

# OFFERING MEMORANDUM



668 EMERALD POINTE DR., HOLLISTER, MO 65672

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 **VERITAS** REALTY  
A MEMBER OF  **CHAINLINKS** RETAIL ADVISORS

# EXECUTIVE SUMMARY

In collaboration with Veritas Realty, SVN Marinas is pleased to present the unique sale listing of the real estate and businesses for both Branson Bay Marina and Branson Bay Storage located on Table Rock Lake in Hollister, MO.

The subject property is located on the East side of Table Rock Lake and just 20 minutes South of downtown Branson, MO, which attracts around 7.2 million visitors annually according to the Branson Tourism Center. Table Rock Lake attracts visitors from all over the country, especially those families looking to escape the major cities in the middle of the country such as St. Louis, Kansas City, Little Rock, Oklahoma City, and Memphis. There are 100 resorts adjacent to Table Rock Lake, over 750 miles of shoreline, and 47,500 acres of lake surface area.

Surrounded by Westgate Hotel, 235 condos, 100 homes, and 853 lots, Branson Bay Marina is the center of the immediate community. Branson Bay first began as a storage operation that has now grown to include a full-service marina and storage facility with multiple and complementary revenue streams that can be expanded even further. Branson Bay Marina holds a nearly 5 star review (Google) and is now one of the lakes premier locations for boat storage and service.

## INVESTMENT HIGHLIGHTS



### UNIQUE PRODUCT

THIS IS A RARE OPPORTUNITY TO ACQUIRE A MARINA ON TABLE ROCK LAKE



### STEADY INCOME

THE PROPERTY HAS ESTABLISHED STEADY INCOME STREAMS



### CUSTOMER BASE

THE CONDOS, HOMES, LOTS, AND HOTEL PROVIDE AN IMMEDIATE CUSTOMER BASE.



### GROWTH POTENTIAL

EXPANDING BOTH MARINA AND STORAGE OPERATIONS CAN INCREASE REVENUE

## LISTING INFORMATION

PRICE **\$ 3,900,000**

## GENERAL INFORMATION

CITY	HOLLISTER
STATE	MISSOURI
ZIP CODE	65672
COUNTY	TANEY

## BRANSON BAY MARINA

ADDRESS	668 EMERALD POINT DR
LOT SIZE	1.17 ACRES
YEAR BUILT	2000
RENOVATED	2018
BUILDING SIZE	34,362 SF

## BRANSON BAY STORAGE

ADDRESS	535 EMERALD POINT DR
LOT SIZE	13.80 ACRES (TOTAL)
PARCELS	2



# ABOUT THE OPPORTUNITY

## OVERALL BUSINESS OPPORTUNITY

Over the past 3 years, Branson Bay Marina and Storage has established steadily increasing income streams with the help of its improved and expanded operations, storage options, and immediate clientele with the Westgate Hotel and the surrounding 235 condos, 100 homes, and 853 lots. These operations can be further expanded with the addition of additional marina-based revenue streams (rentals, boat detailing and maintenance, expanded marina store offerings, restaurant, etc.) and the further development of the Branson Bay Storage land just up the street. Both the Branson Bay Marina and Branson Bay Storage businesses complement each other and provide the immediate clientele the best experience possible while visiting Table Rock Lake.

## BRANSON BAY STORAGE

Branson Bay Storage sits on undeveloped land of 13.80 acres. Roughly, one acre is currently used for outdoor and overflow storage from the marina. The facility offers its customers 24-hour access, security cameras, lighting, and courtesy outlets. Branson Bay also has a yearly contract with Westgate Hotel for overflow storage created by guests. To date, Branson Bay Storage has not marketed long-term storage to its clients. Plans have been drawn for individual storage units which are in high-demand from the surrounding 235 condo units as very few have a garage. The development plans also call for a four-story drystack storage facility to accommodate additional boat storage for customers. The Marina is currently at 100% capacity.

## BRANSON BAY MARINA

Branson Bay Marina is positioned on the far East side of Table Rock Lake just South of Branson, MO. The Marina is an integral part of the surrounding development and is the only ramp access in the area. Branson Bay Marina offers a variety of products and services which include Dry Storage, Boat Rental, VIP Storage, Boat Concierge Service, Detailing, Maintenance, Fuel, and a fully-stocked Marina Store. These revenue streams can continue to be expanded to meet the needs and requests of customers. The Dry Storage is currently on a wait list, which makes the Branson Bay Storage development comprising of the new four-story DryStack structure and individual storage units the most significant way to generate additional revenue going forward.

## COMPANY STRUCTURE

### BRANSON BAY HOLD CO.

BRANSON BAY  
MARINA

BRANSON BAY  
STORAGE

## REVENUE STREAMS

### CURRENT

### GROWTH POTENTIAL

#### DRY STORAGE

The existing DryStack storage at the Marina is currently on a wait list with the average annual rental rate for the existing 97 boats at \$3,000/boat.

The four-story DryStack facility as part of the Branson Bay Storage development would increase the capacity by 96 boats. Based on rates at other marinas, the rate can be increased up to \$5,000/boat.

#### VIP STORAGE

Indoor storage, launch and retrieval, ice and drinks, and a full wipe down and vacuum. The Marina charges \$99/night, which is limited to 7 boats.

The Branson Bay Storage development could expand this service by 20 boats. The current \$99/night fee can be increased.

#### RENTAL BOATS & BOAT CLUB

In 2019, the Marina only ran rental program for half the season and grew revenue to nearly \$200,000. The Marina paused rental operations due to long-term contract negotiations with the Army Corp. of Engineers. The Marina has been renting boats for 20 years.

The solution is to create a boat club. This model has more benefits than the previous rental model as boat -use days are pre-sold for upfront cash and eventually expire. Clients will likely purchase more days than normal to receive additional discounts.

#### DETAIL & MAINTENANCE

The Marina has offered basic detailing, while outsourcing all mechanical service. Nearly all of the customers request regular detailing of their boat.

Most clients have mentioned that they would like the Marina to take over all detailing and mechanical services for their boat.

#### MARINA STORE

Currently, the Marina Store offers on the water essentials including snacks, beverages, beer, wine, and souvenirs.

A restaurant, patio, and stage could be added to enhance the community presence at the Marina at all hours of the day.

#### FUEL

The Marina offers onsite fuel as a convenience.

Fuel prices charged to consumers can be increased.

## REVENUE STREAMS

### CURRENT

#### SHORT-TERM OUTDOOR STORAGE

The current storage is 1 acre and offers 24-hour access, security cameras, lighting, and courtst outlets.

#### LONG-TERM OUTDOOR STORAGE

This service is offered but is not currently being marketed.

#### INDIVIDUAL STORAGE UNITS

This service is currently not offered at Branson Bay Storage.

#### DRYSTACK BOAT STORAGE

This service is currently not offered at Branson Bay Storage.

#### RV & CABIN SITE

This service is currently not offered at Branson Bay Storage.

### GROWTH POTENTIAL

The outdoor storage acreage can be increased without impeding the Branson Bay Storage development.

Boat, Trailer, and RV Storage is in high-demand around the lake and can be added to Branson Bay Storage with no further investment required.

With the surrounding condos, lots, and homes having limited or no garage space, the demand for these individual storage units is high and would be a benefit to the community. The first phase of the storage units calls for 80 self-storage units.

With the Marina being at full capacity for the Boat Storage, the proposed four-story DryStack facility would add 96 boats to the capacity.

Located just up the street from the Marina and possessing views of the lake, properly situated RV pads and nightly rental cabins would extremely successful. Guests could enjoy the amenities of the club house, pool, gym, tennis courts, as well as being within walking distance of the Marina and lake.

## 2019 & YTD (THRU AUG) OPERATING STATEMENT

	FY 2019	YTD 2020*
REVENUE	\$ 607,444	\$ 394,117
COST OF GOODS SOLD	\$ 21,573	\$ 12,767
<b>TOTAL INCOME</b>	<b>\$ 584,998</b>	<b>\$ 381,351</b>
ADVERTISING	\$ 9,232	\$ 3,499
FUEL	\$ 22,301	\$ 15,719
INSURANCE EXPENSE	\$ 14,378	\$ 13,935
LAND LEASE EXPENSE	\$ 9,450	\$ 5,950
MAINTENANCE	\$ 2,719	\$ 2,300
PAYROLL EXPENSES	\$ 111,334	\$ 94,699
PROPERTY TAXES	\$ 26,629	\$ 3,476
REPAIRS	\$ 26,537	\$ 11,039
SALES TAX	\$ 7,640	\$ 368
SUPPLIES	\$ 7,220	\$ 3,913
UTILITIES	\$ 12,204	\$ 7,969
OTHER	\$ 15,589	\$ 8,218
<b>TOTAL EXPENSE</b>	<b>\$ 258,013</b>	<b>\$ 171,085</b>
<b>NET INCOME</b>	<b>\$ 326,986</b>	<b>\$ 210,266</b>

# ABOUT: TABLE ROCK LAKE

## ABOUT TABLE ROCK LAKE

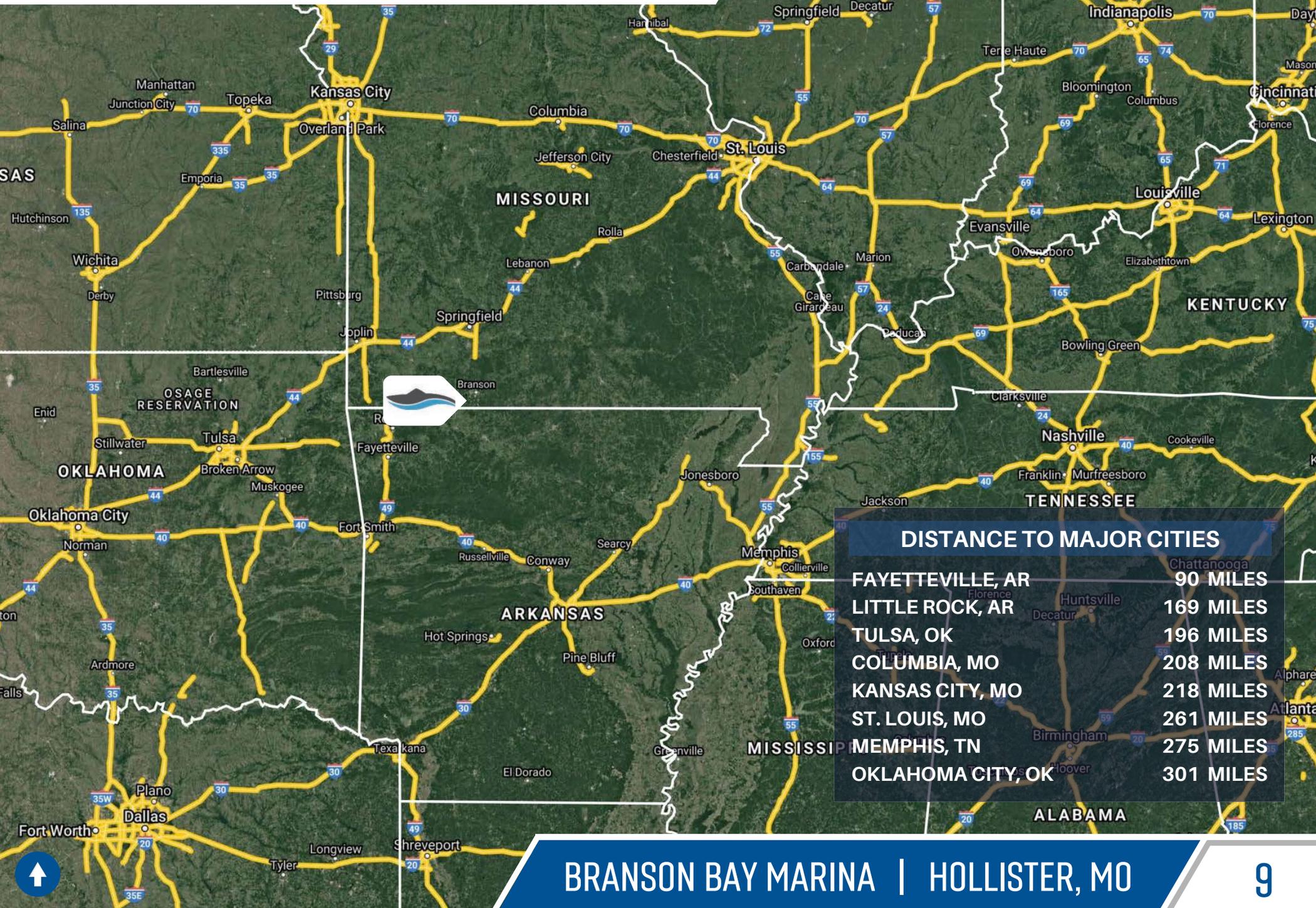
Table Rock Lake was created by the damming of the White River over 50 years ago. Table Rock Dam is located in Southwestern Missouri eight miles upstream and Southwest of Branson, Missouri. Table Rock Lake extends 79 miles upstream along the White River and inundates areas in Missouri and Arkansas. Visitors will find more than 750 miles of shoreline along Table Rock Lake and over 47,500 acres of surface area. This vast size of Table Rock Lake makes it a great place for watersports, fishing, and relaxing. Table Rock Lake has many coves, which is where visitors will find fishermen, tubers or skiers, and anchored boats spending the day.

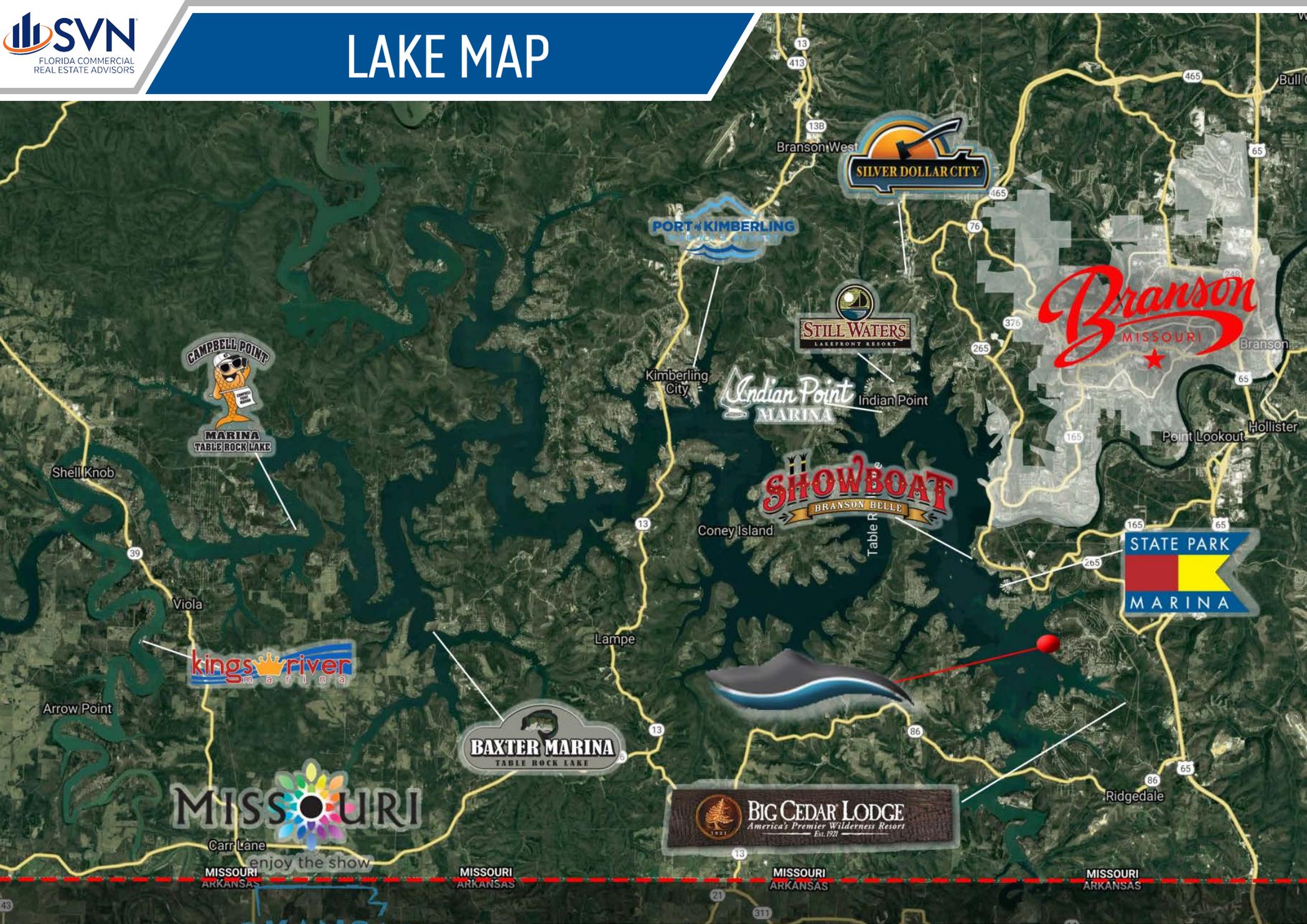
Table Rock Lake is known for its inherent natural beauty and family-friendly lake vibe. The area offers a unique mix of entertainment and outdoor adventure to compliment the unique lodging options.

With excellent year-round fishing and the rare opportunity to catch the "Triple Crown" of bass (largemouth, smallmouth, and spotted), Table Rock Lake is the premier destination for any fishing trip during any season.

Some of the biggest names in golf have left their mark in the Table Rock Lake area, and by any standard, this is one of the country's top destinations for golf. Ben Crenshaw, Tom Fozio, Gary Player, Jack Nicklaus, Tom Watson, and Tiger Woods, have all contributed to the golfing landscape.









**BBS**  
BRANSON BAY STORAGE

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BRANSON BAY STORAGE







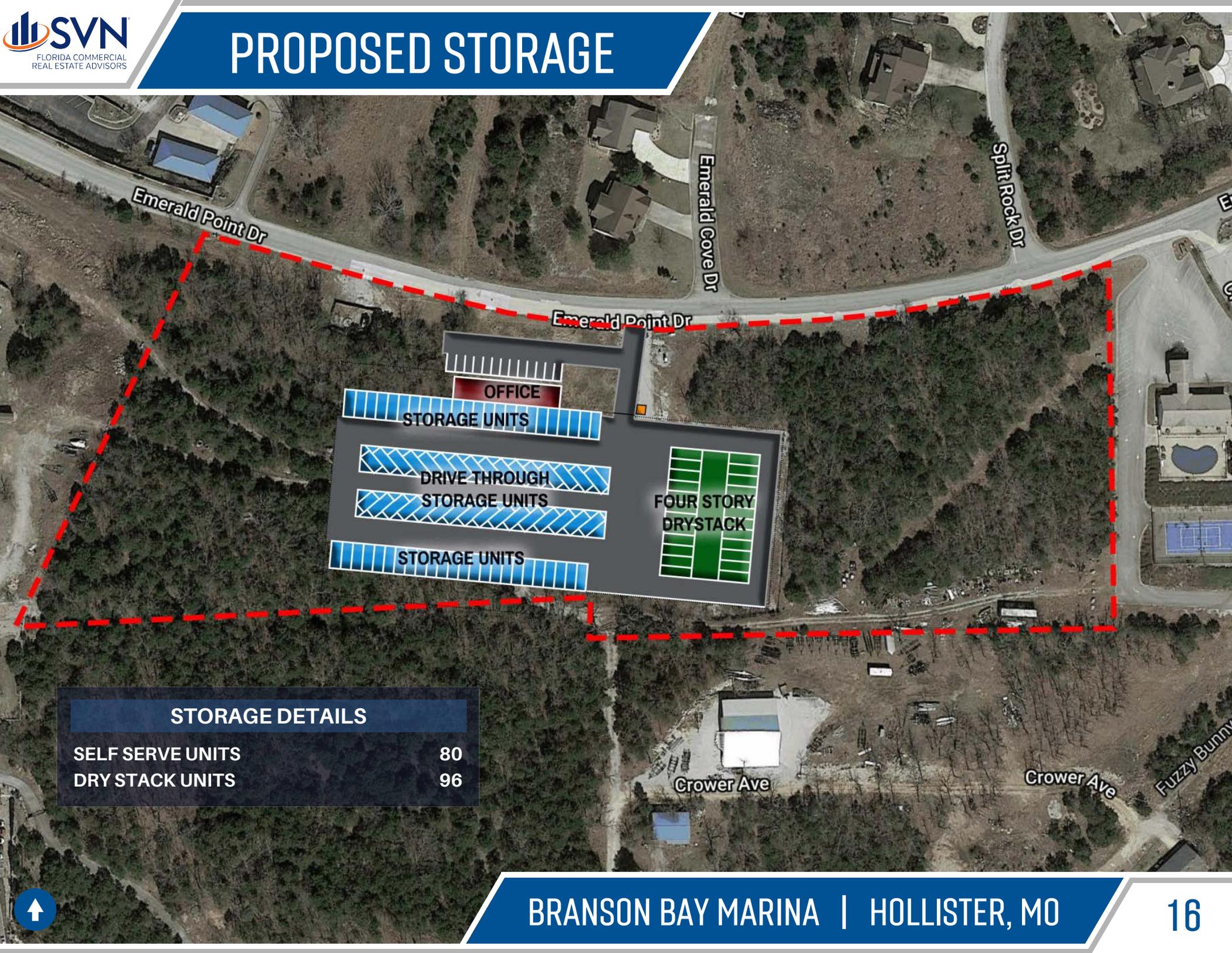
**BBS**  
BRANSON BAY STORAGE



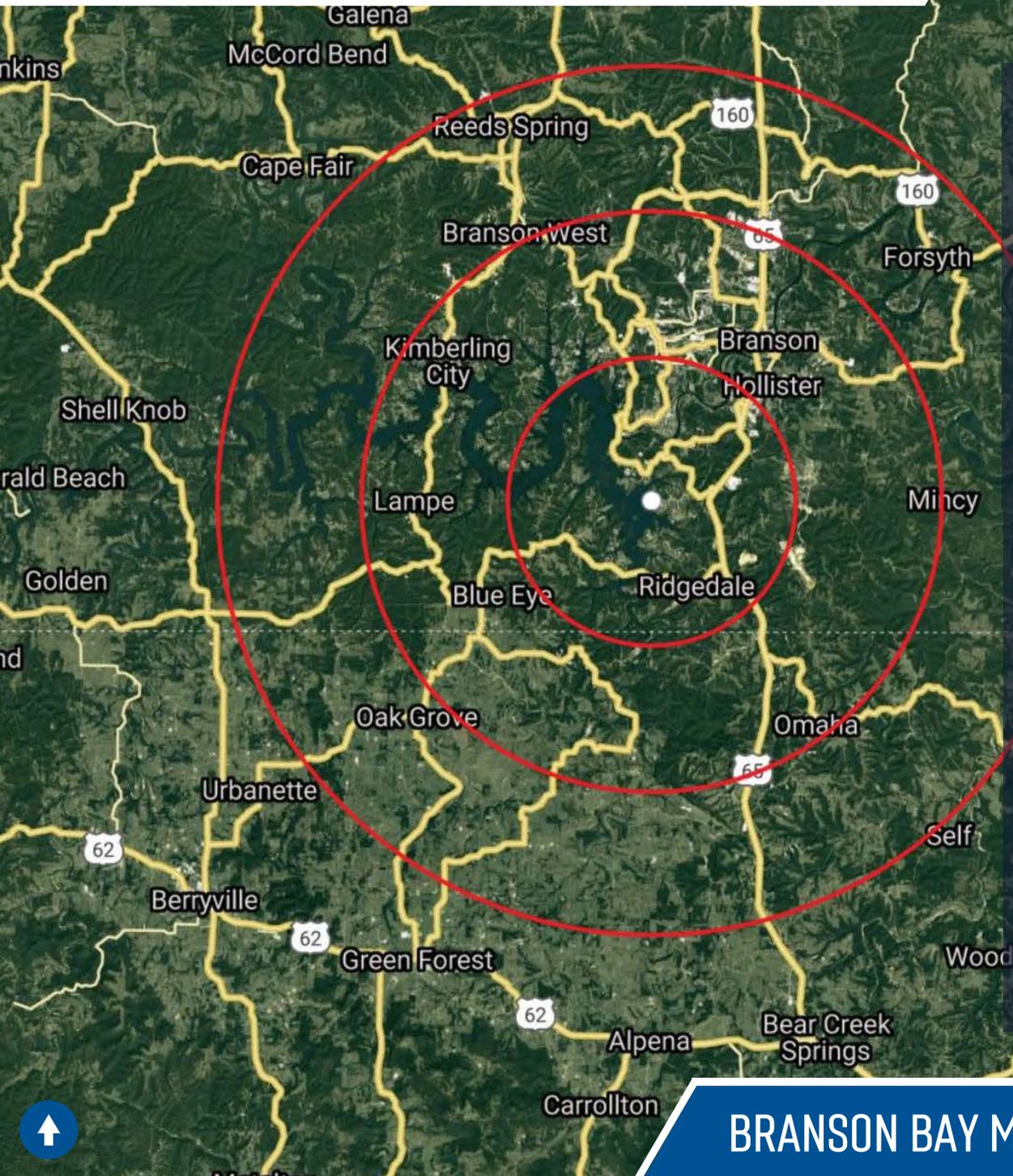
# SITE PLAN



# PROPOSED STORAGE



STORAGE DETAILS	
SELF SERVE UNITS	80
DRY STACK UNITS	96



-93.29090

	5 miles	10 miles	15 miles
<b>Census 2010 Summary</b>			
Population	11,740	43,340	70,833
Households	4,709	18,250	29,306
Families	3,111	12,253	20,030
Average Household Size	2.25	2.29	2.35
Owner Occupied Housing Units	3,195	12,023	20,076
Renter Occupied Housing Units	1,514	6,227	9,230
Median Age	47.3	45.0	44.5
<b>2020 Summary</b>			
Population	12,681	46,568	75,818
Households	5,130	19,638	31,324
Families	3,336	12,971	21,071
Average Household Size	2.25	2.30	2.36
Owner Occupied Housing Units	3,306	12,478	20,909
Renter Occupied Housing Units	1,824	7,160	10,415
Median Age	50.0	47.0	46.4
Median Household Income	\$44,779	\$44,393	\$42,990
Average Household Income	\$62,415	\$59,919	\$58,221
<b>2025 Summary</b>			
Population	13,209	48,347	78,839
Households	5,370	20,414	32,575
Families	3,473	13,409	21,794
Average Household Size	2.25	2.30	2.36
Owner Occupied Housing Units	3,442	12,949	21,716
Renter Occupied Housing Units	1,928	7,465	10,859
Median Age	50.9	47.7	47.1
Median Household Income	\$47,833	\$46,656	\$45,579
Average Household Income	\$69,029	\$65,287	\$63,787

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