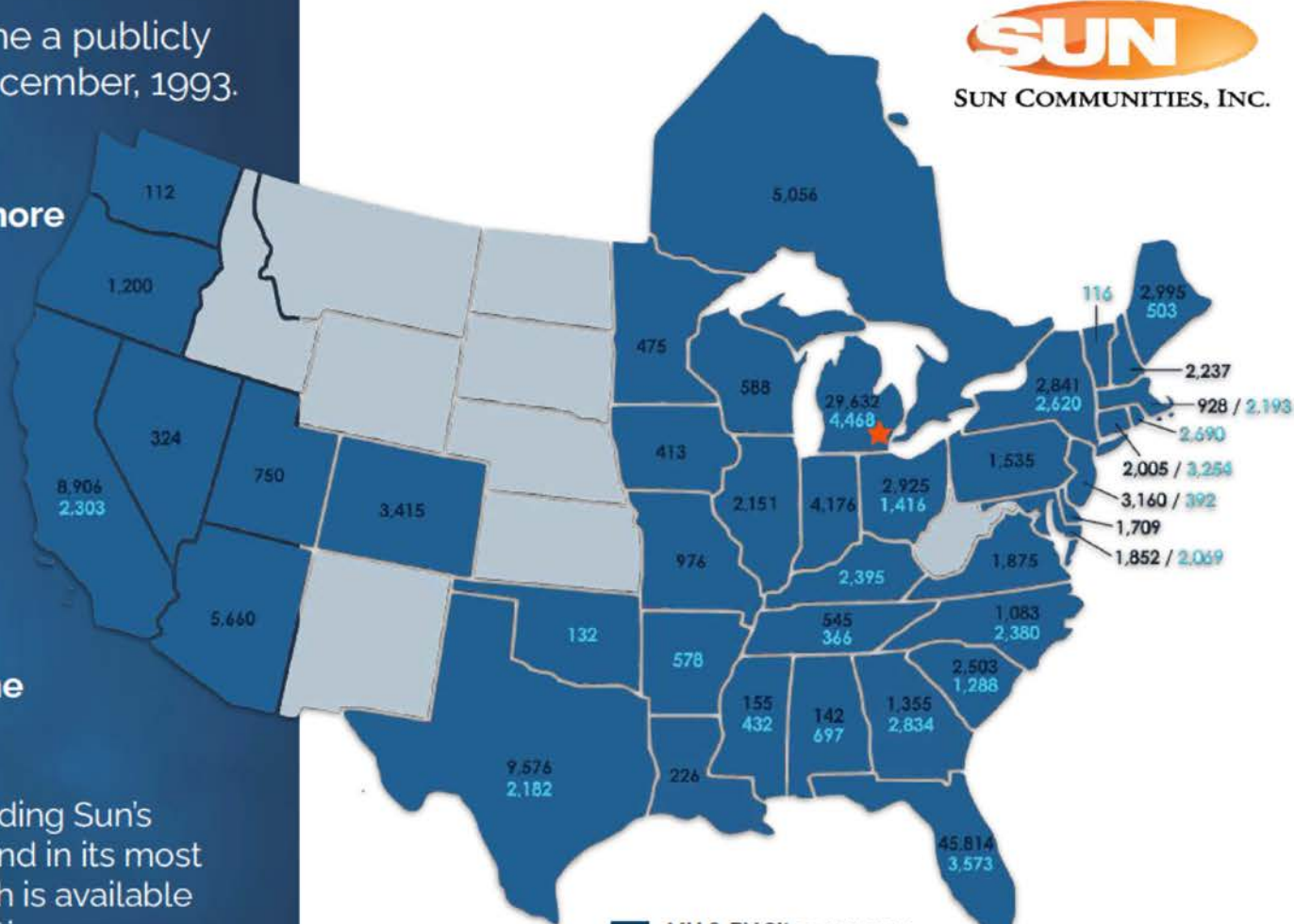
Kurt Beleck

Vice President – Program Management
Atwell, LLC
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Southfield, MI 48076
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Sun Communities became a publicly owned corporation in December, 1993.

As of December 31 2020, Sun owns and operates more than 552 Manufactured Housing Communities, RV Resorts and Marinas consisting of over 149,000 MH & RV sites and 38,881 marina slips & dry storage spaces located in 39 states and Ontario. The company is listed on the New York 'Stock Exchange under the symbol: SUI.

Additional information regarding Sun's corporate profile can be found in its most recent SEC Form 10-K, which is available online at www.suncommunities.com



★ HEADQUARTERS

MH & RV Sites: 149,295
 Marina Wet Slips & Dry Storage Spaces: 38,881

TOTAL: 188,176
 (MH, RV, Wet Slips & Dry Storage Spaces)



DEVELOPMENT EXPERIENCE



SUN COMMUNITIES, INC.

- ❑ For the last 25 years as a public company Sun has been the nation's leading developer of premiere manufactured housing communities and RV resorts.
- ❑ In the last 5 years, Sun has completed nearly \$1 billion in development projects, including numerous large scale developments throughout the country that have redefined the outdoor resort experience.
- ❑ Sun has demonstrated its competency and expertise in producing extraordinary concepts from ideation to execution. From inception of design, site plan approval, permitting, and constructing, Sun Communities provides innovative solutions which exceed the expectations of a diverse spectrum of community stakeholders.
- ❑ The following are examples of outdoor resort ground up development in Sun's portfolio completed since 2017.



Concept Overview:

Sun is pleased to propose 3 complimentary resort properties; each with its own distinct personality, amenities and activities.



AT STEELE CANYON

A family and pet friendly marina-based rustic glamping resort, packed with activities, dining, and retail for guests of all ages.



AT SPANISH FLAT

A luxury glamping resort with world-class amenities, relaxing activities, and intimate experiences with nature.



AT MONTICELLO SHORES

Two resorts in one: a family-friendly resort and adult-secluded retreat with RV camping options, luxury villa-pods, and stunning shoreline access throughout.

Protecting the environment while making nature more accessible, these properties are *designed to stand on their own or to be experienced together.*

Each property will provide a mix of RV camping, glamping, and lodging with up to 775 total sites collectively amongst all 3 concession areas (subject to feasibility analysis and approval). Additionally, Sun proposes up to 250 wet marina slips, and up to 200 dry storage marina slips at the Steele Canyon site (subject to feasibility analysis and approval).

Visitor Serving Facilities at the properties are consistent with the Visitor Serving Plan Record of Decision and will include:

MOTOR-BASED

- Full service marina at The Launch
- Boat Ramps & Launches at all properties
- Water Sports Equipment & Watercraft Rentals (Jet Skis, Water Skiing)
- Dry boat storage
- Wetslips
- Electric Boat Rentals @ the Outpost
- Electric Golf Cart Rentals @ the Shoreline
- Guest & Day-Use Parking

NATURE-BASED

- Hiking, biking, & walking trails
- Forestry & Conservation Center with wildlife overlook
- Protected Swim coves & beaches
- Fishing docks & equipment rental facilities
- Kayak, Canoe, & Paddleboard rental docks & self-guided tours
- Sailing School & Sailboat rentals
- Picnic & Grilling facilities

ACCOMMODATIONS

- Traditional RV Camping
- Glamping Pods & Tents
- Traditional Tent Camping
- Houseboat Rentals
- Park Model Rentals
- Upscale Cabin Rentals

COMMERCIAL ACTIVATIONS

- Boardwalk Shops & Dining
- Marketplace with groceries and camp / lake provisions
- Container Cafes & To-Go Restaurants
- Boutique retail shops for athletic clothing, local products, specialty wines & cheeses, etc.

- Wedding & Event lawn & venue
- Clubhouse pools
- Sailing School
- Water park & water slide
- Miniature Golf & Ropes Course
- Lake Berryessa Ferry, Water Taxi Service, & Dinner Cruises

- Floating Movies & Entertainment on the lake
- Night-time silent disco activations
- Dive Certification Center
- Arcade & Bowling
- Game & Activity Lawns
- Fitness Centers & Spas

**Property specific activations and additional details available on following slides & attachment / appendix*

**SUN OUTDOORS**

Each of the 3 properties is highly desirable with their own individual character which our concepts have been designed to integrate. Together we believe that the properties lend themselves to a unique vacation experience with inter-related programming between the properties.

STEELE CANYON:

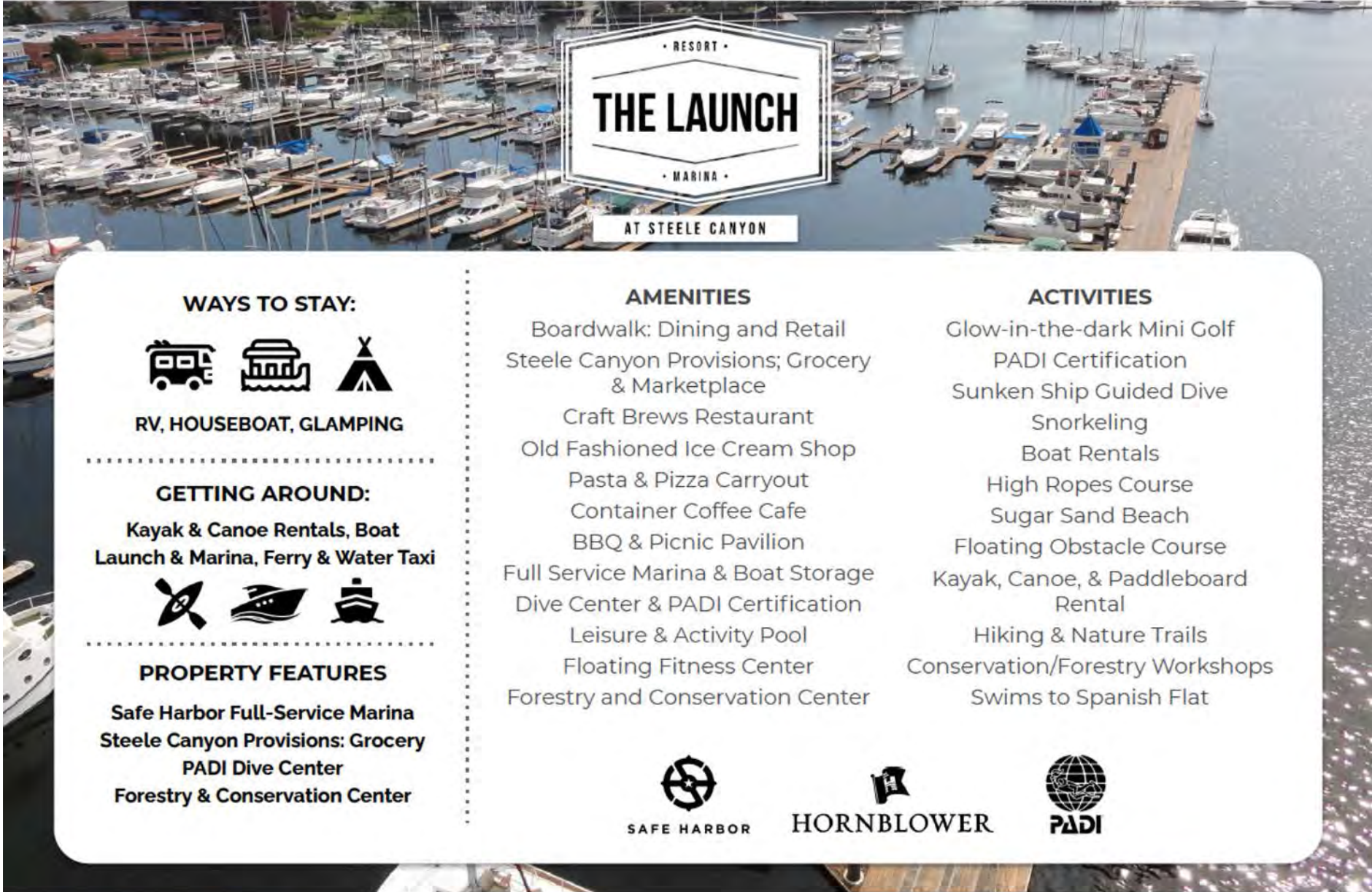
Steele canyon as the largest of the 3 sites and provides favorable topography, existing infrastructure, and the ability to support a larger format marina operation. The property lends itself well to our concept of making it the central hub of our complimentary concepts. We intend to take advantage of the developable space to provide a suite of activities while still preserving the natural beauty of the property.

SPANISH FLAT

Spanish Flat provides an opportunity to create a secluded and intimate environment for a boutique resort with an elevated service experience. By putting the region's first Outpost on the peninsula we plan to take advantage of the terrain by offering unique glamping pods with total immersion in nature experiences and water activations.

MONTICELLO SHORES

With over 2 miles of shoreline we plan exploit the opportunity to provide nearly all lodging options with beautiful water views. The long stretch of water access will be activated for traditional water activities and entertainment on the lake. The natural separation at the rock formation of a north and south shore lends itself to creating a more active area for families in the South and a more remote and quiet area for adults and couples in the North.



• RESORT •
THE LAUNCH
• MARINA •

AT STEELE CANYON

WAYS TO STAY:



RV, HOUSEBOAT, GLAMPING

GETTING AROUND:

Kayak & Canoe Rentals, Boat Launch & Marina, Ferry & Water Taxi



PROPERTY FEATURES

Safe Harbor Full-Service Marina
Steele Canyon Provisions: Grocery
PADI Dive Center
Forestry & Conservation Center

AMENITIES

Boardwalk: Dining and Retail
Steele Canyon Provisions; Grocery & Marketplace
Craft Brews Restaurant
Old Fashioned Ice Cream Shop
Pasta & Pizza Carryout
Container Coffee Cafe
BBQ & Picnic Pavilion
Full Service Marina & Boat Storage
Dive Center & PADI Certification
Leisure & Activity Pool
Floating Fitness Center
Forestry and Conservation Center

ACTIVITIES

Glow-in-the-dark Mini Golf
PADI Certification
Sunken Ship Guided Dive
Snorkeling
Boat Rentals
High Ropes Course
Sugar Sand Beach
Floating Obstacle Course
Kayak, Canoe, & Paddleboard Rental
Hiking & Nature Trails
Conservation/Forestry Workshops
Swims to Spanish Flat







AT STEELE CANYON

DIFFERENT STAY OPTIONS @ The Launch



RV CAMPSITES



GLAMPING



HOUSEBOAT RENTALS

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
TOTAL SITES										
Total Available Sites	276	276	276	276	276	276	276	276	276	276
TRANSIENT RV GUEST SITE STATISTICS										
Season Days	365	365	365	365	365	365	365	365	365	365
RV - Available Sites	156	156	156	156	156	156	156	156	156	156
RV - Occupancy %	32%	38%	45%	52%	52%	52%	52%	52%	52%	52%
RV - Average Rate	\$ 91	\$ 94	\$ 98	\$ 102	\$ 106	\$ 110	\$ 115	\$ 119	\$ 124	\$ 129
ACCOMMODATIONS (PARK MODELS, CABINS, OTHER VACATION RENTAL UNITS) GUEST SITE STATISTICS										
Accommodations - Available Sites	120	120	120	120	120	120	120	120	120	120
Accommodations - Occupancy %	32%	38%	45%	53%	53%	53%	53%	53%	53%	53%
Accommodations - Avg. Rate	\$ 214	\$ 221	\$ 227	\$ 234	\$ 241	\$ 248	\$ 256	\$ 263	\$ 271	\$ 279
10 YEAR REVENUE PRO FORMA										
REVENUE										
RV Revenue	1,666,276	2,038,737	2,494,455	3,052,039	3,174,121	3,301,086	3,433,129	3,570,454	3,713,272	3,861,803
Accommodations Revenue	3,036,423	3,679,430	4,458,604	5,402,778	5,564,862	5,731,808	5,903,762	6,080,875	6,263,301	6,451,200
Total Site Revenue	4,702,699	5,718,168	6,953,059	8,454,818	8,738,983	9,032,893	9,336,891	9,651,329	9,976,573	10,313,003
Total Other/Ancillary Revenue	3,599,843	4,371,917	5,353,851	6,485,942	6,895,035	7,037,400	7,182,236	7,324,894	7,477,357	7,632,110
TOTAL REVENUE	8,302,542	10,090,085	12,306,910	14,940,760	15,634,018	16,070,293	16,519,127	16,976,223	17,453,930	17,945,114
Cost of Sales	1,343,862	1,604,434	1,915,927	2,288,622	2,340,665	2,390,975	2,442,467	2,491,958	2,542,456	2,593,980
Net Revenue	6,958,680	8,485,651	10,390,983	12,652,138	13,293,353	13,679,317	14,076,660	14,484,264	14,911,474	15,351,133
Total Operating Expenses	4,871,076	5,515,673	5,715,041	6,326,069	6,646,676	6,839,659	7,038,330	7,242,132	7,455,737	7,675,567
Management Fee	278,347	339,426	415,639	506,086	531,734	547,173	563,066	579,371	596,459	614,045
Concession Fee Payment	249,076	302,703	369,207	448,223	469,021	482,109	495,574	509,287	523,618	538,353
Reserve For Facility Improvement	249,076	302,703	369,207	448,223	469,021	482,109	495,574	509,287	523,618	538,353
Net Operating Income	1,311,104	2,025,147	3,521,888	4,923,538	5,176,901	5,328,268	5,484,116	5,644,188	5,812,042	5,984,814



AT SPANISH FLAT

WAYS TO STAY:



GLAMPING

GETTING AROUND:

Kayak & Canoe Rentals, Electric Boat Marina, Ferry & Water Taxi



PROPERTY FEATURES

Lookout Tower & Restaurant
RAND Electric Boat Marina
Wedding & Event Space
Protected Swim Only Cove



Amenities

Lookout Tower & Sunset Restaurant

Star Gazing Deck

Clubhouse, Infinity Pool, & Swim Up Bar

Electric Boat Marina & Rentals
Hillside Therapeutic Soaking Tubs

Fitness Center & Wellness Spa
Room Service/Housekeeping

Activities

Creative Center

Taco Shop & Wood Fired Pizza

Container Coffee Cafe

Sunrise / Sunset Outdoor Yoga
Challenge stairs

Sandy Beach & Adventure Cove

Special Event & Wedding Lawn

Protected Swim Only Cove

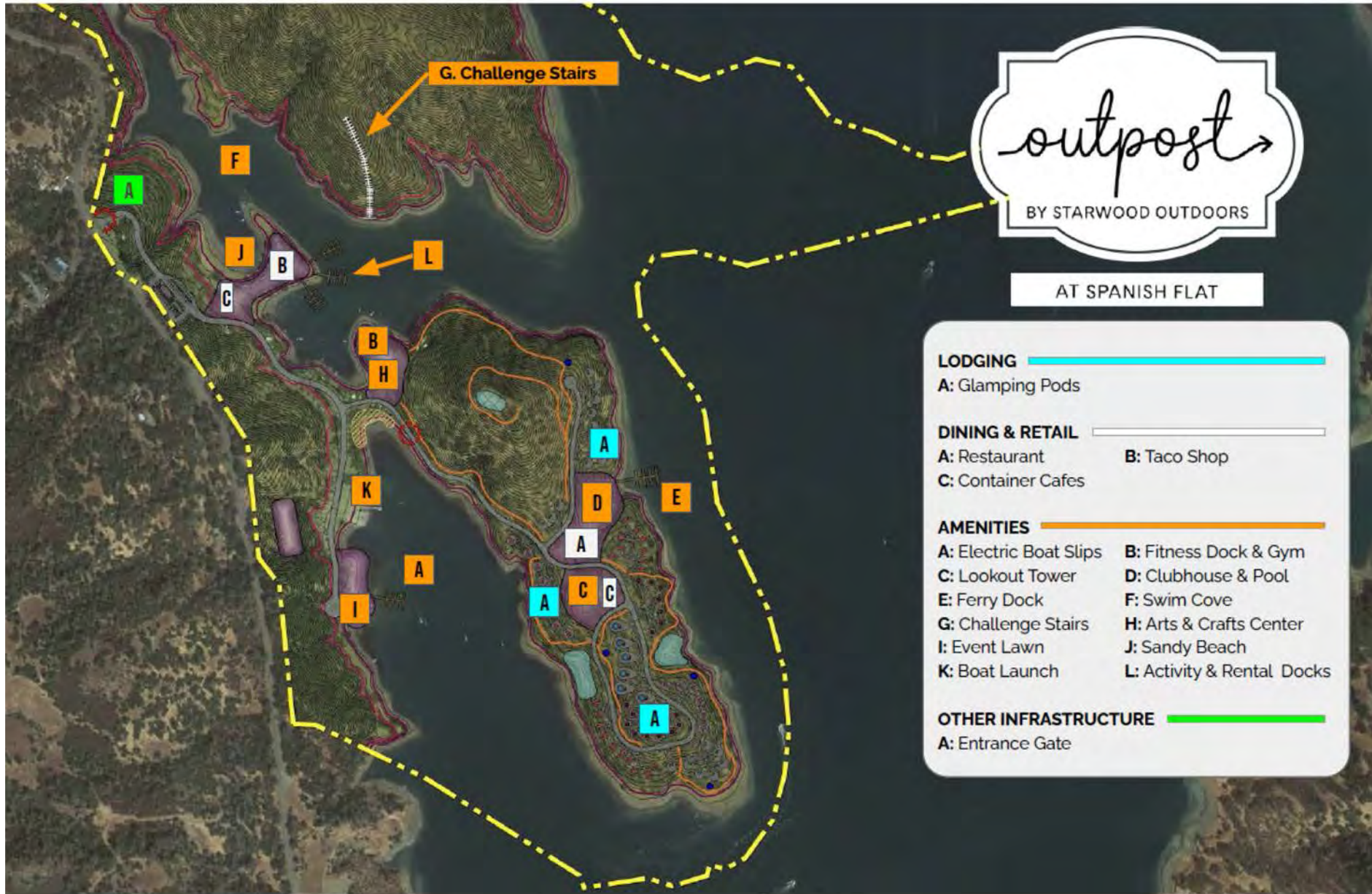
Swim & Activity Dock

Hiking Trails & Nature Trails

Wellness Expeditions

Swims to Steele Canyon







PRO FORMA OVERVIEW: The Outpost at Spanish Flat

RFP CRITERIA D

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
TOTAL SITES										
Total Available Sites	79	79	79	79	79	79	79	79	79	79
TRANSIENT RV GUEST SITE STATISTICS										
Season Days	245	245	245	245	245	245	245	245	245	245
RV - Available Sites	-	-	-	-	-	-	-	-	-	-
RV - Occupancy %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RV - Average Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
ACCOMMODATIONS (PARK MODELS, CABINS, OTHER VACATION RENTAL UNITS) GUEST SITE STATISTICS										
Accommodations - Available Sites	79	79	79	79	79	79	79	79	79	79
Accommodations - Occupancy %	47%	56%	67%	67%	67%	67%	67%	67%	67%	67%
Accommodations - Avg. Rate	\$ 347	\$ 368	\$ 390	\$ 414	\$ 439	\$ 465	\$ 493	\$ 522	\$ 554	\$ 587
10 YEAR REVENUE PRO FORMA										
REVENUE										
RV Revenue	-	-	-	-	-	-	-	-	-	-
Accommodations Revenue	3,161,288	3,989,244	5,034,046	5,336,089	5,656,254	5,995,629	6,355,367	6,736,689	7,140,890	7,569,344
Total Site Revenue	3,161,288	3,989,244	5,034,046	5,336,089	5,656,254	5,995,629	6,355,367	6,736,689	7,140,890	7,569,344
Total Other/Ancillary Revenue	2,602,255	3,159,880	3,836,998	3,913,738	3,992,012	4,071,853	4,153,290	4,236,356	4,321,083	4,407,504
TOTAL REVENUE	5,763,542	7,149,124	8,871,043	9,249,826	9,648,266	10,067,482	10,508,657	10,973,044	11,461,973	11,976,848
Cost of Sales	487,607	592,095	718,972	733,352	748,019	762,979	778,239	793,803	809,679	825,873
Net Revenue	5,275,935	6,557,030	8,152,071	8,516,475	8,900,248	9,304,503	9,730,418	10,179,241	10,652,293	11,150,975
Total Operating Expenses	5,275,935	5,573,475	5,298,846	5,535,708	5,785,161	6,047,927	6,324,772	6,616,507	6,923,991	7,248,134
Management Fee	211,037	262,281	326,083	340,659	356,010	372,180	389,217	407,170	426,092	446,039
Concession Fee Payment	172,906	214,474	266,131	277,495	289,448	302,024	315,260	329,191	343,859	359,305
Reserve For Facility Improvement	172,906	214,474	266,131	277,495	289,448	302,024	315,260	329,191	343,859	359,305
Net Operating Income	(556,850)	292,326	1,994,879	2,085,118	2,180,181	2,280,347	2,385,910	2,497,182	2,614,493	2,738,191



AT MONTICELLO SHORES

WAYS TO STAY:



RV, GLAMPING, PARK MODELS

GETTING AROUND:

Kayak & Canoe Rentals, Ferry & Water Taxi, EV Golf Carts



PROPERTY FEATURES

Sailing School
Picnic Shop
Outdoor Pizza Kitchen
Floating Entertainment



AMENITIES

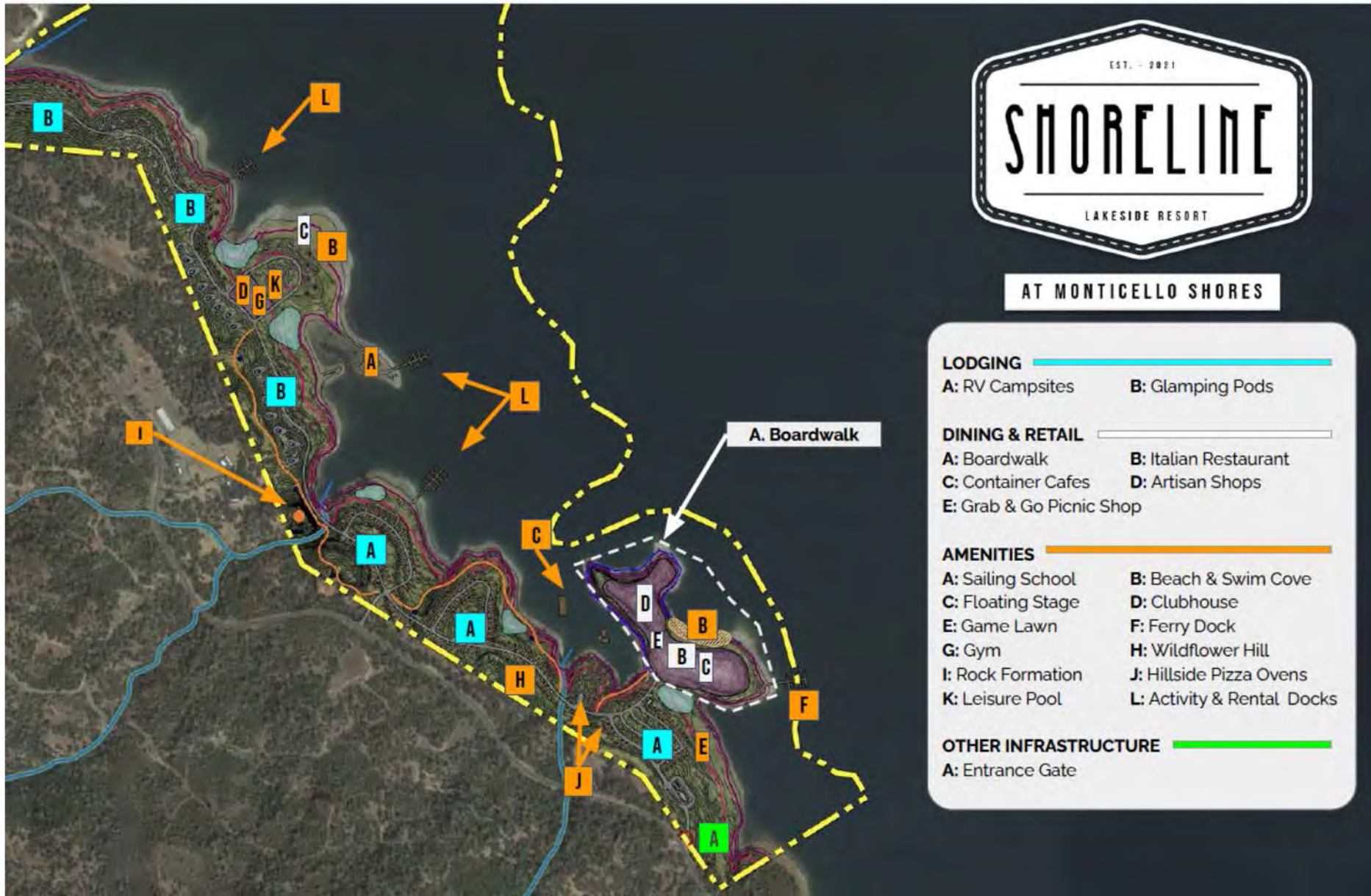
Boardwalk Dining & Artisan Retail Shops
Clubhouse with Bowling Alley, Arcade, & Leisure Pool
Floating Music & Movies on the Lake
DIY Pizza & Pasta Workshops
Outdoor Pizza Oven Kitchen
Grab & Go Picnic Shop
Sculpture Garden
Wildflower Hill
Activity Rental Dock
Sailing School
Electric Vehicle Rental Center

ACTIVITIES

Lawn Games
Bocce Ball & Horse Shoes
Sailing Classes & Sailboat Rentals
Kayaks, Canoes & Paddleboard Rentals
Electric Bike & Scooter Rentals
Outdoor Pizza Classes
Rainy Day Indoor Activities
Nature Walks & Hikes
Shopping & Dining
Sandy Beach
Picnicking



HORNBLOWER





AT MONTICELLO SHORES



LAKEVIEW STAY OPTIONS

NORTH SHORE:



PARK MODELS



GLAMPING "VILLAS"

SOUTH SHORE:



RV CAMPSITES






GLAMPING

PRO FORMA OVERVIEW: The Shoreline at Monticello Shores

RFP CRITERIA D

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
TOTAL SITES										
Total Available Sites	325	325	325	325	325	325	325	325	325	325
TRANSIENT RV GUEST SITE STATISTICS										
Season Days	365	365	365	365	365	365	365	365	365	365
RV - Available Sites	201	201	201	201	201	201	201	201	201	201
RV - Occupancy %	32%	38%	45%	52%	52%	52%	52%	52%	52%	52%
RV - Average Rate	\$ 91	\$ 94	\$ 98	\$ 102	\$ 106	\$ 110	\$ 115	\$ 119	\$ 124	\$ 129
ACCOMMODATIONS (PARK MODELS, CABINS, OTHER VACATION RENTAL UNITS) GUEST SITE STATISTICS										
Accommodations - Available Sites	124	124	124	124	124	124	124	124	124	124
Accommodations - Occupancy %	32%	38%	45%	53%	53%	53%	53%	53%	53%	53%
Accommodations - Avg. Rate	\$ 214	\$ 221	\$ 227	\$ 234	\$ 241	\$ 248	\$ 256	\$ 263	\$ 271	\$ 279
10 YEAR REVENUE PRO FORMA										
REVENUE										
RV Revenue	2,146,932	2,626,835	3,214,010	3,932,435	4,089,733	4,253,322	4,423,455	4,600,393	4,784,409	4,975,785
Accommodations Revenue	3,137,637	3,802,078	4,607,224	5,582,871	5,750,357	5,922,868	6,100,554	6,283,571	6,472,078	6,666,240
Total Site Revenue	5,284,569	6,428,913	7,821,233	9,515,306	9,840,090	10,176,190	10,524,009	10,883,964	11,256,486	11,642,025
Total Other/Ancillary Revenue	3,010,693	3,612,832	4,335,399	5,202,478	5,306,528	5,412,658	5,520,912	5,631,330	5,743,956	5,858,836
TOTAL REVENUE	8,295,263	10,041,745	12,156,632	14,717,785	15,146,618	15,588,848	16,044,920	16,515,293	17,000,443	17,500,861
Cost of Sales	1,290,218	1,548,262	1,857,915	2,229,497	2,274,087	2,319,569	2,365,961	2,413,280	2,461,545	2,510,776
Net Revenue	7,005,044	8,493,483	10,298,717	12,488,287	12,872,530	13,269,279	13,678,960	14,102,014	14,538,898	14,990,084
Total Operating Expenses	4,903,531	5,520,764	5,664,295	6,244,144	6,436,265	6,634,640	6,839,480	7,051,007	7,269,449	7,495,042
Management Fee	280,202	339,739	411,949	499,531	514,901	530,771	547,158	564,081	581,556	599,603
Concession Fee Payment	248,858	301,252	364,699	441,534	454,399	467,665	481,348	495,459	510,013	525,026
Reserve For Facility Improvement	248,858	301,252	364,699	441,534	454,399	467,665	481,348	495,459	510,013	525,026
Net Operating Income	1,323,596	2,030,475	3,493,076	4,861,545	5,012,567	5,168,538	5,329,626	5,496,009	5,667,866	5,845,387

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
TOTAL SITES										
Total Available Sites	680	680	680	680	680	680	680	680	680	680
TRANSIENT RV GUEST SITE STATISTICS										
RV - Available Sites	357	357	357	357	357	357	357	357	357	357
RV - Occupancy %	32%	38%	45%	52%	52%	52%	52%	52%	52%	52%
RV - Average Rate	\$ 91	\$ 94	\$ 98	\$ 102	\$ 106	\$ 110	\$ 115	\$ 119	\$ 124	\$ 129
ACCOMMODATIONS (PARK MODELS, CABINS, OTHER VACATION RENTAL UNITS) GUEST SITE STATISTICS										
Accommodations - Available Sites	244	244	244	244	244	244	244	244	244	244
Accommodations - Occupancy %	32%	38%	45%	51%	51%	51%	51%	51%	51%	51%
Accommodations - Avg. Rate	\$ 246	\$ 256	\$ 267	\$ 273	\$ 284	\$ 295	\$ 307	\$ 319	\$ 332	\$ 346
10 YEAR REVENUE PRO FORMA										
REVENUE										
RV Revenue	3,813,208	4,665,572	5,708,465	6,984,475	7,263,853	7,554,408	7,856,584	8,170,847	8,497,681	8,837,588
Accommodations Revenue	9,335,348	11,470,752	14,099,873	16,321,738	16,971,473	17,650,305	18,359,683	19,101,134	19,876,269	20,686,784
Total Site Revenue	13,148,556	16,136,324	19,808,338	23,306,213	24,235,326	25,204,712	26,216,267	27,271,982	28,373,950	29,524,372
Total Other/Ancillary Revenue	9,212,791	11,144,630	13,526,247	15,602,158	16,193,576	16,521,911	16,856,437	17,192,579	17,542,396	17,898,450
TOTAL REVENUE	22,361,346	27,280,954	33,334,585	38,908,371	40,428,902	41,726,623	43,072,704	44,464,561	45,916,346	47,422,822
Cost of Sales	3,121,687	3,744,791	4,492,813	5,251,471	5,362,771	5,473,524	5,586,666	5,699,042	5,813,681	5,930,630
Net Revenue	19,239,659	23,536,163	28,841,772	33,656,900	35,066,131	36,253,099	37,486,038	38,765,519	40,102,665	41,492,193
Total Operating Expenses	15,050,542	16,609,912	16,678,181	18,105,921	18,868,102	19,522,225	20,202,582	20,909,646	21,649,176	22,418,742
Management Fee	769,586	941,447	1,153,671	1,346,276	1,402,645	1,450,124	1,499,442	1,550,621	1,604,107	1,659,688
Concession Fee Payment	670,840	818,429	1,000,038	1,167,251	1,212,867	1,251,799	1,292,181	1,333,937	1,377,490	1,422,685
Reserve For Facility Improvement	670,840	818,429	1,000,038	1,167,251	1,212,867	1,251,799	1,292,181	1,333,937	1,377,490	1,422,685
Net Operating Income	2,077,850	4,347,947	9,009,844	11,870,201	12,369,649	12,777,153	13,199,652	13,637,379	14,094,401	14,568,393

	 AT STEELE CANYON	 AT SPANISH FLAT	 AT MONTICELLO SHORES	TOTAL
RV, Tent Camping, Rustic Cabin & Glamping Sites (As Presented)	276	79	325	680
Commercial Marina Slips (Wet and Dry Combined)	450	0	0	450
Proposed Investment in Site Development, Infrastructure & Amenities	\$59,500,000	\$20,200,000	\$53,300,000	\$133,000,000
Proposed Investment in Cabins, Glamping Units, and FF&E	15,000,000	12,000,000	15,500,000	42,500,000
Total Estimated Investment	74,500,000	32,200,000	68,800,000	175,500,000

*The site mix above is representative of the enclosed preliminary site plans and pro forma estimates. Sun requests the ability to build up to 775 total RV, Cabin, and Glamping Sites in total amongst all 3 concession areas if physically feasible and allowable within regulatory and environmental requirements.

Based on the enclosed Pro Forma Projections, concession payments to The County are estimated below for the first 10 years, and cumulative over a 50 year period. The present value for 50 year cumulative lease payments has been calculated using a 1.9% and 4% discount rate consistent with the sensitivity analysis' presented in the Financial Feasibility Investment Report enclosed in the RFP.

Concession Year	The Launch Gross Revenue	The Outpost Gross Revenue	Shoreline Gross Revenue	Consolidated Gross Revenue	Concession %	The Launch Concession Payment	The Outpost Concession Payment	Shoreline Concession Payment	Consolidated % Concession Payment
Construction				-	0.0%	-	-	-	-
Construction				-	0.0%	-	-	-	-
1	8,302,542	5,763,542	8,295,263	22,361,346	3.0%	249,076	172,906	248,858	670,840
2	10,090,085	7,149,124	10,041,745	27,280,954	3.0%	302,703	214,474	301,252	818,429
3	12,306,910	8,871,043	12,156,632	33,334,585	3.0%	369,207	266,131	364,699	1,000,038
4	14,940,760	9,249,826	14,717,785	38,908,371	3.0%	448,223	277,495	441,534	1,167,251
5	15,634,018	9,648,266	15,146,618	40,428,902	3.0%	469,021	289,448	454,399	1,212,867
6	16,070,293	10,067,482	15,588,848	41,726,623	3.0%	482,109	302,024	467,665	1,251,799
7	16,519,127	10,508,657	16,044,920	43,072,704	3.0%	495,574	315,260	481,348	1,292,181
8	16,976,223	10,973,044	16,515,293	44,464,561	3.0%	509,287	329,191	495,459	1,333,937
9	17,453,930	11,461,973	17,000,443	45,916,346	3.0%	523,618	343,859	510,013	1,377,490
10	17,945,114	11,976,848	17,500,861	47,422,822	3.0%	538,353	359,305	525,026	1,422,685

PROJECTED CUMULATIVE LEASE VALUE	
50 Year Total Lease Payments	\$158,306,021
Present Value @ 1.9% Discount Rate	\$86,790,289
Present Value @ 4% Discount Rate	\$48,903,573

Sun is committed to ensuring a safe, secure and healthy environment for our guests, team members and community. Sun will at a minimum provide for the following Security protocols:



Properties will be developed with guard gated access points to screen and limit access to the Property.



Sun will provide 24 hour a day roving ranger staff and a Manager that lives onsite.



Sun will install state of the art security and surveillance equipment for monitoring the property.



Sun will ensure detailed emergency preparedness plans are developed for each site and will train staff members on emergency response protocols.



Sun will undertake to comply with any health safety precautions and/or regulations regarding **COVID-19** as are published, from time to time, by the County Health Officials.



Sun will work with Napa County to determine impacts on public services including law enforcement and will work with the County to provide collaborative solutions as part of the contract negotiation.

Over The Top Media Video Ad Plays

- Connected TV
- Instream & Outstream Video
- YouTube
- Streaming Radio
- Podcasts



Visit Napa Valley Engagement

- Print
- Digital
- E-Mail

Search Engine Marketing & Dynamic Display

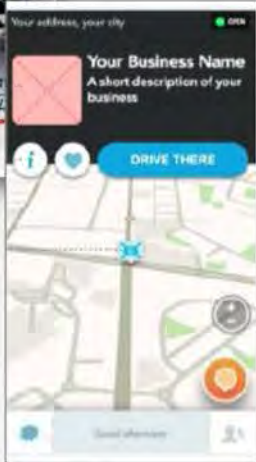
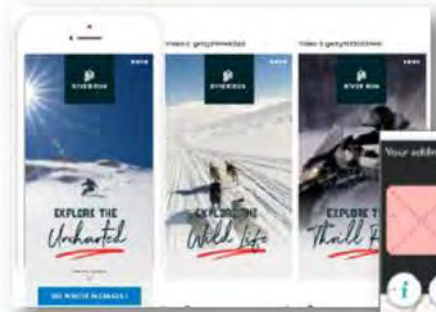
- Professional SEO
- Geofencing
- Ad Group Targeting
- Display & Remarketing

Social Media

- Influencer Marketing
- Serial Posting
- Facebook
- Instagram
- Youtube

Billboards

- Physical Locations - Major Arterials
- Digital Billboards via Waze



Our community engagement strategy is focused across 3 key areas:



CONCEPT FEEDBACK SOLICITATION

Sun will proactively communicate with local residents and stakeholders throughout the design and approval process to build community consensus around the proposed development plan



HIRING VENDORS AND KEY PERSONNEL FROM THE LOCAL COMMUNITY

Every effort will be used to engage the local community and source talent to support the construction, maintenance and ongoing management of all aspects of the property.

- Construction and Maintenance contractors
- vendors/suppliers
- team members



COLLABORATIONS WITH LOCAL BUSINESSES; WINERIES, LOCAL CHEFS, GALLERIES

- excursions to neighboring wineries will be offered at each property
- wine and cheese tastings in conjunction with wineries
- visiting chef dinners
- local produce providers
- artisans and manufacturers
- Steele Canyon Provisions marketplace will be stocked with local products

Sun has been committed to partnering with Napa County to develop the concession areas since the original RFI was released in 2017. Sun responded enthusiastically to the RFI information request with interest in developing all 5 sites offered at that time. Sun remains fully invested in the opportunity transform the Lake Berryessa community and we believe our proposal today only expands upon the vision initially expressed in our RFI Response.

Sustainable design is at the heart of each of Sun Outdoors' resorts. We are deeply committed to the preservation of the natural world, and strive to do everything possible to offset our collective carbon footprint and protect the one planet we call home. We have implemented a wide range of energy, water, and environmental design strategies to keep our footprint small, and we consistently use sustainable building materials and practices both at Outpost as well as at each of the other hotels in our family of sustainable brands.

By encouraging guests to travel between resort properties via ferry, water taxi, and electric boats we aim to reduce auto traffic in the region while encouraging an intimate and one-of-a-kind multi-property experience for guests.



THANK YOU



SUN OUTDOORS