



Helping Campgrounds
Make Money!

Prairie Dawg Update by Prairie Kraft Specialties

NEWSFLASH! Demand for Cabins is up in 2008!

With the 2008 camping season winding down for many campgrounds, one prevailing observation is that the demand for cabins and other onsite accommodations was up significantly. Campgrounds from Montana, Oregon, Utah, Michigan, and Kentucky all show the same results. While overall campground revenue is perhaps down or at par with 2007, the number of cabin nights and the percentage of total campground income from cabins was higher than previous years.

According to Louise Everett with KOA Inc., "Accommodations camper nights are up 12.4 percent over last year; and total accommodation registrations are up 24.3 percent." (September 2008 System Performance Report) The theory behind this is that people are continuing to camp but saving fuel by leaving their RV's at home. That and the fact that camping is still an inexpensive way for the whole family to vacation.

Several campground owners I interviewed have been keeping a tally of

the number of cabin customers they turned away, and it is a significant missed revenue opportunity (income).

A "down" or slow year is not the time to act like an ostrich and do nothing! When business is down, figure out what is working and capitalize on that. If the demand for on-site accommodations is up, **ADD ACCOMMODATIONS!**—even if it is in the middle of your season. **We helped Lake Isabella KOA in California add 3 cabins in 8 days in July! And we did this with no disruption to their campground guests or campground operations.**

If cabins are not renting at your campground, add wifi, pave your driveway, or improve your main building/store. If you can rent more cabins, now is the time!

Prairie Kraft Specialties can ship your cabin order within two weeks and set you up with a contractor who can build them expertly and quickly. Call me now and experience our excellent quality and customer service.

Charlotte Vanderziel 877-727-3192

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WINTER 2008

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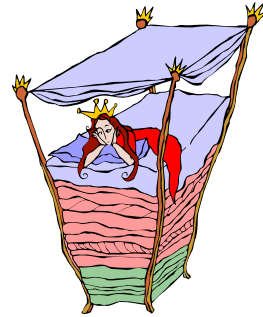
- Have you kept track of the number of cabin customers you turned away because you don't have enough on-site accommodations?
- Now is the time to do something about it!
- Call Charlotte at 877-727-3192 and get your cabin order in before the spring rush.

Mattress Covers

By now I am sure most of you have taken advantage of Isabel's (KOA Inc.) great buy on replacement mattresses for your Kabins and Kottages. These memory foam mattresses are SOOO comfortable they would have fooled the princess! Upgrading to these new

mattresses should make a direct impression on your KSS Score.

Don't forget that PKS can provide you with replacement mattress covers in the event that the cover is damaged or dirty but your mattress is still in good shape.



Check out our quarterly special!
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We will see you all at Myrtle Beach in November!



Need help with your cabin maintenance?
Want someone else to get paint in their hair and saw dust in their ears? Help is available!
Call: Cabin Dr Maryanne at 916-549-9041 or Dennis Enterprises, Inc. at 406-321-3100

Did You Know Maintenance projects can also be financed using a GWTF Loan:

Fall is the time to be thinking about maintenance projects that need to be done before the next camping season. PKS has maintenance articles available that will help you re-roof your cabin (shakes or metal), refinish your cabin exterior or interior, replace old worn out windows, replace/refinish your porch decking (upgrade to composite decking), or upgrade your interior lighting. Did you know that all of these

projects can be financed with a GWTF loan?
One Oklahoma KOA Kampground used a GWTF loan to pave their campground and add several large RV sites. Their increased pride and confidence as a result of this improvement, enabled them to increase their rates across the board by \$5. The loan payment was \$1.00 per camper night and the loan paid off in two years. The owners pocketed the other \$4. 14,000 camper nights per year x \$4 put \$56,000 in their bank account. Not a bad contribution to their cash flow or savings. This method of borrowing money to make money is what will keep you in the campground business.

We appreciate your confidence in our quality products and thank you for your referrals.



We can also offer expert advice on irrigation and landscaping projects. We have a sandstone quarry in our backyard and can create beautiful rock signs, park benches, and planters as well. See our website for more photos. www.pkscabins.com



If you have a tally sheet of how many cabin customers you've turned away, the following will be of interest:

Grow-With-The-Flow Financing Worksheet:

How much would I send to the bank annually to pay off one cabin in 5 years?

- Payment: Approximately **\$3600** per year for 5 years.
- Independence Bank will finance 100% of the cabin (\$17,737).
- One Room Kabin + freight = \$17,737. Includes porch swing, great 5" mattresses, air conditioning. Construction is easy and supplied by campground; freight \$1100 (based on full truck load to Florida).











How much revenue does a one room cabin generate per year?

- Rents 90+ nights per year
- Rents for \$64 per night for 2 people
- Half of my customers have a KOA Value Card (10% discount); however, my extra-person charge will make up the discount.
- (90 rental nights)(\$64/night) = **\$5,760/year**

What is my Grow-With-The-Flow payment percentage?

- Divide the annual payment by the annual revenue:
\$3,600 divided by \$5,760 = **63%**
- Bank financed 100% of my cabin.
- The Grow-With-The-Flow payment percentage is 63% until the loan is paid in full. This means I get to keep 37% or \$2,160 per year for myself!
- This one 1RM cabin will increase the value (sale price/equity) of my campground by \$28,800. Wow!
- Ten 1RM cabins will increase the value (sale price/equity) by almost \$300,000 dollars!
- If I have a "good year", I will send in more and the cabin will be paid off sooner.
- If I have a "bad year" the GWTF financing helps me as I don't have to send as much to the bank.




CONCLUSION:

The average 1RM cabin pays for itself in 5 years or less.

I get to keep \$2,160 per year for 5 years (\$10,800) for myself—WOW!

As soon as the cabin is paid for, I get to keep ALL the money for myself.

In ten years this cabin has earned me over \$42,000.








Prairie Kraft Specialties
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 Great Falls, MT 59405

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Quarterly Special: Mattress Covers

Top quality mattress covers for your Kabin and Kottage mattresses. We still stock covers for the 4" mattresses as well. Call Charlotte or Doris to place your order.

Through Dec. 30, 2008 — Buy Now, Pay by April 15, 2009

We're on the web:
www.pkscabins.com

Meet the Crew!



Loren & Jane

Dave



Charlotte



Doris



Roger



Gil



Corey

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