

## ROCKWALL PARKS & RECREATION BOARD MEETING

Tuesday, June 3, 2025 - 6:00 PM

City Hall Council Chambers - 385 S. Goliad St., Rockwall, TX 75087

**I. Call Public Meeting to Order**

**II. Open Forum**

This is a time for anyone to address the board/commission on any topic not already listed on the agenda or set for a public hearing. Public comments should be limited to three (3) minutes out of respect for others' time. On topics raised during Open Forum, please know the board is not permitted to respond to your comments during the meeting since the topic has not been specifically listed on the agenda (the Texas Open Meetings Act requires that topics of discussion/deliberation be posted on an agenda not less than 72 hours in advance of the public meeting). This, in part, is so that other citizens who may have the same concern may also be involved in the discussion.

**III. Action Items**

If your comments are regarding an agenda item below, you are asked to speak during Open Forum.

1. Discuss and consider approval of the minutes from May 6, 2025 Park Board Meeting and take any action necessary.
2. **P2025-016** Discuss and consider a request by Chase Finch of Corwin Engineering, Inc. on behalf of John Arnold of Erwin Farms SF, LTD for the approval of a Preliminary Plat for Erwin Farms Subdivision consisting of 122 residential lots on a 98.198-acre tract of land identified as a portion of Tract 4 of the J. M. Gass Survey, Abstract No. 88, City of Rockwall, Rockwall County, Texas, zoned Planned Development District 104 (PD-104) [Ordinance No. 25-15] for Single-Family 10 (SF-10) District land uses, generally located on the southside of North Country Lane east of the intersection of North Country Lane and FM-1141, and take any action necessary.
3. **P2025-018** Discuss and consider a request by Chase Finch of Corwin Engineering, Inc. on behalf of John Arnold of Erwin Farms SF, LTD for the approval of a Master Plat for Erwin Farms Subdivision consisting of 122 residential lots on a 98.198-acre tract of land identified as a portion of Tract 4 of the J. M. Gass Survey, Abstract No. 88, City of Rockwall, Rockwall County, Texas, zoned Planned Development District 104 (PD-104) [Ordinance No. 25-15] for Single-Family 10 (SF-10) District land uses, generally located on the southside of North Country Lane east of the intersection of North Country Lane and FM-1141, and take any action necessary.
4. Discuss and consider a request for Prestige Water Sports of Dallas to enter into a concession agreement with City of Dallas and City of Rockwall for boat rentals on Lake Ray Hubbard from privately installed dock at The Harbor and take any action necessary.

**IV. Monthly Reports**

If your comments are regarding an agenda item below, you are asked to speak during Open Forum.

**V. Adjournment**

This facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (972) 771-7700 or FAX (972) 771-7727 for further information.

I, Wendy Young, Parks Administrative Asst. for the City of Rockwall, Texas, do hereby certify that this Agenda was posted at City Hall, in a place readily accessible to the general public at all times, on the 30th day of May, 2025 at 5PM and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

\_\_\_\_\_  
Wendy Young, Parks Administrative Assistant

\_\_\_\_\_  
Date Removed

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**MINUTES**  
**PARKS AND RECREATION BOARD**  
City Hall, 385 S Goliad, Rockwall, TX 75087  
Tuesday, May 6, 2025  
6:00 PM

7  
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**Call To Order**

9 The meeting was called to order in the Council Chambers at 6:00pm by Jason Alvarado  
10 with the following Board Members present: Jason Alvarado, Vincent Harris, Amanda  
11 Fowler, Marcia Hasenyager, Michael McEwen, Jake Wimpee and Jenny Krueger were  
12 absent. Also present was Director of Parks & Recreation, Travis Sales, Parks  
13 Superintendent Brian Sartain, and Administrative Assistant Wendy Young.

14

**Open Forum**

15 Chairman Alvarado explained how Open Forum is conducted and asked if anyone in the  
16 audience would like to come forth and speak during this time. There being no one wishing  
17 to speak, Alvarado then closed the Open Forum.

18

**Discuss and consider the minutes from the April 1, 2025 Park Board Meeting and take any action necessary.**

19 Hasenyager made a motion to approve the minutes, Harris seconded the motion which  
20 passed unanimously.

21

**P2025-012 Discuss and consider a request by Chase Finch of Corwin Engineering, Inc. on behalf of John Arnold of Quail Hollow SF, LTD for the approval of a Final Plat for Phase 2 of the Quail Hollow Subdivision consisting of 111 lots on 42.742-acres being identified as Lot 20, Block G of Quail Hollow, Phase 1 Addition, City of Rockwall, Rockwall County, Texas, zoned Planned Development District 97 (PD-97) for Single-Family 10 (SF-10) District land uses, generally located at the northwest corner of the intersection of E. Quail Run Road and Hays Road, and take any action necessary.**

22 Sales explained that for this Final Plat the Parks and Recreation Board will be assessing  
23 Pro-Rata Equipment Fees and Cash-In-Lieu of Land Fees for Phase 2 of the Quail Hollow  
24 Subdivision, which will consist of 111 lots. The fees to be assessed are as follows: [1]  
25 Cash-In-Lieu of Land Fees of \$82,574.01 (i.e. \$743.91 x 111 lots = \$82,574.01), and [2]  
26 Pro-Rata Equipment Fees of \$70,563.81 (i.e. \$635.71 x 111 lots = \$70,563.81). The total  
27 fees assessed will be \$153,137.82. The applicant is electing to pay the Cash-In Lieu of  
28 Land Fees in lieu of dedicating a public park. In this case, the subject property is situated  
29 within Park District #5, which already has a neighborhood park (i.e. the Park at Stone  
30 Creek). Based on this, staff recommends accepting the Cash-In-Lieu of Land Fees and  
31 Pro-Rata Equipment Fees. The fees will be used to provide further amenity to the Park at  
32 Stone Creek. Alvarado made a motion to approve the final plat for Phase 2 of Quail Hollow  
33 with fees totaling \$153,137.82. Fowler seconded the motion which passed by a vote of 5-  
34 0 (Wimpee and Krueger absent).  
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47 **SP2025-015 Discuss and consider a request by Chase Finch of Corwin Engineering,**  
48 **Inc. on behalf of John Arnold of Quail Hollow SF, LTD for the approval of a *Site Plan***  
49 **for Phase 2 of the Quail Hollow Subdivision consisting of 111 lots on 42.742-acres**  
50 **being identified as Lot 20, Block G of Quail Hollow, Phase 1 Addition, City of**  
51 **Rockwall, Rockwall County, Texas, zoned Planned Development District 97 (PD-97)**  
52 **for Single-Family 10 (SF-10) District land uses, generally located at the northwest**  
53 **corner of the intersection of E. Quail Run Road and Hays Road, and take any action**  
54 **necessary.**

55 Travis stated that for this *Site Plan* the Parks and Recreation Board will be will be  
56 reviewing the location of trails, open space, and landscape areas in Phase 2 of the Quail  
57 Hollow Subdivision, and providing a recommendation to the Planning and Zoning  
58 Commission concerning the acceptance of these future improvements. The site plan  
59 appears to conform to the approved *Master Plat/Open Space Plan*; however, staff did  
60 provide recommendations concerning the proposed detention pond landscaping and the  
61 proposed turfgrass varieties. With this being said, there are no additional considerations  
62 that staff has identified that would change the original approval, and based on this staff  
63 recommends approval of the site plan. Fowler made a motion to approve the site plan for  
64 Qual Hollow Subdivision. Harris seconded the motion which passed by a vote of 5-0  
65 (Wimpee and Krueger absent).

66  
67 **P2025-014 Consider a request by Meredith Joyce of Michael Joyce Properties on**  
68 **behalf of John Vick of Qualico Development, Inc. for the approval of a *Final Plat* for**  
69 **the Peachtree Meadows Subdivision consisting of 147 single-family residential lots on**  
70 **a 45.95-acre tract of land identified as Tract 5 of the J. R. Johnson Survey, Abstract**  
71 **No. 128, City of Rockwall, Rockwall County, Texas, zoned Planned Development**  
72 **District 101 (PD-101) [*Ordinance No. 23-11*] for Single-Family 10 (SF-10) District land**  
73 **uses, generally located on the southside of Mims Road west of the intersection of Mims**  
74 **Road and National Drive, and take any action necessary.**

75 Travis explained that for this *Replat* The Board will be reassessing the Cash-In-Lieu of  
76 Land Fees and Pro-Rata Equipment Fees for the change in lot count. The new proposed  
77 lot count will be 147 single-family residential lots. The fees to be assessed are as follows:  
78 [1] Cash-In-Lieu of Land Fees of \$51,738.12 (i.e. \$351.96 x 147 lots = \$51,738.12), and  
79 [2] Pro-Rata Equipment Fees of \$44,213.19 (i.e. \$300.77 x 147 lots = \$44,213.19). The  
80 total fees assessed will be \$95,951.31. The applicant is electing to pay the Cash-In Lieu of  
81 Land Fees in lieu of dedicating a public park. In this case, the subject property is situated  
82 within Park District #14, which will have a neighborhood park that will be provided with  
83 the Juniper Subdivision. Based on this, staff recommends accepting the Cash-In-Lieu of  
84 Land Fees and Pro-Rata Equipment Fees. The fees will be used to provide amenity to the  
85 future parkland in the Juniper Subdivision. Alvarado made a motion to approve the final  
86 plat for Peachtree Meadows with total fees being \$95,951.31. Hasenyager seconded the  
87 motion which passed by a vote of 5-0 (Wimpee and Krueger absent).

93 **Adjournment**

94 There being no further business to come before the Board at this time, the meeting was  
95 adjourned at 6:45 p.m.

96

97 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF ROCKWALL,  
98 TEXAS, this 3<sup>rd</sup> day of June 2025.

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\_\_\_\_\_  
Jason Alvarado, Park Board Chairman

101

102 ATTEST:

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105 \_\_\_\_\_  
Wendy Young, Administrative Assistant



# CITY OF ROCKWALL

## PARKS AND RECREATION BOARD MEMORANDUM

### PARKS AND RECREATION DEPARTMENT

108 E. WASHINGTON STREET • ROCKWALL, TX 75087  
PHONE: (972) 771-7740

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**TO:** Parks and Recreation Board  
**DATE:** June 3, 2025  
**APPLICANT:** Chase Finch; *Corwin Engineering, Inc.*  
**SUBJECT:** P2025-016; *Preliminary Plat of Erwin Farms Subdivision*

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### BACKGROUND

The Erwin Farms Subdivision was approved by the City Council as Planned Development District 104 (PD-104) on April 7, 2025 and will consist of 122 single-family residential lots on 98.198-acres of land. The proposed subdivision will have one (1) phase and will not incorporate a public park. On May 16, 2025, the property owner -- *John Arnold of Erwin Farms SF, LTD* -- submitted a Preliminary Plat for all 122 residential lots. The property is identified as a portion of Tract 4 of the J. M. Gass Survey, Abstract No. 88, City of Rockwall, Rockwall County, Texas, and is generally located on the southside of North Country Lane east of the intersection of North Country Lane and FM-1141.

### REQUEST

For this Preliminary Plat the Parks and Recreation Board will be assessing *Pro-Rata Equipment Fees* and *Cash-In-Lieu of Land Fees* for the 122 lots that make up the Erwin Farms Subdivision. The fees to be assessed are as follows: [1] *Cash-In-Lieu of Land Fees* of \$214,605.32 (*i.e.*  $\$1759.06 \times 122 \text{ lots} = \$214,605.32$ ), and [2] *Pro-Rata Equipment Fees* of \$183,390.40 (*i.e.*  $\$1503.20 \times 122 \text{ lots} = \$183,390.40$ ). The total fees assessed will be \$397,995.72.

### PARKLAND DEDICATION ORDINANCE

*Cash-In-Lieu of Land Fees*: According to Section 38-55, *Cash-In-Lieu of Land Fees*, of Chapter 38, *Subdivisions*, of the Municipal Code of Ordinances, "(s)ubject to approval by the city council, pending a recommendation from the parks and recreation board, and the requirements of *Section 38-54*, an applicant responsible for the parkland dedication under this article may elect to meet the requirements of *Section 38-54* in whole or in part through a cash payment in lieu of land dedication. The amount of this cash payment shall be as set forth in section 38-57. cash payments collected by the city through this method may only be used for the acquisition or improvement of a neighborhood park located within the same park district as the development in which the fees are being assessed."

*Pro-Rata Equipment Fees*: According to Section 38-56, *Pro-Rata Equipment Fees*, of Chapter 38, *Subdivisions*, of the Municipal Code of Ordinances, "(a) pro-rata equipment fee is hereby imposed on residential development for the purposes of assuring that the recreational and amenity needs created by a residential development are satisfied. Such a fee is intended to be in accordance with and to further the goals and policies of the park master plan and other city policies, ordinances and resolutions, and to ensure the provision of adequate recreational amenities in public parks. The pro-rata equipment fee applies to all residential development and shall only be used to provide recreational amenities in neighborhood parks and/or community parks. This fee shall be in addition to the required dedication of public parkland required by *Section 38-54*, and shall be as set forth in *Section 38-57*."

### STAFF RECOMMENDATION

The applicant is electing to pay the *Cash-In Lieu of Land Fees* in lieu of dedicating a public park. In this case, the subject property is situated within *Park District #26*, which already has land for neighborhood park and that is located directly east of the subject property (*i.e. the Park at Alma Williams*). Based on this, staff recommends accepting the *Cash-In-Lieu of Land Fees* and *Pro-Rata Equipment Fees*. The fees will be used to provide further amenity to the Park at Alma Williams.



# DEVELOPMENT APPLICATION

City of Rockwall  
Planning and Zoning Department  
385 S. Goliad Street  
Rockwall, Texas 75087

STAFF USE ONLY

PLANNING & ZONING CASE NO. \_\_\_\_\_

**NOTE:** THE APPLICATION IS NOT CONSIDERED ACCEPTED BY THE CITY UNTIL THE PLANNING DIRECTOR AND CITY ENGINEER HAVE SIGNED BELOW.

DIRECTOR OF PLANNING: \_\_\_\_\_

CITY ENGINEER: \_\_\_\_\_

PLEASE CHECK THE APPROPRIATE BOX BELOW TO INDICATE THE TYPE OF DEVELOPMENT REQUEST [SELECT ONLY ONE BOX]:

### PLATTING APPLICATION FEES:

- MASTER PLAT (\$100.00 + \$15.00 ACRE) <sup>1</sup>
- PRELIMINARY PLAT (\$200.00 + \$15.00 ACRE) <sup>1</sup>
- FINAL PLAT (\$300.00 + \$20.00 ACRE) <sup>1</sup>
- REPLAT (\$300.00 + \$20.00 ACRE) <sup>1</sup>
- AMENDING OR MINOR PLAT (\$150.00)
- PLAT REINSTATEMENT REQUEST (\$100.00)

### SITE PLAN APPLICATION FEES:

- SITE PLAN (\$250.00 + \$20.00 ACRE) <sup>1</sup>
- AMENDED SITE PLAN/ELEVATIONS/LANDSCAPING PLAN (\$100.00)

### ZONING APPLICATION FEES:

- ZONING CHANGE (\$200.00 + \$15.00 ACRE) <sup>1</sup>
- SPECIFIC USE PERMIT (\$200.00 + \$15.00 ACRE) <sup>1 & 2</sup>
- PD DEVELOPMENT PLANS (\$200.00 + \$15.00 ACRE) <sup>1</sup>

### OTHER APPLICATION FEES:

- TREE REMOVAL (\$75.00)
- VARIANCE REQUEST/SPECIAL EXCEPTIONS (\$100.00) <sup>2</sup>

### NOTES:

<sup>1</sup>: IN DETERMINING THE FEE, PLEASE USE THE EXACT ACREAGE WHEN MULTIPLYING BY THE PER ACRE AMOUNT. FOR REQUESTS ON LESS THAN ONE ACRE, ROUND UP TO ONE (1) ACRE.  
<sup>2</sup>: A **\$1,000.00** FEE WILL BE ADDED TO THE APPLICATION FEE FOR ANY REQUEST THAT INVOLVES CONSTRUCTION WITHOUT OR NOT IN COMPLIANCE TO AN APPROVED BUILDING PERMIT.

## PROPERTY INFORMATION [PLEASE PRINT]

ADDRESS \_\_\_\_\_

SUBDIVISION

Erwin Farms

LOT \_\_\_\_\_

BLOCK \_\_\_\_\_

GENERAL LOCATION

South of Country Club

## ZONING, SITE PLAN AND PLATTING INFORMATION [PLEASE PRINT]

CURRENT ZONING

PD-104

CURRENT USE

SF

PROPOSED ZONING \_\_\_\_\_

PROPOSED USE \_\_\_\_\_

ACREAGE

98.198

LOTS [CURRENT] \_\_\_\_\_

LOTS [PROPOSED] \_\_\_\_\_

128

- SITE PLANS AND PLATS:** BY CHECKING THIS BOX YOU ACKNOWLEDGE THAT DUE TO THE PASSAGE OF HB3167 THE CITY NO LONGER HAS FLEXIBILITY WITH REGARD TO ITS APPROVAL PROCESS, AND FAILURE TO ADDRESS ANY OF STAFF'S COMMENTS BY THE DATE PROVIDED ON THE DEVELOPMENT CALENDAR WILL RESULT IN THE DENIAL OF YOUR CASE.

## OWNER/APPLICANT/AGENT INFORMATION [PLEASE PRINT/CHECK THE PRIMARY CONTACT/ORIGINAL SIGNATURES ARE REQUIRED]

OWNER

Erwin Farms SF, LTD.

APPLICANT

Corwin Engineering, Inc.

CONTACT PERSON

John Arnold

CONTACT PERSON

Chase Finch

ADDRESS

8214 Westchester Dr. Ste. 900

ADDRESS

200 W. Belmont, Ste. E

CITY, STATE & ZIP

Dallas, Tx 75202

CITY, STATE & ZIP

Allen, Texas 75013

PHONE

214-522-4945

PHONE

972-396-1200

E-MAIL

jarnold@skorburgcompany.com

E-MAIL

cfinch@corwinengineering.com

## NOTARY VERIFICATION [REQUIRED]

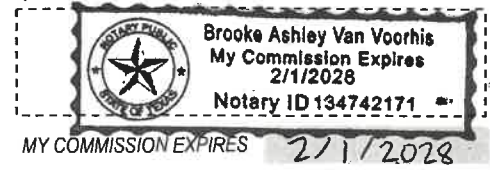
BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY APPEARED John Arnold [OWNER] THE UNDERSIGNED, WHO STATED THE INFORMATION ON THIS APPLICATION TO BE TRUE AND CERTIFIED THE FOLLOWING:

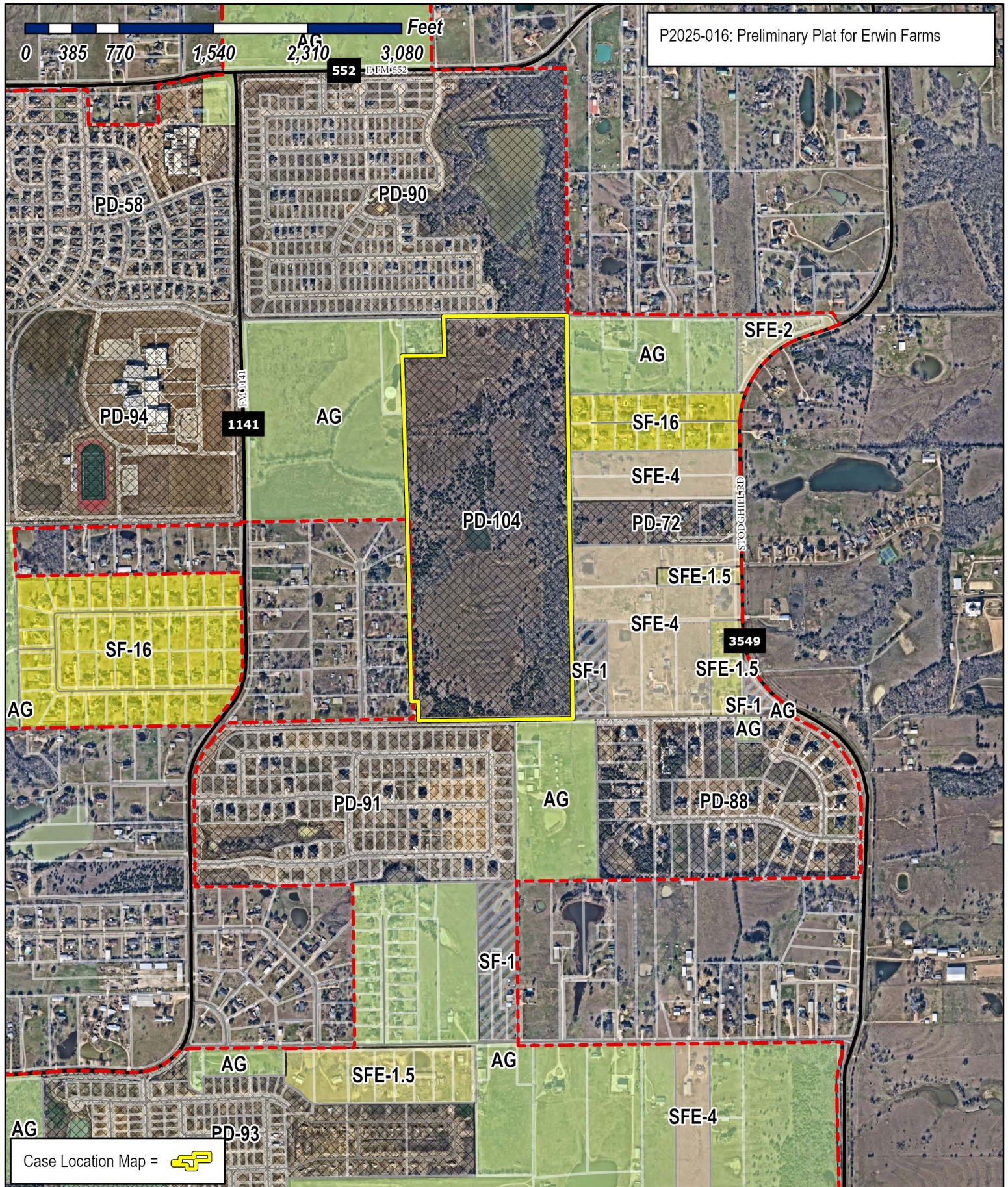
"I HEREBY CERTIFY THAT I AM THE OWNER FOR THE PURPOSE OF THIS APPLICATION; ALL INFORMATION SUBMITTED HEREIN IS TRUE AND CORRECT; AND THE APPLICATION FEE OF \$ 1,672.97 TO COVER THE COST OF THIS APPLICATION, HAS BEEN PAID TO THE CITY OF ROCKWALL ON THIS THE May DAY OF 2025. BY SIGNING THIS APPLICATION, I AGREE THAT THE CITY OF ROCKWALL (I.E. "CITY") IS AUTHORIZED AND PERMITTED TO PROVIDE INFORMATION CONTAINED WITHIN THIS APPLICATION TO THE PUBLIC. THE CITY IS ALSO AUTHORIZED AND PERMITTED TO REPRODUCE ANY COPYRIGHTED INFORMATION SUBMITTED IN CONJUNCTION WITH THIS APPLICATION, IF SUCH REPRODUCTION IS ASSOCIATED OR IN RESPONSE TO A REQUEST FOR PUBLIC INFORMATION."


GIVEN UNDER MY HAND AND SEAL OF OFFICE ON THIS THE 12 DAY OF May, 2025.

OWNER'S SIGNATURE \_\_\_\_\_

NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS \_\_\_\_\_





Case Location Map = 

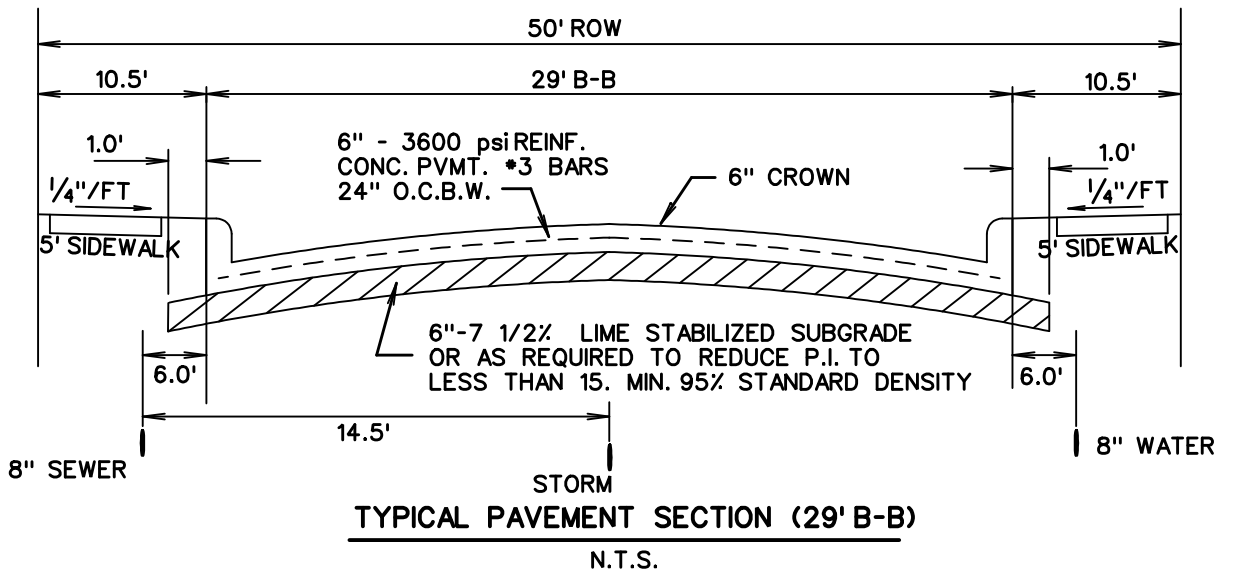
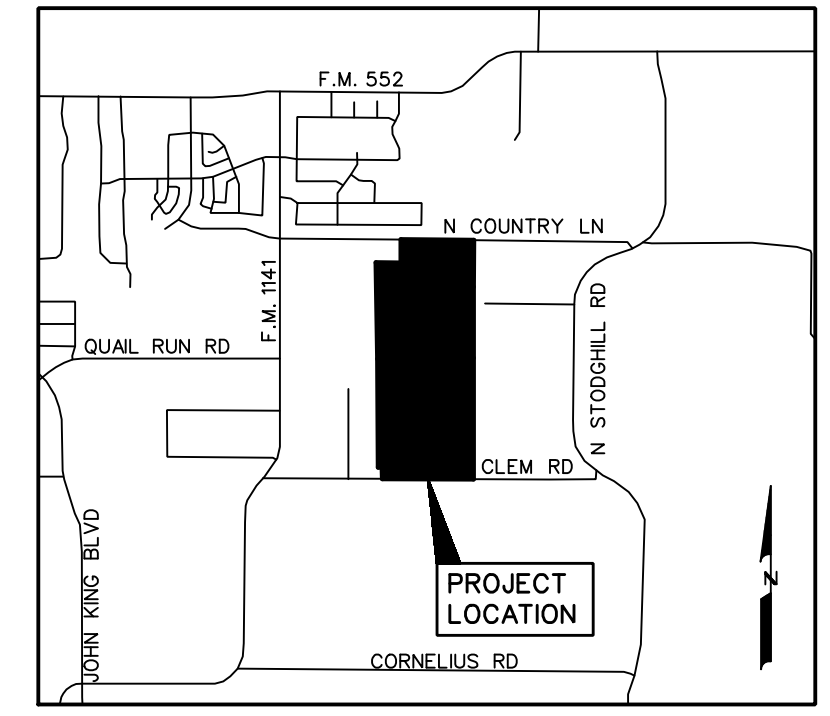
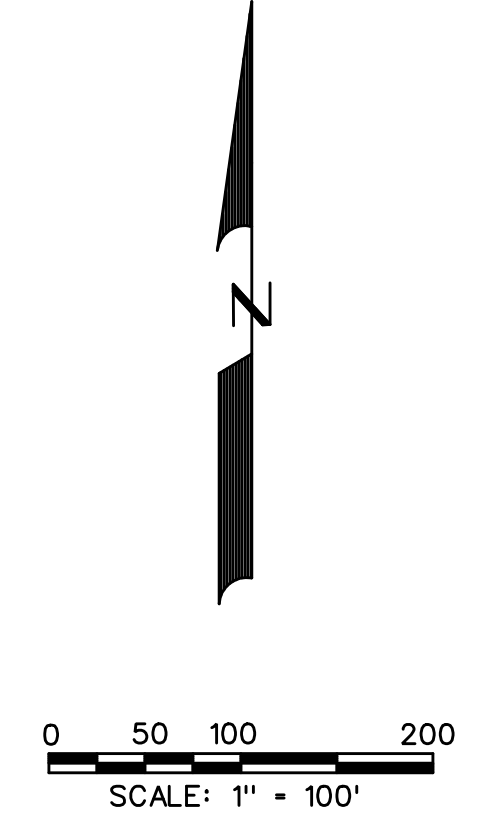
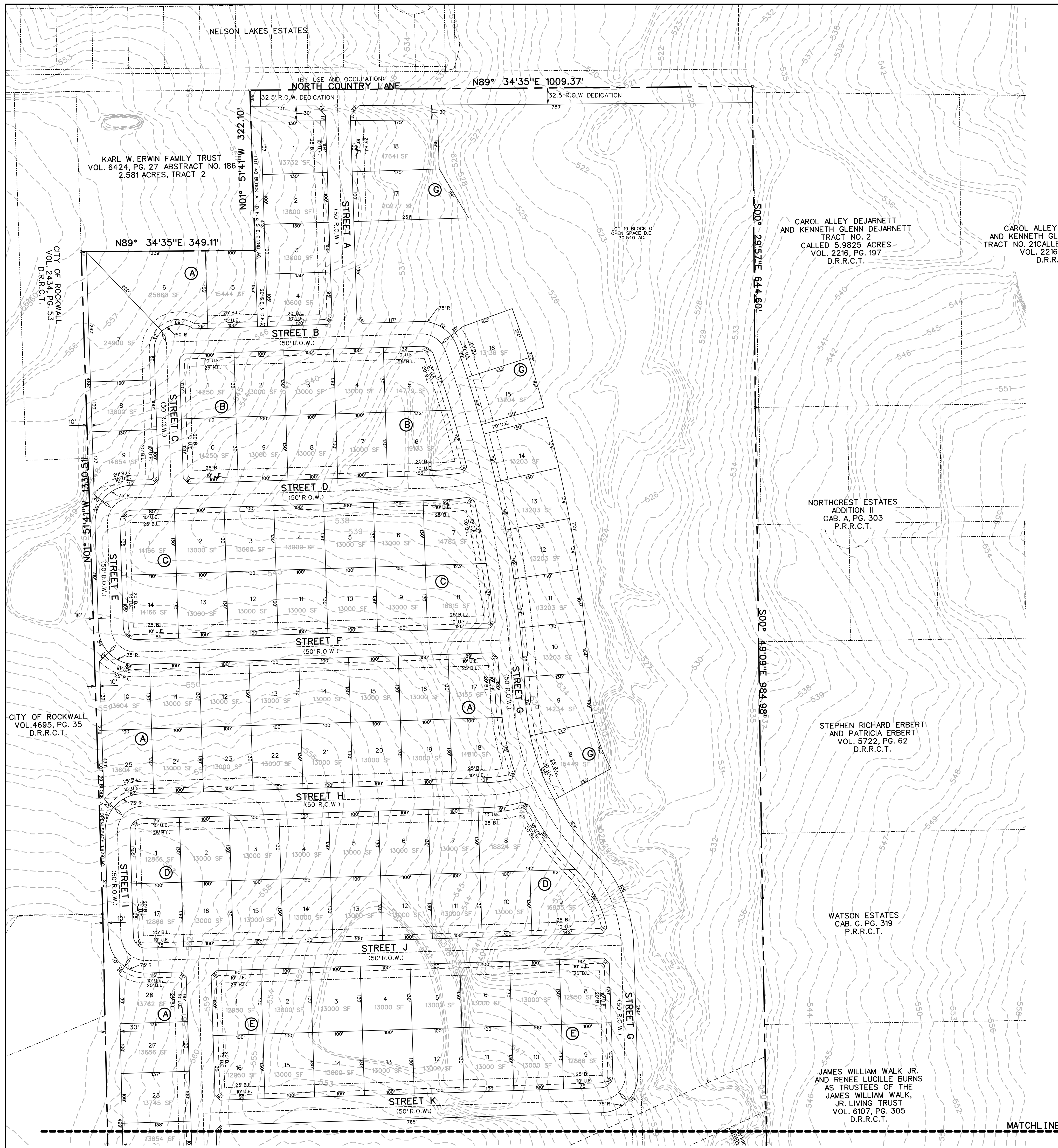


# City of Rockwall

Planning & Zoning Department  
385 S. Goliad Street  
Rockwall, Texas 75087  
(P): (972) 771-7745  
(W): www.rockwall.com

The City of Rockwall GIS maps are continually under development and therefore subject to change without notice. While we endeavor to provide timely and accurate information, we make no guarantees. The City of Rockwall makes no warranty, express or implied, including warranties of merchantability and fitness for a particular purpose. Use of the information is the sole responsibility of the user.





Reviewed for preliminary Approval:

Planning & Zoning Commission Chairman \_\_\_\_\_ Date \_\_\_\_\_

I hereby certify that the above and foregoing plat of an addition to the City of Rockwall, Texas, was approved by the City Council of the City of Rockwall, on the \_\_\_\_\_, 2025.

This approval shall be invalid unless the approved plat for such addition is recorded in the office of the County Clerk of Rockwall, County, Texas, within one hundred eighty (180) days from said date of final approval.

Mayor, City of Rockwall \_\_\_\_\_ City Secretary \_\_\_\_\_ City Engineer \_\_\_\_\_

PRELIMINARY PLAT OF  
**ERWIN FARMS**  
 LOTS 1-40, BLOCK A  
 LOTS 1-10, BLOCK B  
 LOTS 1-14, BLOCK C  
 LOTS 1-17, BLOCK D  
 LOTS 1-16, BLOCK E  
 LOTS 1-12, BLOCK F  
 LOTS 1-19, BLOCK G  
 TOTAL ACRES 98.198  
 TOTAL RESIDENTIAL LOTS 122  
 TOTAL OPEN SPACE LOTS 6  
 OUT OF THE  
**JOHN M. GASS SURVEY,**  
 ABSTRACT NO. 88  
 IN THE  
 CITY OF ROCKWALL  
 ROCKWALL COUNTY, TEXAS

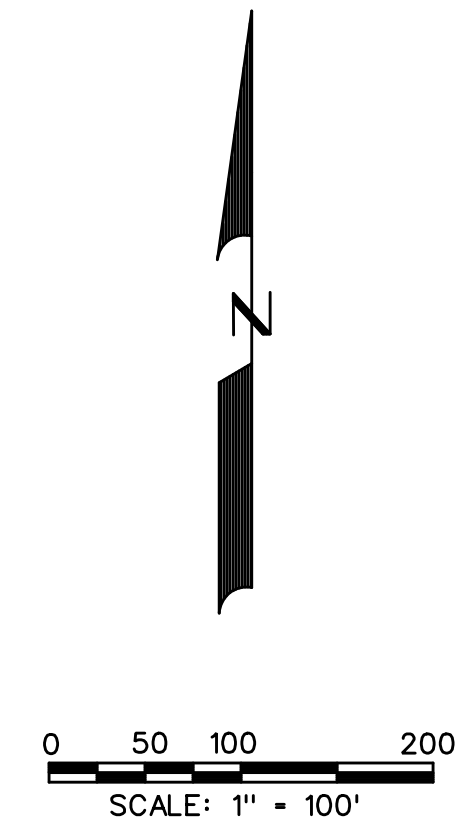
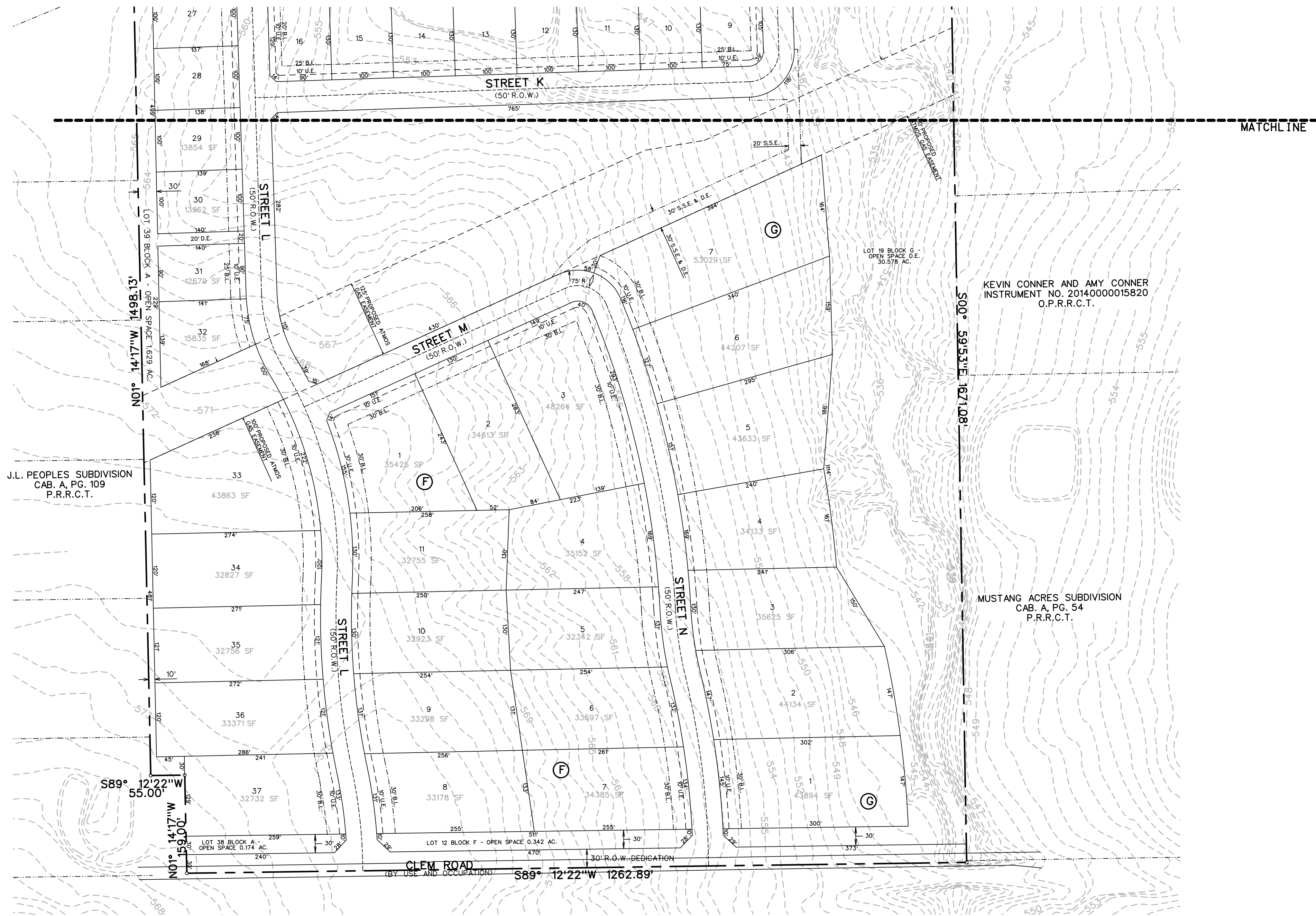
**LEGEND**  
 B.L. - BUILDING LINE  
 D.E. - DRAINAGE EASEMENT  
 S.S.E. - SANITARY SEWER EASEMENT  
 U.E. - UTILITY EASEMENT  
 R.O.W. - RIGHT OF WAY  
 SF - SQUARE FEET  
 - - - STREET NAME CHANGE  
 - - - MATCH LINE

**NOTES:**  
 ALL OPEN SPACE AREAS WILL BE MAINTAINED BY THE HOA.  
 HOA/PROPERTY OWNER TO MAINTAIN, REPLACE, AND REPAIR ALL DRAINAGE DETENTION, AND OPEN SPACE EASEMENTS AND LOTS.

TOTAL ACRES	98.198
TOTAL RESIDENTIAL LOTS	122
DENSITY	1.52
ZONING	PD
TOTAL OPEN SPACE ACRES	33.02
LAND USE	SINGLE FAMILY DEVELOPMENT

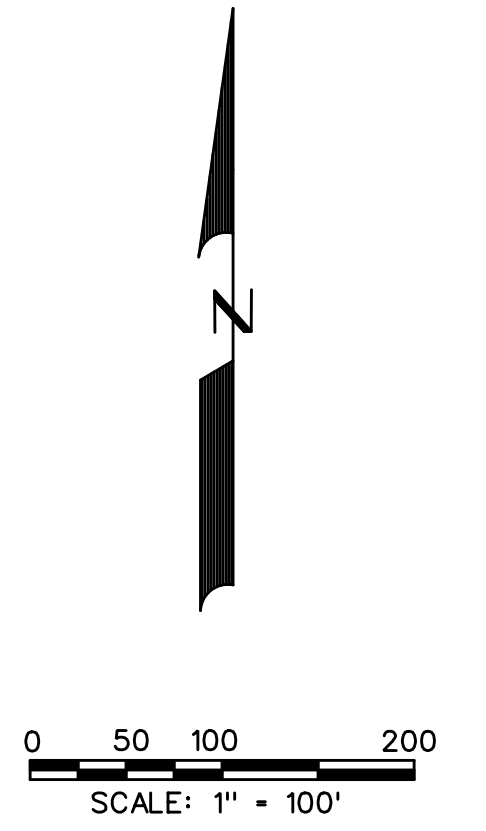
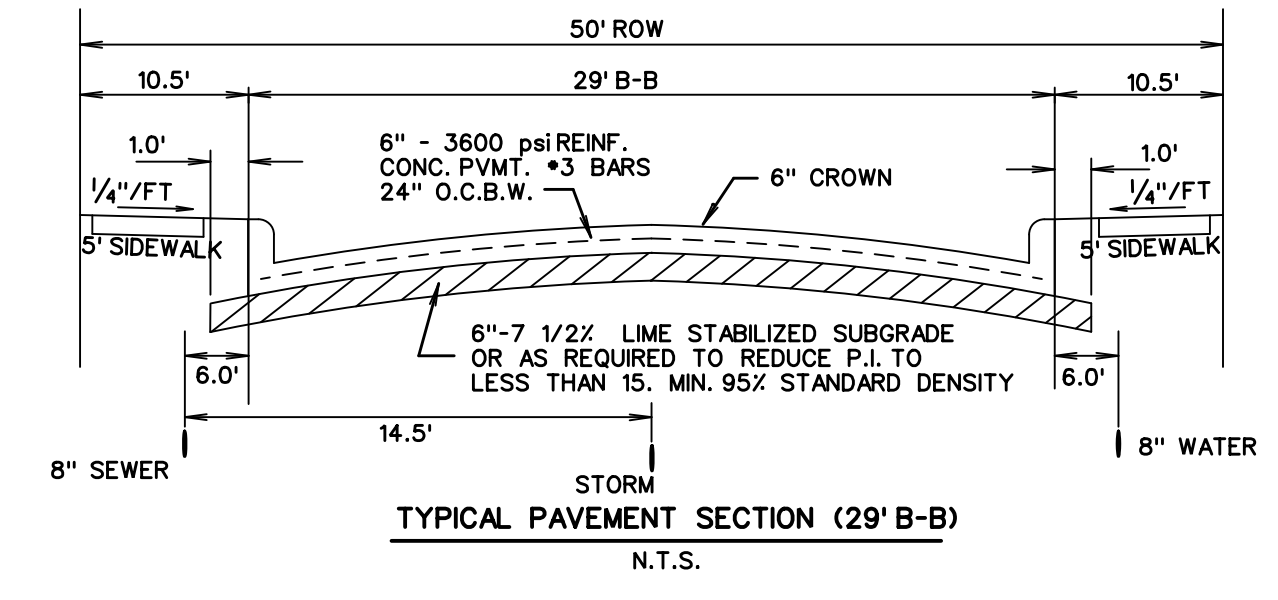
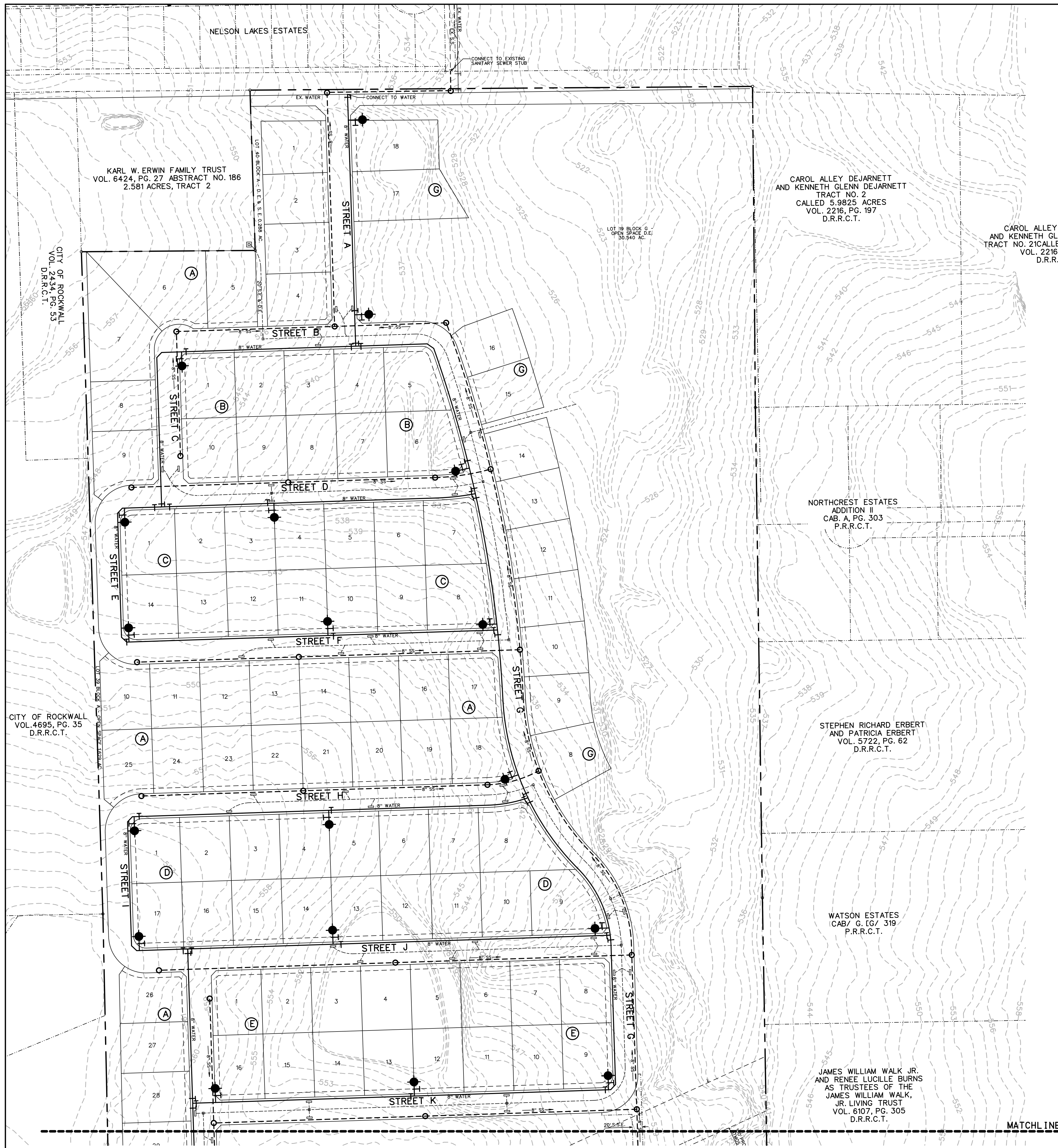
**OWNER**  
 KARL DANIEL ERWIN  
 6946 SPERRY STREET  
 DALLAS, TEXAS 75214  
**DEVELOPER**  
 SKORBURG COMPANY, LLC.  
 8214 WESTCHESTER DRIVE, STE. 900  
 DALLAS, TEXAS 75225  
**PREPARED BY**  
 CORWIN ENGINEERING, INC.  
 200 W. BELMONT, SUITE E  
 ALLEN, TEXAS 75013  
 972-396-1200

MAY 2025 SCALE 1" = 100'



PRELIMINARY PLAT  
OF  
**ERWIN FARMS**  
 LOTS 1-40, BLOCK A  
 LOTS 1-10, BLOCK B  
 LOTS 1-14, BLOCK C  
 LOTS 1-17, BLOCK D  
 LOTS 1-16, BLOCK E  
 LOTS 1-12, BLOCK F  
 LOTS 1-19, BLOCK G  
 TOTAL ACRES 98.198  
 TOTAL RESIDENTIAL LOTS 122  
 TOTAL OPEN SPACE LOTS 7  
 OUT OF THE  
 JOHN M. GASS SURVEY,  
 ABSTRACT NO. 88  
 IN THE  
 CITY OF ROCKWALL  
 ROCKWALL COUNTY, TEXAS  
 OWNER  
 KARL DANIEL ERWIN  
 6946 SPERRY STREET  
 DALLAS, TEXAS 75214  
 DEVELOPER  
 SKORBURG COMPANY, LLC.  
 8214 WESTCHESTER DRIVE, STE. 900  
 DALLAS, TEXAS 75225  
 PREPARED BY  
 CORWIN ENGINEERING, INC.  
 200 W. BELMONT, SUITE E  
 ALLEN, TEXAS 75013  
 972-396-1200

MAY 2025 SCALE 1" = 100'



- LEGEND**
- PROP. WATER LINE
  - PROP. FIRE HYDRANT AND VALVE
  - PROP. GATE VALVE
  - PROP. FLUSH VALVE
  - EXIST. WATER LINE
  - EXIST. FIRE HYDRANT AND VALVE
  - PROP. SANITARY SEWER
  - PROP. MANHOLE
  - PROP. CLEANOUT
  - EXIST. SANITARY SEWER
  - EXIST. MANHOLE
  - PROP. STORM SEWER
  - PROP. CURB INLETS
  - PROP. CONC. HEADWALL

PRELIMINARY  
WATER & SEWER PLAN  
OF

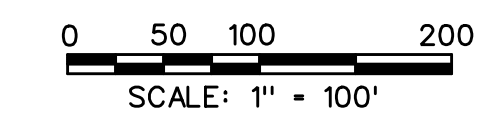
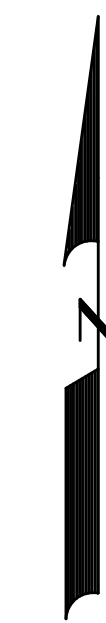
**ERWIN FARMS**  
LOTS 1-40, BLOCK A  
LOTS 1-10, BLOCK B  
LOTS 1-14, BLOCK C  
LOTS 1-17, BLOCK D  
LOTS 1-16, BLOCK E  
LOTS 1-12, BLOCK F  
LOTS 1-19, BLOCK G  
TOTAL ACRES 98.198  
TOTAL RESIDENTIAL LOTS 122  
TOTAL OPEN SPACE LOTS 7  
OUT OF THE  
JOHN M. GASS SURVEY,  
ABSTRACT NO. 88  
IN THE  
CITY OF ROCKWALL  
ROCKWALL COUNTY, TEXAS

OWNER  
**KARL DANIEL ERWIN**  
6946 SPERRY STREET  
DALLAS, TEXAS 75214







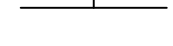



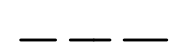



DEVELOPER  
**SKORBURG COMPANY, LLC.**  
8214 WESTCHESTER DRIVE, STE. 900  
DALLAS, TEXAS 75225

PREPARED BY  
**CORWIN ENGINEERING, INC.**  
200 W. BELMONT, SUITE E  
ALLEN, TEXAS 75013  
972-396-1200

MAY 2025 SCALE 1" = 100'



**LEGEND**

-  PROP. WATER LINE
-  PROP. FIRE HYDRANT AND VALVE
-  PROP. GATE VALVE
-  PROP. FLUSH VALVE
-  EXIST. WATER LINE
-  EXIST. FIRE HYDRANT AND VALVE
-  PROP. SANITARY SEWER
-  PROP. MANHOLE
-  PROP. CLEANOUT
-  EXIST. SANITARY SEWER
-  EXIST. MANHOLE
-  PROP. STORM SEWER
-  PROP. CURB INLETS
-  PROP. CONC. HEADWALL

J.L. PEOPLES SUBDIVISION  
CAB. A, PG. 109  
P.R.R.C.T.

KEVIN CONNER AND AMY CONNER  
INSTRUMENT NO. 20140000015820  
O.P.R.R.C.T.

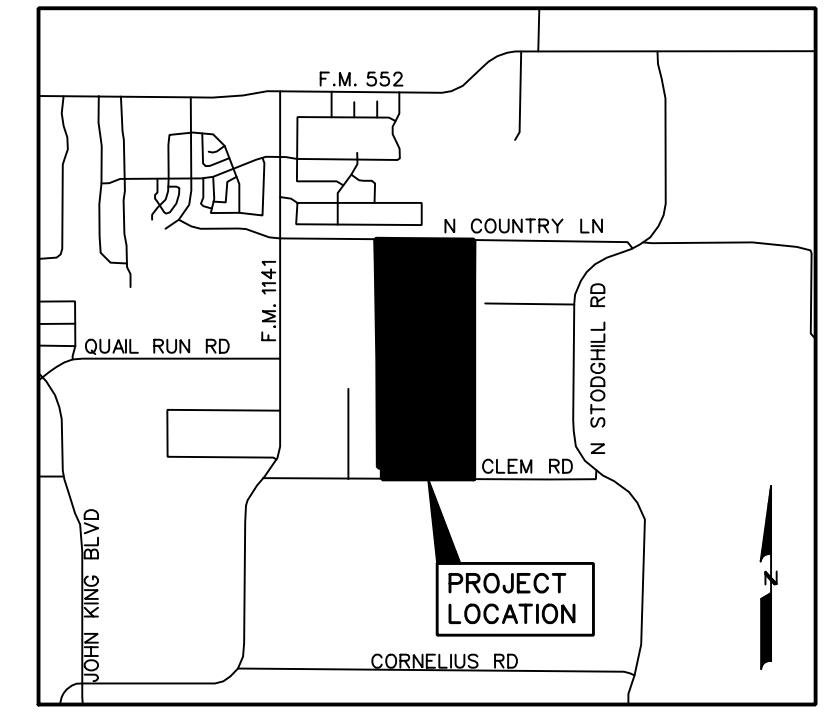
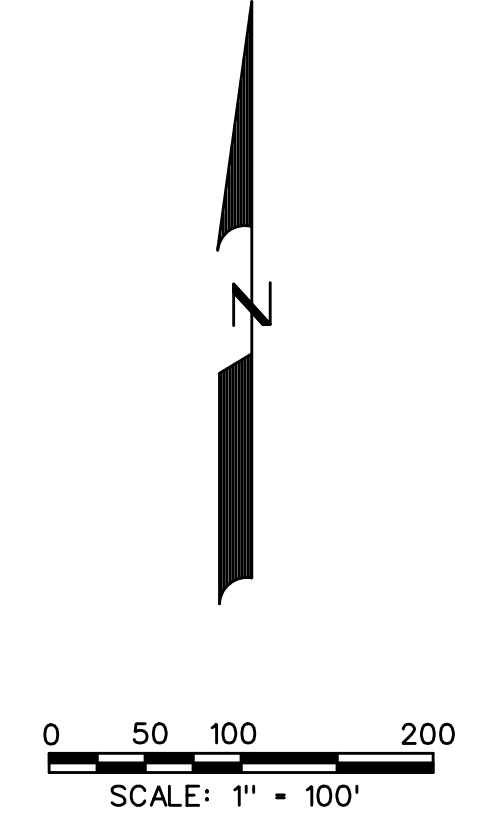
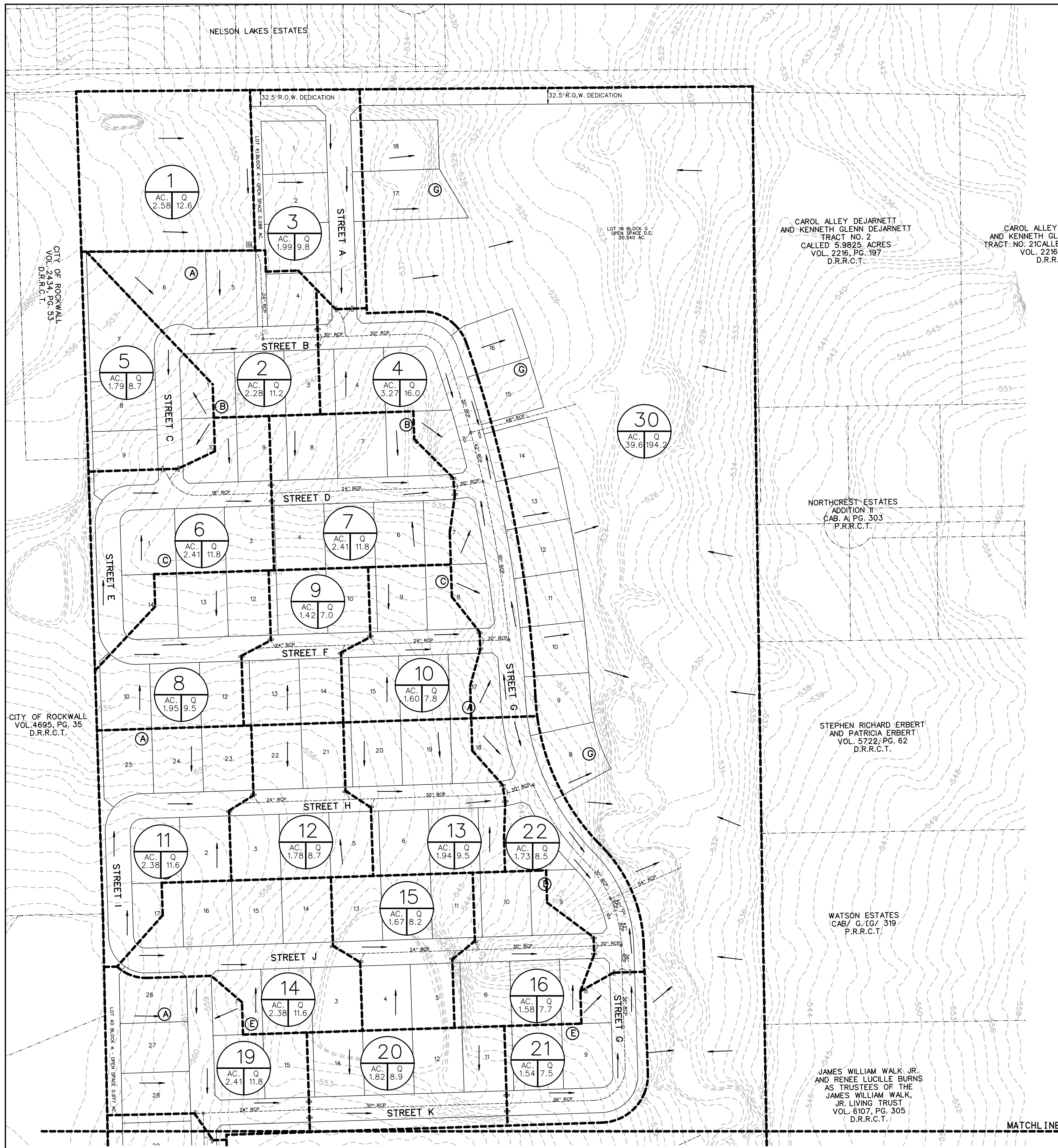
MUSTANG ACRES SUBDIVISION  
CAB. A, PG. 54  
P.R.R.C.T.

WINDING CREEK SUBDIVISION

A0072 WM DALTON  
TRACT 24, 19.06 ACRES

PRELIMINARY  
WATER & SEWER PLAN  
OF  
**ERWIN FARMS**  
LOTS 1-40, BLOCK A  
LOTS 1-10, BLOCK B  
LOTS 1-14, BLOCK C  
LOTS 1-17, BLOCK D  
LOTS 1-16, BLOCK E  
LOTS 1-12, BLOCK F  
LOTS 1-19, BLOCK G  
TOTAL ACRES 98.198  
TOTAL RESIDENTIAL LOTS 122  
TOTAL OPEN SPACE LOTS 7  
OUT OF THE  
JOHN M. GASS SURVEY,  
ABSTRACT NO. 88  
IN THE  
CITY OF ROCKWALL  
ROCKWALL COUNTY, TEXAS  
OWNER  
KARL DANIEL ERWIN  
6946 SPERRY STREET  
DALLAS, TEXAS 75214  
DEVELOPER  
SKORBURG COMPANY, LLC.  
8214 WESTCHESTER DRIVE, STE. 900  
DALLAS, TEXAS 75225  
PREPARED BY  
CORWIN ENGINEERING, INC.  
200 W. BELMONT, SUITE E  
ALLEN, TEXAS 75013  
972-396-1200

MAY 2025 SCALE 1" = 100'



LOCATION MAP  
N.T.S.

**LEGEND**

- PROP. STORM SEWER
- PROP. CURB INLETS
- PROP. CONC. HEADWALL
- EXIST. STORM SEWER
- DRAINAGE AREA DIVIDE
- FLOW ARROW
- DRAINAGE AREA NO.

**RUNOFF COMPUTATIONS**

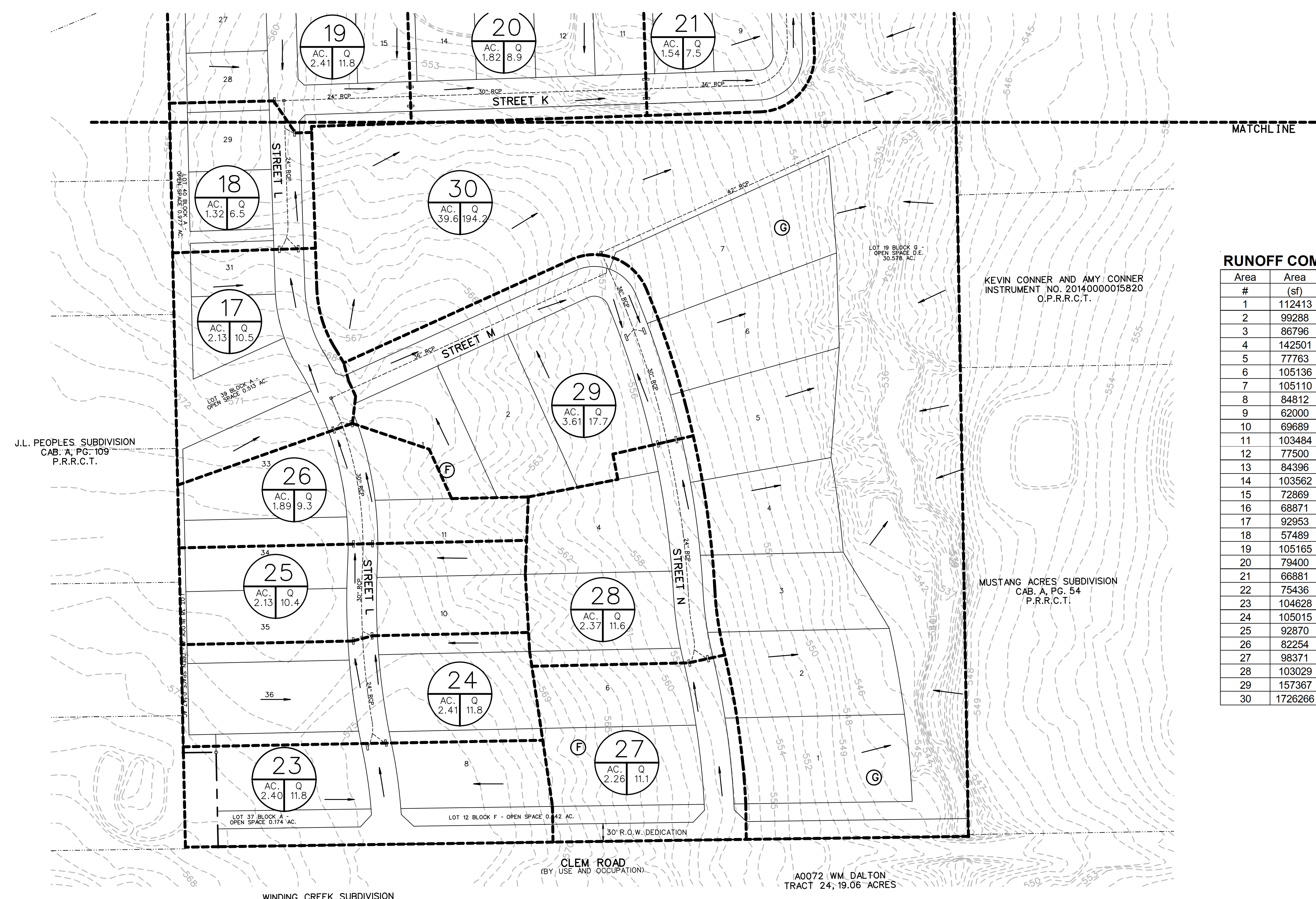
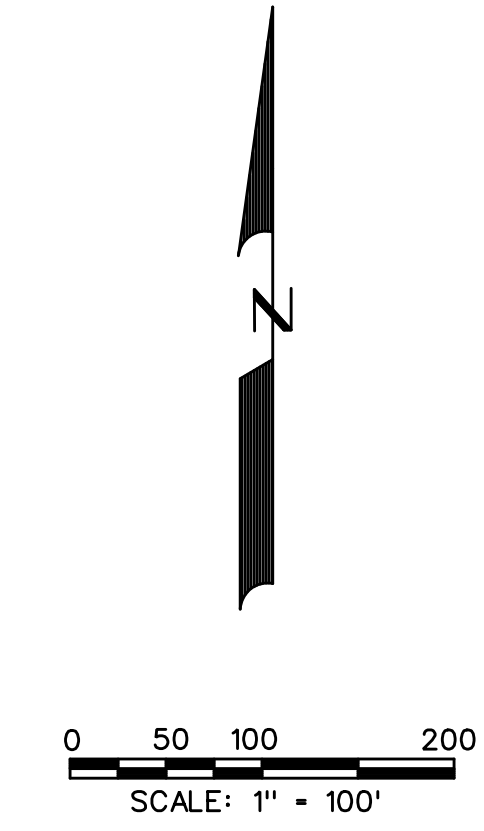
#	Area (sf)	Area (acres)	Runoff Coefficient	CA	Tc (min)	I(100) (in/hr)	Q(100) (cfs)
1	112413	2.58	0.50	1.29	10	9.80	12.6
2	99288	2.28	0.50	1.14	10	9.80	11.2
3	86796	1.99	0.50	1.00	10	9.80	9.8
4	142501	3.27	0.50	1.64	10	9.80	16.0
5	77763	1.79	0.50	0.89	10	9.80	8.7
6	105136	2.41	0.50	1.21	10	9.80	11.8
7	105110	2.41	0.50	1.21	10	9.80	11.8
8	84812	1.95	0.50	0.97	10	9.80	9.5
9	62000	1.42	0.50	0.71	10	9.80	7.0
10	69689	1.60	0.50	0.80	10	9.80	7.8
11	103484	2.38	0.50	1.19	10	9.80	11.6
12	77500	1.78	0.50	0.89	10	9.80	8.7
13	84396	1.94	0.50	0.97	10	9.80	9.5
14	103562	2.38	0.50	1.19	10	9.80	11.6
15	72869	1.67	0.50	0.84	10	9.80	8.2
16	68871	1.58	0.50	0.79	10	9.80	7.7
17	92953	2.13	0.50	1.07	10	9.80	10.5
18	57489	1.32	0.50	0.66	10	9.80	6.5
19	105165	2.41	0.50	1.21	10	9.80	11.8
20	79400	1.82	0.50	0.91	10	9.80	8.9
21	66881	1.54	0.50	0.77	10	9.80	7.5
22	75436	1.73	0.50	0.87	10	9.80	8.5
23	104628	2.40	0.50	1.20	10	9.80	11.8
24	105015	2.41	0.50	1.21	10	9.80	11.8
25	92870	2.13	0.50	1.07	10	9.80	10.4
26	82254	1.89	0.50	0.94	10	9.80	9.3
27	98371	2.26	0.50	1.13	10	9.80	11.1
28	103029	2.37	0.50	1.18	10	9.80	11.6
29	157367	3.61	0.50	1.81	10	9.80	17.7
30	1726266	39.63	0.50	19.81	10	9.80	194.2

PRELIMINARY DRAINAGE AREA MAP  
OF  
**ERWIN FARMS**  
LOTS 1-40, BLOCK A  
LOTS 1-10, BLOCK B  
LOTS 1-14, BLOCK C  
LOTS 1-17, BLOCK D  
LOTS 1-16, BLOCK E  
LOTS 1-12, BLOCK F  
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TOTAL ACRES 98.198  
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TOTAL OPEN SPACE LOTS 7  
OUT OF THE  
JOHN M. GASS SURVEY,  
ABSTRACT NO. 88  
IN THE  
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ROCKWALL COUNTY, TEXAS  
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PREPARED BY  
CORWIN ENGINEERING, INC.  
200 W. BELMONT, SUITE E  
ALLEN, TEXAS 75013  
972-396-1200  
MAY 2025 SCALE 1" = 100'

MATCHLINE

**LEGEND**

- PROP. STORM SEWER
- PROP. CURB INLETS
- PROP. CONC. HEADWALL
- EXIST. STORM SEWER
- DRAINAGE AREA DIVIDE
- FLOW ARROW
- AC. Q. DRAINAGE AREA NO.



**RUNOFF COMPUTATIONS**

Area #	Area (sf)	Area (acres)	Runoff Coefficient	CA	Tc (min)	I(100) (in/hr)	Q(100) (cfs)
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PRELIMINARY DRAINAGE AREA MAP OF  
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 LOTS 1-40, BLOCK A  
 LOTS 1-10, BLOCK B  
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 PREPARED BY  
 CORWIN ENGINEERING, INC.  
 200 W. BELMONT, SUITE E  
 ALLEN, TEXAS 75013  
 972-396-1200



# CITY OF ROCKWALL

## PARKS AND RECREATION BOARD MEMORANDUM

### PARKS AND RECREATION DEPARTMENT

108 E. WASHINGTON STREET • ROCKWALL, TX 75087  
PHONE: (972) 771-7740

**TO:** Parks and Recreation Board

**DATE:** June 3, 2025

**APPLICANT:** Chase Finch; *Corwin Engineering, Inc.*

**SUBJECT:** P2025-018; *Master Plat for Erwin Farms Subdivision*

### BACKGROUND

The Erwin Farms Subdivision was approved by the City Council as Planned Development District 104 (PD-104) on April 7, 2025 and will consist of 122 single-family residential lots on 98.198-acres of land. The proposed subdivision will have one (1) phase and will not incorporate a public park. On May 16, 2025, the property owner -- *John Arnold of Erwin Farms SF, LTD* -- submitted a Master Plat for all 122 residential lots. The property is identified as a portion of Tract 4 of the J. M. Gass Survey, Abstract No. 88, City of Rockwall, Rockwall County, Texas, and is generally located on the southside of North Country Lane east of the intersection of North Country Lane and FM-1141.

### REQUEST

For this Master Plat the Parks and Recreation Board will be reviewing the Parks and Open Space Plan.

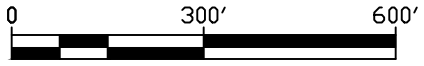
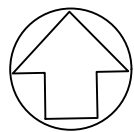
### PARKLAND DEDICATION ORDINANCE

A Master Plat ties down the timing and phasing of the development, and according to Subsection 38-7(2)(D)(2) “(a) Master Plat shall be accompanied by a Parks and Open Space Plan that shows all proposed trails, parks and open space and any proposed amenities for these private and public uses of land and indicate the phase of completion.” Subsection 38-9(11), *Amenities*, goes on to outline the procedures for a Parks and Open Space Plan stating, “(t)he Parks and Open Space Plan shall be reviewed by the Parks and Recreation Board in conjunction with the process stipulated by Section 38-58 [*i.e. Assessing and Collecting Cash-In-Lieu of Land Fees and Pro-Rata Equipment Fees*]. The Parks and Recreation Board shall review the subdivision plat and Parks and Open Space Plan, and -- *by simple majority vote* -- make a recommendation that can be considered by the Planning and Zoning Commission and City Council in conjunction with the subdivision plat.”

In this case, the proposed Master Plat shows that the development will be completed in one (1) phase, and that all trails and amenities will be provided in the first phase of the development. The proposed amenities will be private and include a pavilion and two (2) sports courts (*i.e. pickleball courts*). In addition, an eight (8) foot trail system will be constructed that provides connectivity through the development.

### STAFF RECOMMENDATION

Based on the fact that this development will [1] be completed in a single phase, [2] will incorporate private amenities, and [3] will incorporate an interconnected trail system that connects to the greater trail system, staff has no additional recommendations and recommends approval of the Master Plat and Parks and Open Space Plan; however, the proposed fencing for the sports court shall adhere to the requirements of the Unified Development Code (UDC).



NELSON LAKES

N COUNTRY LN

BLOCK A, LOT 40  
(0.29 AC)

20' LANDSCAPE BUFFER

10' LANDSCAPE BUFFER

CITY OF  
ROCKWALL  
PARK



ERWIN FARMS  
(1-PHASE DEVELOPMENT)

FOUNTAIN

RETENTION  
POND

TREE PRESERVATION  
AREAS

BLOCK G, LOT 19  
(28.71 AC)

4 PARKING STALLS

100-YEAR FLOODPLAIN  
(PRE-DEVELOPMENT)

8 PARKING STALLS

30' LANDSCAPE BUFFER

PROPOSED GAS EASEMENT



RETENTION POND

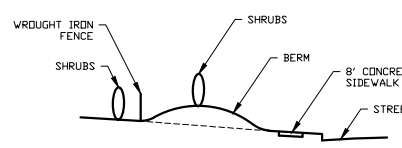
FOUNTAIN

BLOCK A, LOT 39  
(1.63 AC)

10' LANDSCAPE BUFFER



PERIMETER LANDSCAPE BUFFER  
CROSS-SECTION



20.0'

100.0'

30' LANDSCAPE BUFFER

30' LANDSCAPE BUFFER

BLOCK A, LOT 38  
(0.17 AC)

BLOCK F, LOT 12  
(0.34 AC)

WINDING CREEK

CLEM RD

**ERWIN FARMS  
PARKS & OPEN SPACE PLAN**  
CITY OF ROCKWALL  
MAY 21, 2025

- EVERGREENS
- SHRUBS
- PRIMARY ENTRY MONUMENT (2)
- SECONDARY ENTRY MONUMENT (1)
- PAVILION (16'x54')
- SPORT COURTS (2)
- PARK BENCHES (2)
- 8' CONCRETE TRAIL (BY DEVELOPER)
- 8' CONCRETE TRAIL (BY HOMEBUILDER)



# DEVELOPMENT APPLICATION

City of Rockwall  
Planning and Zoning Department  
385 S. Goliad Street  
Rockwall, Texas 75087

STAFF USE ONLY

PLANNING & ZONING CASE NO. \_\_\_\_\_

**NOTE:** THE APPLICATION IS NOT CONSIDERED ACCEPTED BY THE CITY UNTIL THE PLANNING DIRECTOR AND CITY ENGINEER HAVE SIGNED BELOW.

DIRECTOR OF PLANNING: \_\_\_\_\_

CITY ENGINEER: \_\_\_\_\_

PLEASE CHECK THE APPROPRIATE BOX BELOW TO INDICATE THE TYPE OF DEVELOPMENT REQUEST [SELECT ONLY ONE BOX]:

### PLATTING APPLICATION FEES:

- MASTER PLAT (\$100.00 + \$15.00 ACRE) <sup>1</sup>
- PRELIMINARY PLAT (\$200.00 + \$15.00 ACRE) <sup>1</sup>
- FINAL PLAT (\$300.00 + \$20.00 ACRE) <sup>1</sup>
- REPLAT (\$300.00 + \$20.00 ACRE) <sup>1</sup>
- AMENDING OR MINOR PLAT (\$150.00)
- PLAT REINSTATEMENT REQUEST (\$100.00)

### SITE PLAN APPLICATION FEES:

- SITE PLAN (\$250.00 + \$20.00 ACRE) <sup>1</sup>
- AMENDED SITE PLAN/ELEVATIONS/LANDSCAPING PLAN (\$100.00)

### ZONING APPLICATION FEES:

- ZONING CHANGE (\$200.00 + \$15.00 ACRE) <sup>1</sup>
- SPECIFIC USE PERMIT (\$200.00 + \$15.00 ACRE) <sup>1 & 2</sup>
- PD DEVELOPMENT PLANS (\$200.00 + \$15.00 ACRE) <sup>1</sup>

### OTHER APPLICATION FEES:

- TREE REMOVAL (\$75.00)
- VARIANCE REQUEST/SPECIAL EXCEPTIONS (\$100.00) <sup>2</sup>

#### NOTES:

<sup>1</sup>: IN DETERMINING THE FEE, PLEASE USE THE EXACT ACREAGE WHEN MULTIPLYING BY THE PER ACRE AMOUNT. FOR REQUESTS ON LESS THAN ONE ACRE, ROUND UP TO ONE (1) ACRE.  
<sup>2</sup>: A **\$1,000.00** FEE WILL BE ADDED TO THE APPLICATION FEE FOR ANY REQUEST THAT INVOLVES CONSTRUCTION WITHOUT OR NOT IN COMPLIANCE TO AN APPROVED BUILDING PERMIT.

## PROPERTY INFORMATION [PLEASE PRINT]

ADDRESS \_\_\_\_\_

SUBDIVISION

Erwin Farms

LOT \_\_\_\_\_

BLOCK \_\_\_\_\_

GENERAL LOCATION

South of Country Club

## ZONING, SITE PLAN AND PLATTING INFORMATION [PLEASE PRINT]

CURRENT ZONING

PD-104

CURRENT USE

SF

PROPOSED ZONING \_\_\_\_\_

PROPOSED USE \_\_\_\_\_

ACREAGE

98.198

LOTS [CURRENT] \_\_\_\_\_

LOTS [PROPOSED] \_\_\_\_\_

128

**SITE PLANS AND PLATS:** BY CHECKING THIS BOX YOU ACKNOWLEDGE THAT DUE TO THE PASSAGE OF HB3167 THE CITY NO LONGER HAS FLEXIBILITY WITH REGARD TO ITS APPROVAL PROCESS, AND FAILURE TO ADDRESS ANY OF STAFF'S COMMENTS BY THE DATE PROVIDED ON THE DEVELOPMENT CALENDAR WILL RESULT IN THE DENIAL OF YOUR CASE.

## OWNER/APPLICANT/AGENT INFORMATION [PLEASE PRINT/CHECK THE PRIMARY CONTACT/ORIGINAL SIGNATURES ARE REQUIRED]

OWNER

Erwin Farms SF, LTD.

APPLICANT

Corwin Engineering, Inc.

CONTACT PERSON

John Arnold

CONTACT PERSON

Chase Finch

ADDRESS

8214 Westchester Dr. Ste. 900

ADDRESS

200 W. Belmont, Ste. E

CITY, STATE & ZIP

Dallas, Tx 75202

CITY, STATE & ZIP

Allen, Texas 75013

PHONE

214-522-4945

PHONE

972-396-1200

E-MAIL

jarnold@skorburgcompany.com

E-MAIL

cfinch@corwinengineering.com

## NOTARY VERIFICATION [REQUIRED]

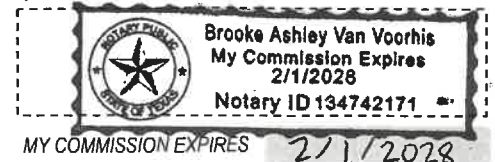
BEFORE ME, THE UNDERSIGNED AUTHORITY, ON THIS DAY PERSONALLY APPEARED John Arnold [OWNER] THE UNDERSIGNED, WHO STATED THE INFORMATION ON THIS APPLICATION TO BE TRUE AND CERTIFIED THE FOLLOWING:

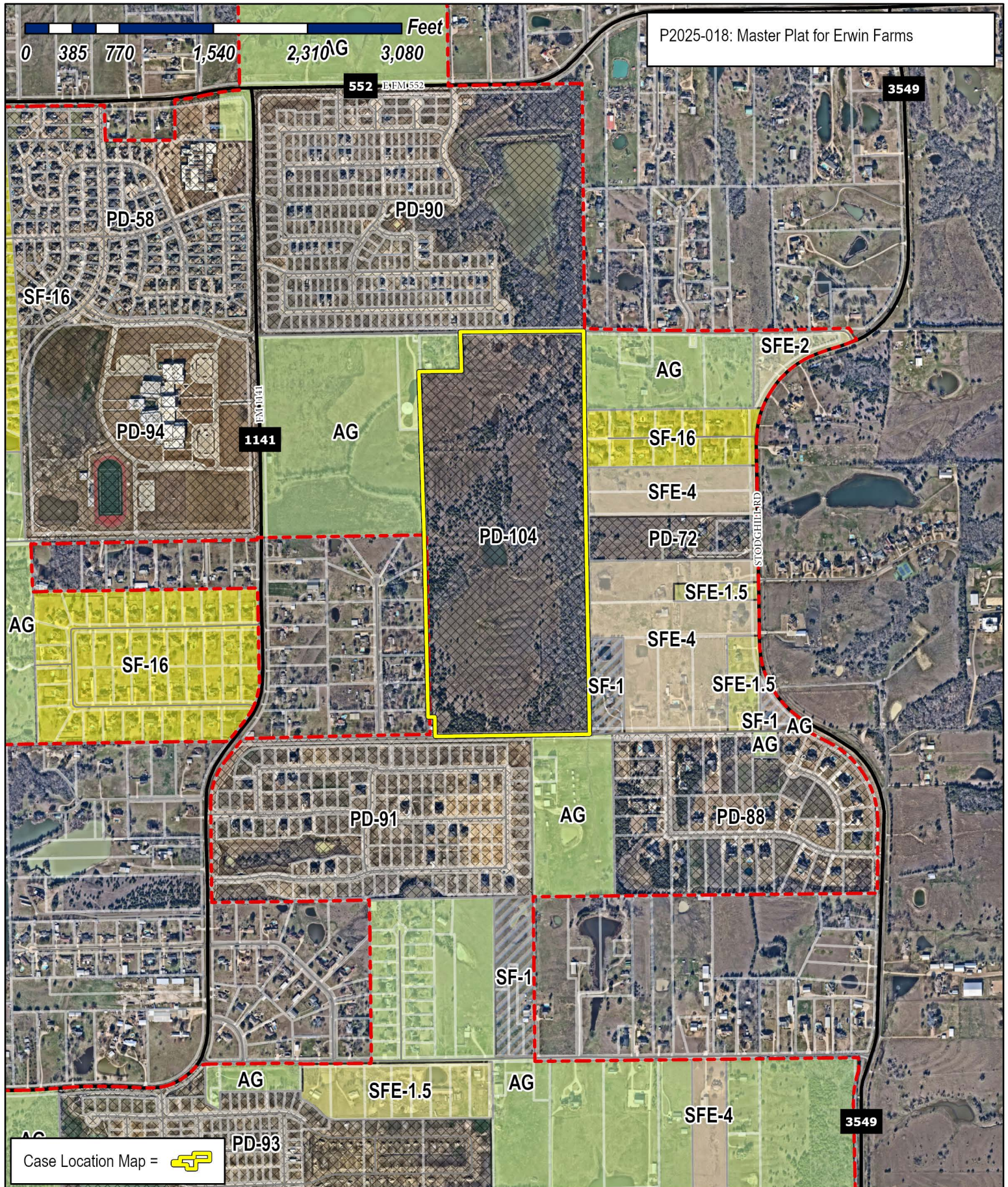
"I HEREBY CERTIFY THAT I AM THE OWNER FOR THE PURPOSE OF THIS APPLICATION; ALL INFORMATION SUBMITTED HEREIN IS TRUE AND CORRECT; AND THE APPLICATION FEE OF \$ 1,672.97 TO COVER THE COST OF THIS APPLICATION, HAS BEEN PAID TO THE CITY OF ROCKWALL ON THIS THE May DAY OF 2025. BY SIGNING THIS APPLICATION, I AGREE THAT THE CITY OF ROCKWALL (I.E. "CITY") IS AUTHORIZED AND PERMITTED TO PROVIDE INFORMATION CONTAINED WITHIN THIS APPLICATION TO THE PUBLIC. THE CITY IS ALSO AUTHORIZED AND PERMITTED TO REPRODUCE ANY COPYRIGHTED INFORMATION SUBMITTED IN CONJUNCTION WITH THIS APPLICATION, IF SUCH REPRODUCTION IS ASSOCIATED OR IN RESPONSE TO A REQUEST FOR PUBLIC INFORMATION."


GIVEN UNDER MY HAND AND SEAL OF OFFICE ON THIS THE 12 DAY OF May, 2025.

OWNER'S SIGNATURE

NOTARY PUBLIC IN AND FOR THE STATE OF TEXAS





Case Location Map = 

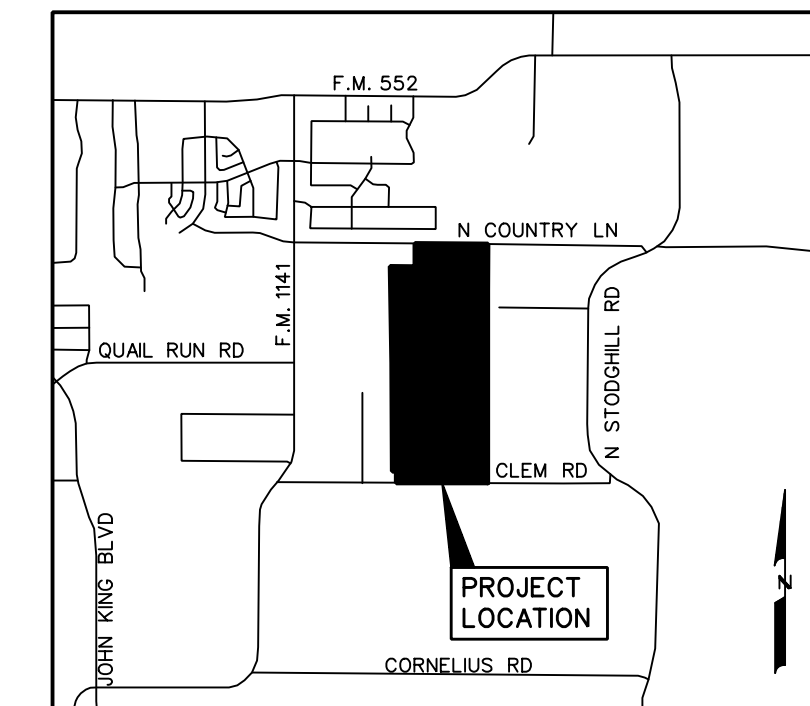
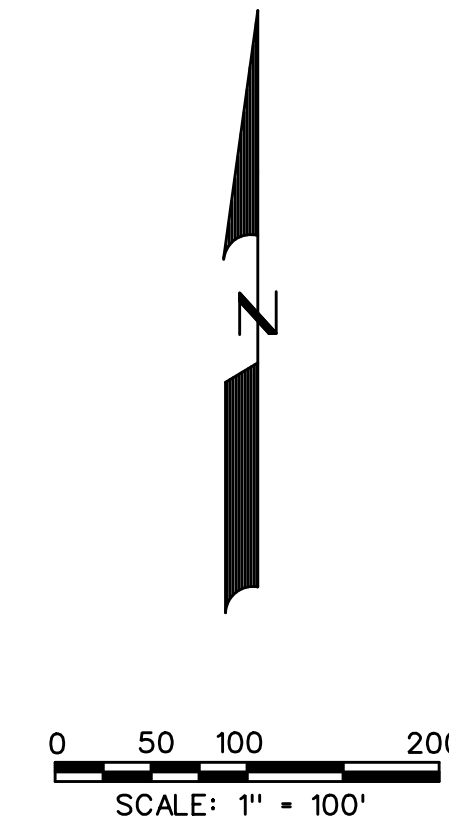
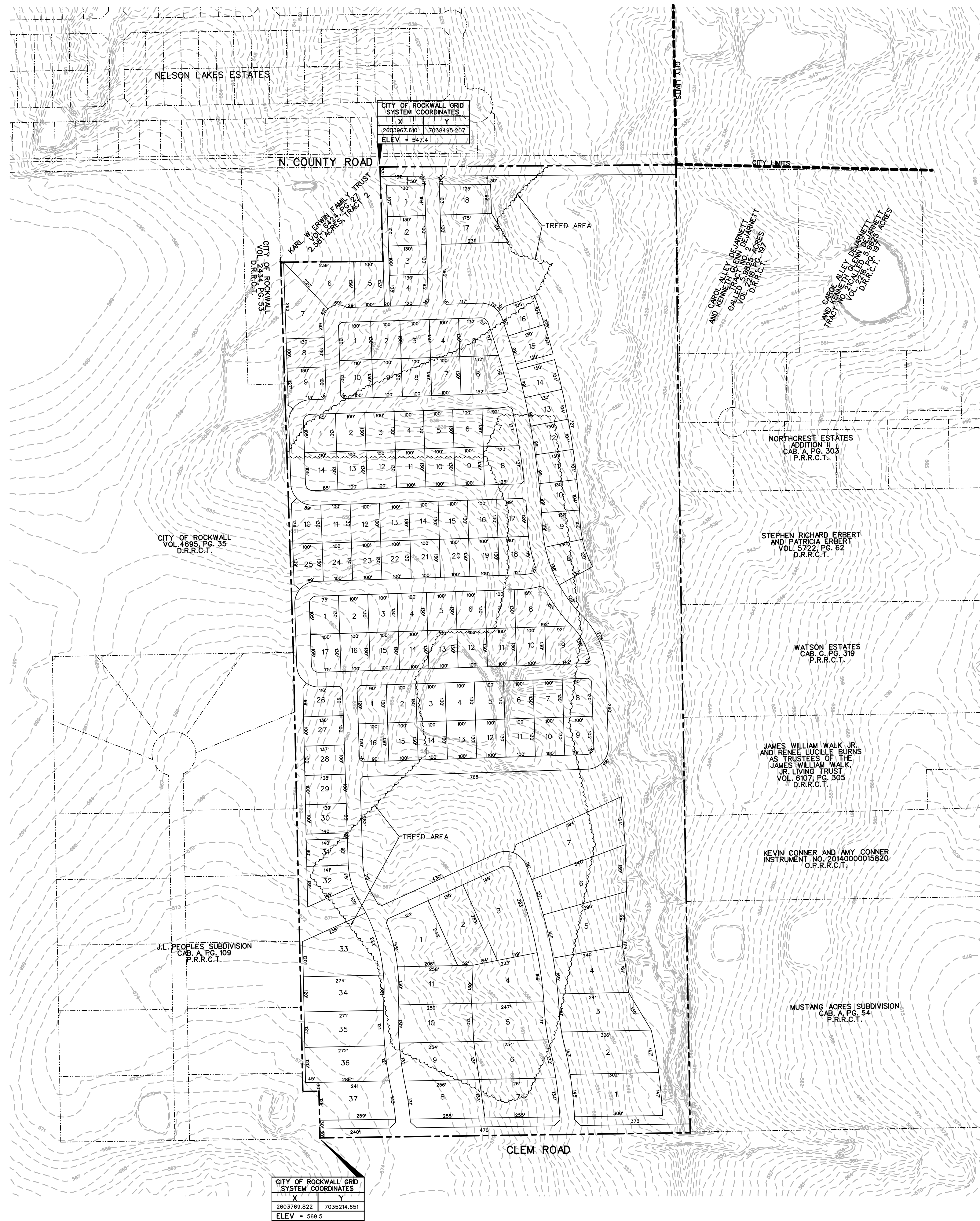


# City of Rockwall

Planning & Zoning Department  
385 S. Goliad Street  
Rockwall, Texas 75087  
(P): (972) 771-7745  
(W): www.rockwall.com

The City of Rockwall GIS maps are continually under development and therefore subject to change without notice. While we endeavor to provide timely and accurate information, we make no guarantees. The City of Rockwall makes no warranty, express or implied, including warranties of merchantability and fitness for a particular purpose. Use of the information is the sole responsibility of the user.





LOCATION MAP  
N.T.S.

APPROVED: I hereby certify that the above and foregoing Master Plat was reviewed by the planning and zoning commission and approved by the city council of the City of Rockwall, Texas on the \_\_\_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
MAYOR  
CITY OF ROCKWALL

\_\_\_\_\_  
PLANNING & ZONING COMMISSION CHAIRMAN

LEGEND

- TREED AREA
- CITY LIMITS

MASTER PLAT  
OF  
**ERWIN FARMS**  
LOTS 1-40, BLOCK A  
LOTS 1-10, BLOCK B  
LOTS 1-14, BLOCK C  
LOTS 1-17, BLOCK D  
LOTS 1-16, BLOCK E  
LOTS 1-12, BLOCK F  
LOTS 1-19, BLOCK G  
TOTAL ACRES 98.198  
TOTAL RESIDENTIAL LOTS 122  
TOTAL OPEN SPACE LOTS 6  
OUT OF THE  
JOHN M. GASS SURVEY,  
ABSTRACT NO. 88  
IN THE  
CITY OF ROCKWALL  
ROCKWALL COUNTY, TEXAS

OWNER  
**KARL DANIEL ERWIN**  
6946 SPERRY STREET  
DALLAS, TEXAS 75214  
DEVELOPER  
**SKORBURG COMPANY, LLC.**  
8214 WESTCHESTER DRIVE, STE. 900  
DALLAS, TEXAS 75225

PREPARED BY  
**CORWIN ENGINEERING, INC.**  
200 W. BELMONT, SUITE E  
ALLEN, TEXAS 75013  
972-396-1200

NOTE:  
WATER, WASTEWATER, ROADWAY & DRAINAGE FACILITIES  
WILL BE SERVED BY THE CITY OF ROCKWALL.

TOTAL ACRES	98.198
TOTAL RESIDENTIAL LOTS	122
DENSITY	1.52
ZONING	PD
TOTAL OPEN SPACE ACRES	33.02
LAND USE	SINGLE FAMILY DEVELOPMENT

MAY 2025 SCALE 1" = 100'



# CITY OF ROCKWALL

## PARKS AND RECREATION BOARD MEMORANDUM

### PARKS AND RECREATION DEPARTMENT

108 E. WASHINGTON STREET • ROCKWALL, TX 75087  
PHONE: (972) 771-7740

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**TO:** Parks and Recreation Board  
**DATE:** June 3, 2025  
**APPLICANT:** Parks and Recreation  
**SUBJECT:** Business Proposal for Concession Agreement at Harbor

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### BACKGROUND

Request for private business to enter into a concession agreement with City of Dallas and City of Rockwall for boat rentals on Lake Ray Hubbard off privately installed dock at The Harbor.

### REQUEST

- The City of Dallas has approved the request on Lake Ray Hubbard and has given permission to start the process of Rockwall looking into a concession agreement with the following stipulation from City of Dallas.
- No parasailing or traveling above the water in air.
- No units can dive under the water.
- Cannot store vessels at The Harbor
- Fueling will have to be limited to dry land, or at the marina fueling center, not at individual slips. (Already a marina rule, no exceptions because he has a separate concession)
- Abide by all Marina rules regarding chemicals and fuel storage.
- Potentially limiting the number of units that can be on the Lake at any given time. – worry is these vessels are slightly larger than a typical jet ski, and we'll have to consider capacity, dependent on their proposal.
- Contract will need to include the Dallas Waiver, and consideration regarding income. (What our City Attorneys will be primarily looking for to approve)
- City of Rockwall stipulations are in this packet.
- City of Rockwall has made applicant aware that when drought conditions occur it could take his dock location out of use until water levels return to normal.
- This business has been contacted about operating at the Harbor without a concession agreement on multiple occasions. Applicant needs to understand that all operations need to cease immediately at the City owned docks and any further reports of operating without a concession agreement could impact the decision for a concession agreement.
- Applicant if approved, needs to understand that operations could not begin until the process is 100% complete and the business private dock is installed.
- The Service Provider agrees to remit to the City, on a monthly basis, a concession fee of:
  - 4.75% of gross revenue up to \$100,000 collected from patrons either embarking or disembarking at the Harbor dock area.
  - 6.25% of gross revenue between \$100,101 and 199,999 collected from patrons either embarking or disembarking at the Harbor dock area.
  - 7.25% of gross revenue of \$200,000 and above collected from patrons either embarking or disembarking at the Harbor dock area.

STAFF RECOMMENDATION

The Parks and Recreation Department Staff would like feedback on how this operation would be beneficial to the City of Rockwall and City of Dallas and a motion for City Council.

## **Requirements for Concession Agreement at Harbor Docks**

- Complete business proposal including; staff, hours, pricing and full operations
- Insurance meeting minimum City requirements (see attachment)
- Loading / slip installation required for private operation at the company expense
- City of Rockwall, Parks and Recreation boat slips/docks shall not be used for private entity.
- Process will include City of Dallas, City of Rockwall and Army Corp of Engineers in some cases \*City of Rockwall is the lead regardless\*
- Presentation required to City of Rockwall, Park and Recreation Board
- Presentation required to City of Rockwall, City Council
- Concession agreement required; providing a percentage of revenue payable to City of Dallas and City of Rockwall monthly
- Time line is 6 to 8 months to become operational
- Current operations along with current capacity at the Harbor may impact, if any further expansion is possible.
- Boat captains (when applicable) shall be certified with the U.S. Coast Guard
- No water craft or equipment shall be stored at the Harbor

## City of Rockwall Insurance Requirements

### Requirements

Contractors performing work on City property or public right-of-way for the City of Rockwall shall provide the City a certificate of insurance evidencing the coverages and coverage provisions identified herein. Contractors shall provide the City evidence that all subcontractors performing work on the project have the same types and amounts of coverages as required herein or that the subcontractors are included under the contractor's policy. The City, at its own discretion, may require a certified copy of the policy.

**All insurance companies and coverages must be authorized by the Texas Department of Insurance to transact business in the State of Texas and must be acceptable to the City of Rockwall.**

Listed below are the types and amounts of insurance required. The City reserves the right to amend or require additional types and amounts of coverages or provisions depending on the nature of the work.

Type of Insurance	Amount of Insurance	Provisions
1. Commercial General (Public) Liability to include coverage for: a) Premises/Operations b) Products/Completed Operations c) Independent Contractors d) Personal Injury e) Contractual Liability	\$1,000,000 each occurrence, \$2,000,000 general aggregate;  Or  \$2,000,000 combined single limits	City to be listed as additional insured and provided 30-day notice of cancellation or material change in coverage.  City prefers that insurer be rated B+VI or higher by A.M. Best or A or higher by Standard & Poors
1. Business Auto Liability	As required by State of Texas	
Workers' Compensation & Employers' Liability	Statutory Limits \$100,000 each accident	City to be provided a waiver of subrogation

**Questions regarding this insurance should be directed to the City of Rockwall Purchasing Department at (972) 772-6418.**

*A PURCHASE ORDER WILL NOT BE ISSUED OR CONTRACT EXECUTED WITHOUT EVIDENCE OF INSURANCE.*

Contractor shall add the City of Rockwall as an additional insured on all required insurance policies, except worker's compensation, employer's liability and errors and omissions insurance. The Commercial General Liability Policy and Umbrella Liability Policy shall be of an "occurrence" type policy.

**INSURANCE REQUIREMENT AFFIDAVIT**  
(SUPPLEMENTAL INFORMATION)

(To be completed by appropriate Insurance Agent)

I, the undersigned agent, certify that the insurance requirements contained in this proposal document have been reviewed by me with the below identified vendor. If the below identified vendor is awarded this contract by the City of Rockwall, I will be able, within ten (10) working days after being notified of such potential award, to furnish a valid insurance certificate to the City meeting all of the requirements contained in this proposal.

\_\_\_\_\_  
Agent's Signature

\_\_\_\_\_  
Agent's Name Printed

\_\_\_\_\_  
Name of Insurance Carrier

\_\_\_\_\_  
Address of Agency

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone number where Agent may be contacted

\_\_\_\_\_  
Vendor's Name (please print or type)

SUBSCRIBED AND SWORN to before me by the above named \_\_\_\_\_

on this the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

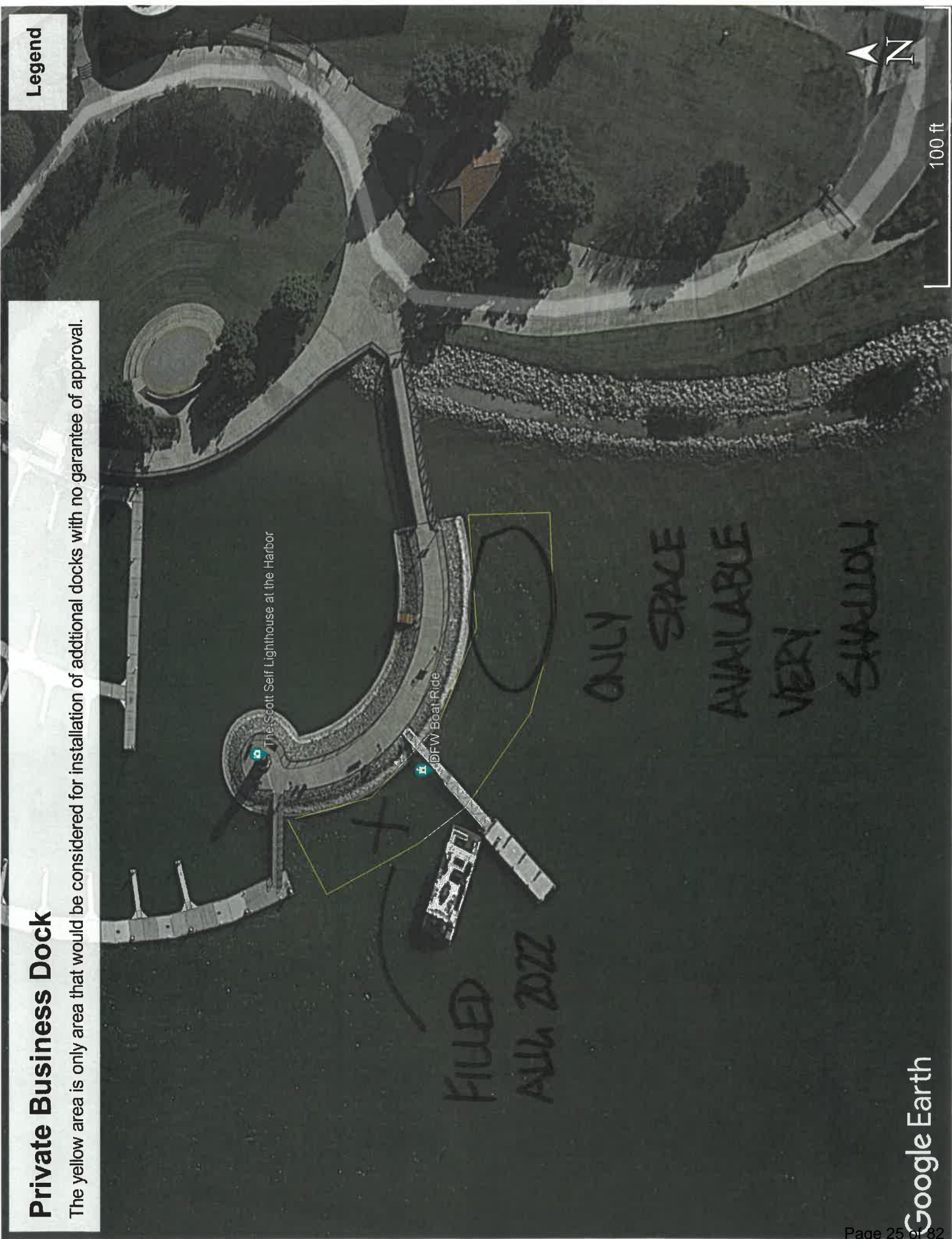
\_\_\_\_\_  
Notary Public in and for the State of \_\_\_\_\_.

**NOTE TO AGENT:**  
IF THIS TIME REQUIREMENT IS NOT MET, THE CITY HAS THE RIGHT TO DECLARE THIS VENDOR NON-RESPONSIVE AND AWARD THE CONTRACT TO THE NEXT LOWEST PROPOSER MEETING THE SPECIFICATIONS. IF YOU HAVE ANY QUESTIONS CONCERNING THESE REQUIREMENTS, PLEASE CONTACT THE CITY OF ROCKWALL PURCHASING OFFICE AT 972-772-6418.

## Private Business Dock

The yellow area is only area that would be considered for installation of additional docks with no guarantee of approval.

Legend





# Prestige Watersports of Dallas

## BUSINESS PLAN

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## Disclaimer

The report provided by Think Positive is for the authorized recipient and is not for public distribution.

All the material included in this document is based on the data/information gathered from various sources and is based on certain assumptions. The gathered information is from publicly available data and other sources, which are reliable. Although, due care and diligence has been taken to compile this document, the contained information may vary due to any change in any of the concerned factors, and the actual results may differ substantially from the presented information.

## Introduction

### **Purpose of the Document**

The objective of the feasibility study is primarily to facilitate potential entrepreneurs in project identification for investment. The project feasibility may form the basis of an important investment decision and in order to serve this objective, the document / study covers various aspects of project start-up, operation, finance and management.

The purpose of this document for Prestige Watersports of Dallas LLC is to support potential partners in understanding the Yacht Rental and Jet Car experience business. It serves as a comprehensive guide to inform partnership decisions by detailing essential aspects of business setup, operation, and management. This feasibility study offers insights into industry best practices, safety protocols, and unique service offerings, helping partners make informed decisions and ensuring a successful and compliant partnership within the watersports industry.

The need to come up with feasibility reports for undocumented or minimally documented sectors attains greater imminence as the research that precedes such reports reveal certain thumb rules; best practices developed by existing enterprises by trial and error, and certain industrial norms that become a guiding source regarding various aspects of business set-up and its successful management.

Apart from carefully studying the whole document one must consider critical aspects provided later on, which shall form the basis of any investment decision.

## Project Overview

The project aims to launch a Yacht Rental and Jet Car experience business at Lake Ray Hubbard, Rockwall, TX. With increasing local interest and tourism in the Dallas area, the demand for unique, high-end water experiences is on the rise. Prestige Watersports of Dallas LLC seeks to fill this market gap by offering luxurious, customized yacht charters and exclusive Jet Car rides. The business is positioned to capitalize on the growing trend of adventure tourism and upscale recreational activities in the region.

## Company Overview

The company will be registered as a Limited Liability Company (LLC), which aligns with the operational needs of Prestige Watersports of Dallas LLC. This structure provides flexibility in management while protecting the owners from personal liability, making it the ideal choice for our water sports business.

Corporations Section  
P.O.Box 13697  
Austin, Texas 78711-3697



Jane Nelson  
Secretary of State

### Office of the Secretary of State

#### CERTIFICATE OF FILING OF

Prestige Watersports of Dallas LLC  
File Number: 805555629

The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Limited Liability Company (LLC) has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

Dated: 05/20/2024

Effective: 05/20/2024



A handwritten signature in black ink that reads "Jane Nelson".

Jane Nelson  
Secretary of State

## **Objectives**

The objectives for the first five years of operation for Prestige Watersports of Dallas LLC are:

- To establish a strong brand reputation for our luxury yacht charters and exclusive Jet Car experiences, building a loyal customer base.
- To generate sufficient cash flow to achieve financial break-even, covering all operational costs including staff salaries, marina fees, marketing, and maintenance.
- To aggressively market our unique water sports services, thereby increasing revenue and expanding our market share in the Dallas-Fort Worth area.

## **Keys to Success**

The key to success for Prestige Watersports of Dallas LLC lies in launching well-maintained, luxurious yachts and Jet Cars that cater to the preferences of diverse customer groups. Additionally, the following principles will be crucial in ensuring the business thrives:

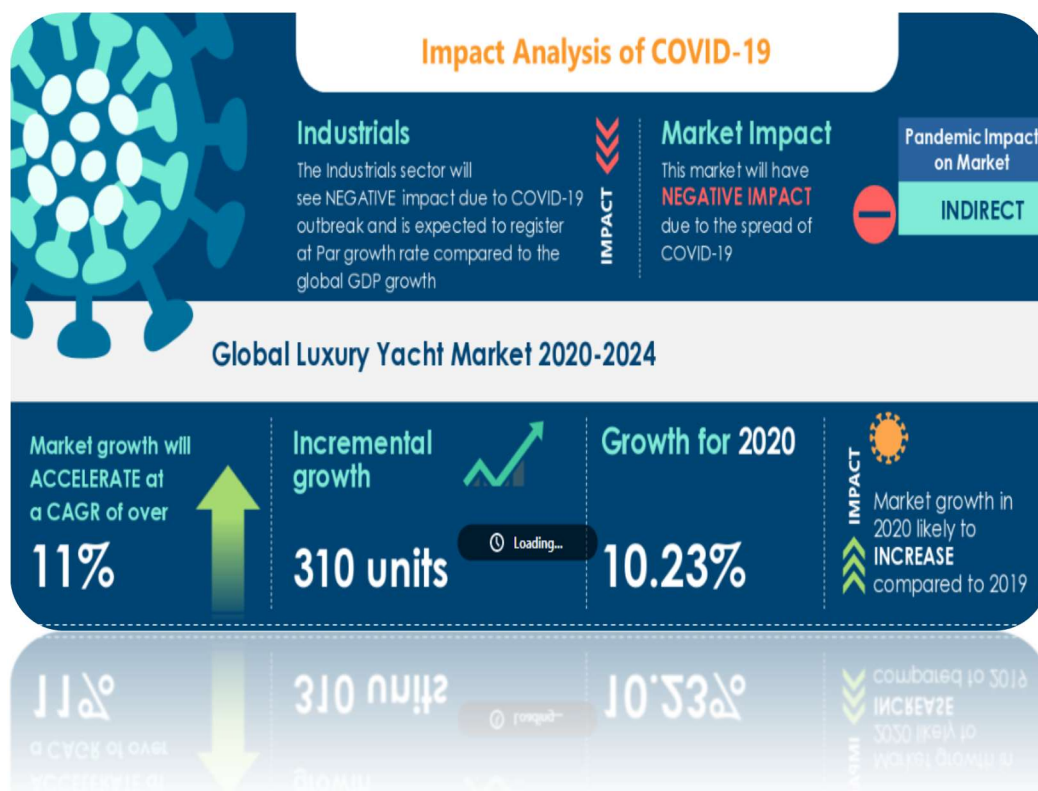
- A highly creative team that excels in promoting yacht charters and Jet Car experiences to potential customers.
- Strong and effective marketing strategies.
- Rigorous cost management.
- Expanding and enhancing additional service offerings to increase customer satisfaction and revenue.

# Market Analysis

## Global Market

### Global Yacht Rental Market Overview

The global yacht market, valued at USD 7.75 billion in 2019, is expected to grow at a CAGR of 5.2% from 2020 to 2027. This growth is driven by rising disposable incomes and increased interest in luxury tourism and exclusive travel experiences. The yacht market's expansion is further supported by significant investments in high-tech interiors, luxurious amenities, onboard accommodations, maritime security, connectivity, and tracking systems.



Despite high costs associated with yacht ownership and maintenance, the availability of rental options and advancements in telematics are promoting yacht rental adoption. The growing trend towards eco-friendly yachts and the introduction of innovative models, such as the world's first hydrogen-powered superyacht, Aqua, demonstrate the industry's commitment to sustainability and technological advancement.

### **Yacht Charter Market Dynamics**

The global yacht charter market, valued at USD 10.91 billion in 2019, faced a significant setback in 2020 due to the COVID-19 pandemic, declining by 85% to USD 1.63 billion. However, with the recovery of the tourism sector, the market is expected to regain momentum and achieve a CAGR of 25.6% from 2020 to 2028. The market is primarily driven by the increasing number of high-net-worth individuals (HNWIs) who prefer luxury cruising. For instance, the number of HNWIs increased by nearly 9% in 2020, representing a growing customer base for yacht charter companies.

**Market Segmentation: Motor Yachts Dominate** The motor yacht segment leads the market, holding over 70% of the total market value due to its superior speed, power, and luxury compared to sailing yachts. Motor yachts also offer more spacious cabins and advanced communication and navigation systems, making them highly desirable for luxury travelers.





attributed to lower cruising costs compared to Western regions and improving infrastructure.

**Growth Strategies** Key players like TUI Marine, Dream Yacht Charter, and Kiriacoulis dominate the market, particularly in Europe and North America. However, the fragmented market in Asia Pacific is witnessing increased geographic expansion by companies like Fraser Yachts. Companies are also

enhancing their service offerings by investing in online booking platforms, internet connectivity, and improved onboard hospitality.

### **Global Jet Car Rental Market Overview**

The global Jet Car rental market is experiencing robust growth, projected to increase from USD 1.9 billion in 2023 to USD 2.9 billion by 2032, at a CAGR of 5%.

This growth is driven by rising consumer interest in water sports, adventure tourism, and the increasing popularity of recreational water activities. Key factors contributing to this growth include technological advancements in personal



watercraft (PWC), such as enhanced safety features, electric Jet Cars, and eco-friendly models that appeal to environmentally conscious customers.

1. **Increasing Popularity of Water Sports and Adventure Tourism:** There is a growing trend toward adventure tourism and water-based recreational activities, particularly in North America, which currently leads the market. This trend is largely supported by younger generations and tourists looking for unique, adrenaline-pumping experiences.
2. **Technological Advancements and Product Innovation:** The market is seeing continuous innovation in terms of more efficient engines, improved safety features, and the introduction of electric and hybrid Jet Cars. These advancements cater to a broader audience, including eco-conscious consumers seeking sustainable alternatives. Moreover, new models come equipped with enhanced features like Bluetooth speakers, GPS navigation, and ergonomic seating, enhancing the overall user experience. Never before have we seen the body of a car combined with a propulsion system. This new model and body style has attracted more engagement and

interest, offering a fresh and exciting option for water sports enthusiasts and further boosting the appeal of Jet Cars in the market.

3. **Rental and Sharing Models:** The demand for Jet Car rentals has surged as consumers look for cost-effective ways to enjoy personal watercraft without the financial burden of ownership. Rental and sharing models provide flexibility and affordability, making Jet Car experiences more accessible to a wider audience.



4. **Customization and Luxury Experiences:** Market players are focusing on offering premium and customized experiences, such as guided tours, sunset rides, and private excursions, which cater to different customer preferences and help differentiate their offerings. Never before have we seen the body of a car combined with a propulsion system, creating a unique and

innovative product. This new model and body style has attracted more engagement and interest, offering a distinctive experience that stands out in the water sports rental industry and further elevates the appeal of Jet Car rentals, which are included in our yacht charters as well.

5. **Growth in Coastal and Tourism Regions:** The Jet Car rental market is expanding particularly in Texas and the Dallas-Fort Worth area, where water sports play an important role in the local economy. With its numerous lakes and favorable weather conditions, the region attracts a steady influx of tourists and locals alike, making it a prime location for Jet Car rentals. Popular destinations such as Lake Ray Hubbard and other recreational lakes in the area provide ideal settings for water-based activities, driving demand in this growing market. Dallas is positioned to be one of the top 3 largest cities in the country by 2030, making it an attraction that will soon expand and grow, further boosting opportunities for water sports and Jet Car rentals as the city evolves into a major hub for both tourism and local recreation.

## **Competitive Landscape and Strategic Initiatives**

Leading companies in the Jet Car market, such as Yamaha, Kawasaki, and BRP (Bombardier Recreational Products), are investing in R&D to develop innovative and eco-friendly watercraft. These players are also enhancing their rental services by incorporating advanced telematics, GPS-based safety systems, and comprehensive insurance packages to attract a diverse customer base. Furthermore, companies are leveraging online booking platforms and mobile apps to improve accessibility and convenience for customers, fostering market growth.



### **Trends Influencing the Global Yachting Industry**

The yachting industry is undergoing significant changes driven by five major trends:

## **1. Eco-Consciousness**

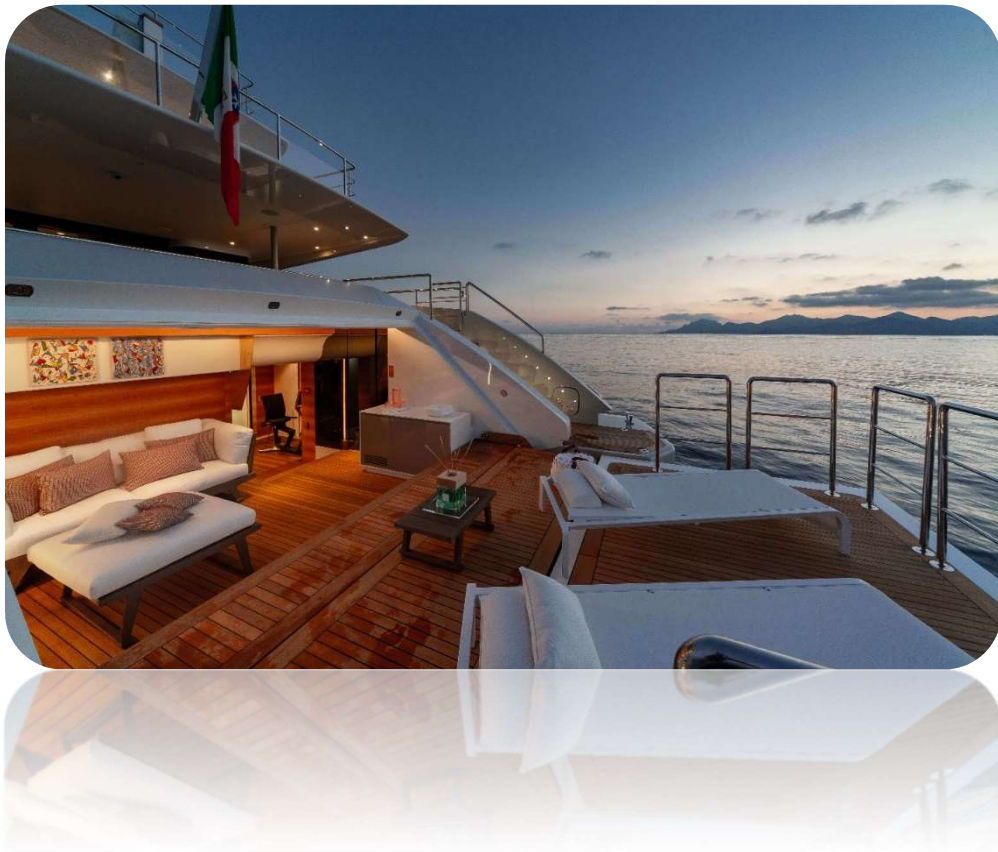
The yachting industry is becoming increasingly eco-friendly due to regulatory pressures and changing consumer preferences. The International Maritime Organization (IMO) aims to cut greenhouse gas emissions by 50% by 2050 compared to 2008 levels. Yacht builders and suppliers are working together to create sustainable solutions that minimize environmental impact, such as hybrid propulsion systems, advanced batteries, and eco-friendly materials. For instance, hybrid propulsion and fuelless transportation methods like hydrogen-powered superyachts are gaining traction. Environmentally sustainable epoxies, used in yacht construction, are designed to be safe for marine life and enhance fuel efficiency by reducing drag.

High-net-worth (HNW) and ultra-high-net-worth (UHNW) yacht owners and charterers are prioritizing sustainability. There is increasing demand for yachts that use less fuel, minimize waste, and employ advanced recycling initiatives. This eco-conscious approach extends to the crew's practices, with charterers often inquiring about the environmental impact of onboard activities.

## **2. Interiors Inspired by the Outdoors**

Modern yacht designs are increasingly inspired by the outdoors, reflecting a trend toward integrating open spaces, panoramic views, and natural elements. Wealthy consumers are demanding yachts that blur the lines between indoor and outdoor spaces. Features like available cabin space, such as our yacht, open pool decks, vertical bows that allow for larger interiors, and beach clubs are becoming standard. These design elements allow for more natural light, better views, and an enhanced connection with the sea.

Builders are focusing on innovative beach area concepts, moving away from enclosed spaces toward more open, sun-drenched decks. Even smaller yachts are adopting these features, which have been extended to large vessels of up to 80 meters. This shift towards nature-inspired interiors is a direct response to the desires of HNW and UHNW clients who seek to bring the outside world into their luxury experience.



### 3. Smart Home and Automated Systems

#### Smart Home Features on Yachts

Yachts are now designed with technology that allows owners to control key functions remotely, making life onboard more comfortable and convenient. For example:

- **Lighting:** Owners can adjust the lights remotely, creating the perfect mood without needing to be physically present.

- **Temperature:** Smart thermostats allow precise control over the yacht's temperature, keeping things cozy no matter where you are.
- **Security Systems:** Advanced security systems allow owners to monitor their yacht from anywhere, locking doors and receiving alerts in case of unauthorized access.
- **Entertainment Systems:** Music, movies, and other entertainment options can be controlled from a smartphone or tablet, allowing for a personalized experience.

These smart features help turn the yacht into a home on water, offering all the luxuries and conveniences people are used to on land.

### **Better Safety and Security with Smart Technology**

- **Real-Time Monitoring:** Yachts now come with systems that monitor essential functions, like engine performance and fuel levels, in real-time. This helps the crew keep things running smoothly and avoid potential problems.
- **Advanced Communication:** Staying connected at sea is no longer an issue. Yachts are equipped with reliable communication systems that work even in remote areas, ensuring you can stay in touch with the shore or other vessels.
- **Safety Alerts and Remote Management:** If something goes wrong—whether it's a malfunction or a security issue—the system can send alerts to your phone, ensuring quick action. This technology allows the crew to respond faster to potential issues and keep everyone safe.

### **High-Tech Innovations Borrowed from Aviation and Defense**

Some of the high-tech systems now used in yachts were initially developed for industries like aviation and defense. For example:

- **High-End Communication Systems:** Similar to those used by airplanes, these systems allow yachts to stay connected and communicate easily, improving safety and convenience.
- **Advanced Navigation:** High-tech navigation systems help yachts plot the best routes and provide real-time updates, making journeys safer and more efficient.
- **Security Measures:** Cutting-edge security systems, like drone surveillance or radar, help protect the yacht and its passengers, meeting the high expectations of those who demand the best.

### Catering to Ultra-Wealthy Clients

- The push for these advanced technologies comes from **ultra-high-net-worth (UHNW) individuals**—the super-wealthy—who expect the same high-tech convenience on their yachts that they enjoy in their luxury homes. Whether it's being able to control the yacht's systems from a smartphone or receiving instant updates on the yacht's condition, these features are designed to meet the expectations of clients who are used to the best in life.

## 4. Yacht Management

Yacht management services are becoming essential due to the increasing complexity of regulations and the rise in the size and number of yachts. Effective management includes optimizing crew rotation, managing operational costs, and ensuring that the yacht remains in pristine condition, which is crucial for resale value. Proper management not only enhances efficiency but also ensures that the yacht operates smoothly, reducing the burden on captains, crew members, and owners. With professional yacht management, yacht owners can benefit

from cost savings on provisions, technical supplies, and crew management while ensuring their assets are well-maintained for long-term value.

We take managing our yacht very seriously and stay on top of every aspect of its maintenance. From regular inspections to ensuring the yacht is always in prime condition, we prioritize upkeep to guarantee the highest level of performance and luxury. This commitment to diligent management ensures not only an exceptional experience for our clients but also preserves the long-term value of our yacht, making it a sound investment for years to come.

## **5. Adventure Travel**

A crewed yacht charter offers unparalleled relaxation and luxury, perfect for those who wish to kick back and worry about nothing for a week or so. With a dedicated crew attending to every detail, guests can fully immerse themselves in the experience of sailing without the stress of navigation, meal preparation, or logistics. From gourmet meals prepared by a private chef to personalized itineraries tailored to your preferences, every aspect of a crewed yacht charter is designed to provide an effortless, indulgent escape. Whether you're lounging on deck, exploring pristine waters, or enjoying world-class service, a crewed yacht charter ensures that your only responsibility is to relax and enjoy the journey.



## Conclusion

The global yachting industry is rapidly evolving to meet the demands of a new generation of luxury consumers. Key trends such as sustainability, Smart Home Automation integration, adventure travel, innovative interior designs, and comprehensive yacht management are reshaping the landscape, making yachting eco-friendlier, technologically advanced, and adventurous. These trends provide an opportunity to position ourselves as a leader in the market and a leader on the lake. With a partnership with your organization we would be able to provide the necessary commissions from our growing business, in order to foster a positive and successful relationship

As you cruise through the stunning scenery of Lake Ray Hubbard, you'll love being able to enjoy your favorite tunes with the on-board Bluetooth speaker. The vessel offers a variety of comfortable seating areas for you and your guests to relax in, including the Aft cabin, the salon, and of course, the oversized deck and surprisingly spacious cockpit. If the sun becomes too intense, everyone on board

can retreat to the roomy, air-conditioned interior of our luxurious 36-foot yacht, ensuring comfort and relaxation throughout your journey.

## **Trends Influencing the Global Jet Car Market**

The global Jet Car market is evolving, driven by several key trends that reflect changes in consumer preferences, technological advancements, and sustainability considerations:

### **1. Growing Popularity of Water Sports and Adventure Tourism**

The rising interest in water sports and adventure tourism is a major driver for the Jet Car market. With more people seeking unique and adrenaline-fueled experiences, Jet Car rentals are becoming increasingly popular in coastal and tourist regions. This trend is particularly strong in North America and Europe, where a culture of outdoor activities is well-established. Our jet car is the first in the Dallas area, providing a huge attraction to the city!

### **2. Growth in Emerging Markets and Coastal Regions**

Emerging markets in Asia Pacific, the Middle East, and Latin America are witnessing increased demand for Jet Cars due to rising disposable incomes and growing tourism activities. Coastal regions, in particular, are benefiting from investments in infrastructure that support water sports and recreational activities. This regional growth is creating new opportunities for Jet Car rental businesses to expand their operations and tap into previously underserved markets.

### **3. Expansion of Rental and Sharing Economy Models**

The rental and sharing economy is playing a significant role in the Jet Car market. Many consumers prefer renting Jet Cars over owning them to avoid maintenance costs and storage issues. Rental companies are capitalizing on this trend by offering flexible rental options, memberships, and sharing programs that allow consumers to enjoy watercraft activities without the financial burden of ownership. This model not only makes Jet Caring more accessible but also supports the growth of a more sustainable and efficient market.



### **4. Safety and Regulatory Compliance**

As the Jet Car market grows, there is an increasing focus on safety and regulatory compliance. Countries are implementing stricter regulations to ensure the safe operation of personal watercraft, which includes mandatory safety training, use

of life jackets, and limits on speed and distance from shore. We are a company that prioritizes safety and complies with these regulations, ensuring that our customers feel secure and confident while enjoying their Jet Car experience. By maintaining the highest safety standards, we aim to build trust and a strong reputation in the market.

## **Conclusion**

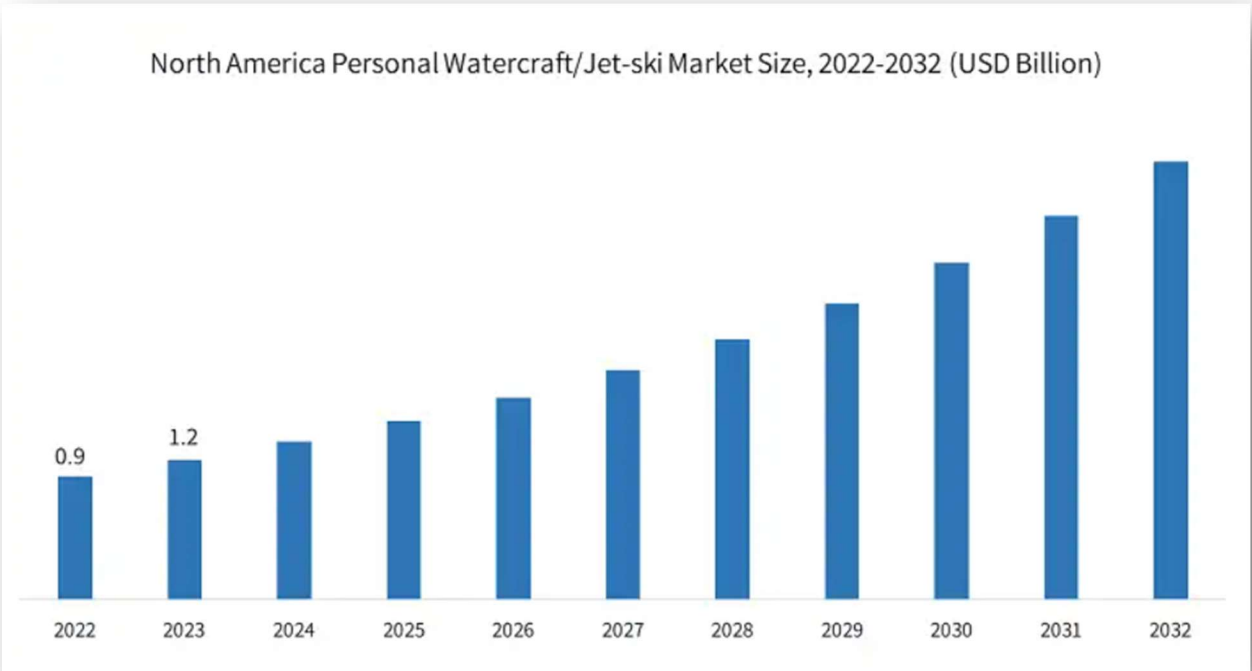
The global Jet Car market is being shaped by exciting trends that emphasize sustainability, technological innovation, customization, and accessibility. As this market continues to develop, businesses should focus on incorporating eco-friendly options, utilizing smart technologies, and offering premium, customizable experiences to attract a wide range of customers. Companies that embrace these trends and cater to changing consumer preferences will be well-positioned for growth.

The Jet Car market is new and intriguing, with enormous potential. Having made its way from Dubai to the Dallas area, it has opened up a market of untapped opportunities. This fresh demand presents a chance for businesses to capture a significant share of a growing industry. Revenue and sales will continue to increase exponentially as more people discover the thrill of Jet Cars, and this growth will align with the exceptional level of service and delivery that we provide. By staying ahead of the curve and focusing on innovation and customer satisfaction, we are poised to lead the charge in this emerging market.

# U.S. Yacht and Jet Car Rental Market Overview

## Yacht Rental Market in the U.S.

The U.S. yacht rental market is experiencing robust growth, driven by rising disposable incomes, a preference for luxury travel experiences, and technological advancements. The market size was valued at USD 7.4 billion in 2023 and is expected to grow at a CAGR of over 6.5% from 2024 to 2032.



## Personal Watercraft (Jet Car) Market in the U.S.

The Personal Watercraft (Jet Car) market in the U.S. is rapidly gaining momentum, and we are proud to be the only provider of a Jet Car in the city, ready to make a big splash. Despite minimal marketing efforts, we've already gained significant traction, sparking curiosity and interest from locals and tourists alike. As we continue to elevate our services, we are confident that our unique offering will

allow us to dominate the market, setting us apart as the go-to destination for an unparalleled Jet Car experience.

**Key Trends:**

1. **Technological Integration:** Jet Cars with digital dashboards provide real-time data, improving control and safety.
2. **Sustainability Focus:** Companies like Yamaha are developing electric and eco-friendly models, such as watercraft made from flax plants and cellulose non-fiber reinforced resin engines.
3. **Growth in Rental Services:** The rental model continues to grow as consumers prefer experiences without the high costs of ownership, with companies offering flexible rental options and packages.

Both the yacht and Jet Car rental markets in the U.S. are poised for substantial growth due to rising disposable incomes, technological advancements, and a growing preference for sustainable, luxury, and adventure-based experiences. We are focusing on sustainability, digital integration, and customized offerings to capture market share. By incorporating eco-friendly practices, leveraging cutting-edge technology, and providing tailored experiences, we are positioning ourselves to lead the market and meet the evolving demands of our customers.

## Competitors List



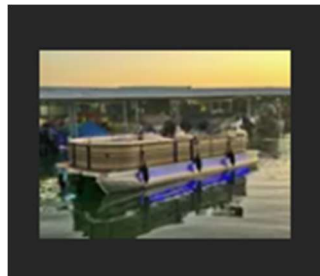
### DFW Boat Charters and Rentals

- **Services Offered:** DFW Boat Charters provides a variety of boat rentals including yacht, car boats, pontoons, and party barges with a focus on family-friendly and safe boating experiences. They offer captained trips, which include experienced skippers familiar with local waters.
- **Special Features:** They promote safety and fun, offering new and well-equipped boats, including features like water slides and Bluetooth sound systems. Discounts are available on weekdays and for last-minute bookings.
- **Client Experience:** Testimonials highlight the professionalism of the captains and the quality of the boat experiences. There's a strong emphasis on customer service and safety precautions.
- <https://dfwboatcharters.com/>



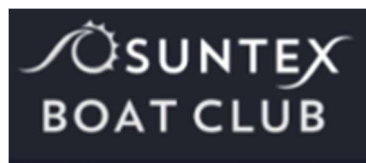
## Sail with Scott

- **Unique Selling Proposition:** Offers personalized sailing tours, which could appeal to customers looking for a more intimate or unique sailing experience. Focuses on smaller groups and private charters.
- **Boat Types:** Primarily offers sailboats, which could cater to a niche market of sailing enthusiasts or those looking for a quieter, more relaxed boating experience.
- <https://sailwithscott.com/>



## Wave Express Boat Rentals

- **Service Options:** Focuses on offering flexible and quick boat rental services. Known for ease of access and customer-friendly services.
- **Rental Fleet:** Includes a variety of boats, suggesting a broad appeal to different customer preferences from speed boats to leisure pontoons.
- <https://www.waveexpressboatrentals.com/>



## Suntex Boat Club

- **Club Membership:** Offers a boat club membership, which provides regular access to boats for a subscription fee. This could attract customers interested in regular boating without the commitment of ownership.
- **Locations and Access:** Multiple locations increase accessibility for customers across different points of the lake or region.
- <https://suntexboatclub.com/>



### DFW Boat Ride

- **Themed Trips:** Specializes in themed boat rides which could cater to special occasions or tourism experiences. Offers customizable experiences based on customer demands.
- **Marketing Focus:** Utilizes strong digital marketing strategies to attract tourists and locals looking for unique boating experiences.
- <https://www.dfwboatride.com/>



### Sapphire Bay Marina

- **Rental and Maintenance:** Offers boat rentals along with maintenance services, which might appeal to boat owners who need additional service support.
- **Additional Services:** Includes amenities like boat repairs and a fuel dock which provide additional value to customers using their rental services or those who own boats.
- <https://sapphirebaymarina.com/>

## Marketing Approach

### Marketing and Public Relations

- **Storytelling as a Strategic Tool in Public Relations:** Our yacht rental business, Prestige Watersports of Dallas LLC, is focused on creating a brand positioning strategy that captivates our audience. Stories are a powerful tool for conveying the unique history of our brand, the exceptional quality of our services, and our unwavering commitment to customer satisfaction. By sharing engaging narratives that resonate with our target audience, we aim to build emotional connections with potential customers, setting ourselves apart in a highly competitive market.
- **Educational Content to Establish Thought Leadership:** We focus on creating and sharing educational content that highlights our deep knowledge and expertise in the yachting industry. Through detailed blog posts, informative videos, and insightful newsletters, we address topics of interest such as the intricacies of yacht maintenance, tips for planning yacht trips, or the latest trends in yacht design. By consistently providing valuable information, we position ourselves as a thought leader, earning the trust and respect of our customers and potential clients.

- **Integrating PR with Traditional and Digital Marketing:** We integrate our public relations efforts with both traditional and digital marketing strategies to create a comprehensive promotional campaign. Our PR efforts support and amplify our marketing messages, ensuring consistency across all channels. For example, when we launch a new yacht rental service, we use press releases and media outreach to generate buzz, complemented by targeted social media campaigns and email marketing to reach a wider audience.
- **Leveraging Media and Influencer Partnerships:** We actively develop partnerships with media outlets and influencers who help us tell our story to a broader audience. These partnerships lend credibility to our brand and extend our reach beyond our existing customer base. We carefully choose partners whose audiences align with our target demographic and who share our brand values, ensuring a natural and effective collaboration that resonates with our customers.

## Staffing for Marketing

When structuring our marketing team, we carefully consider both in-house and external agency options to maximize efficiency and creativity. Having an in-house team allows us to maintain greater control over our marketing activities and seamlessly integrate marketing strategies into our daily operations. This enables us to respond quickly to market changes while ensuring alignment with our company's culture and objectives. On the other hand, external agencies bring specialized skills and fresh perspectives, enhancing our marketing strategies and execution with their innovative approaches.

### 1. In-House Marketing Team:

- **Advantages:** We maintain direct control over our marketing activities, ensuring that our strategies are deeply integrated into our

ongoing business processes and deliver consistent brand messaging that reflects who we are.

- **Challenges:** While an in-house team provides many benefits, it may require more resources for training and development to match the level of specialization that agencies can offer.

## 2. External Marketing Agencies:

- **Advantages:** By working with external marketing agencies, we gain access to specialized expertise, innovative ideas, and scalability. This allows us to tackle specific projects or campaigns efficiently and cost-effectively.
- **Challenges:** Managing the relationship with an agency can require oversight, and it may result in less direct control over the day-to-day execution of marketing activities.

## 3. Hybrid Approach:

- Combining in-house and external resources helps us leverage the strengths of both approaches. Our in-house team manages core marketing activities and ensures brand consistency, while external agencies handle specialized campaigns, digital marketing, or new market entry initiatives. This balance gives us control while allowing for creative flexibility and innovation.

We will utilize a combination of both in order to advance our marketing efforts and ensure we remain agile, creative, and competitive in the market.

## Product Bundling

In developing our product bundling strategy, we focus on creating high-value packages that combine the luxury yacht experience with exclusive add-ons, such

as our Lamborghini. These bundles not only provide cost savings but also deliver unique and unforgettable experiences that set us apart from competitors.

1. **Exclusive Experience Packages:** We offer tailored packages, such as our "Luxury at Sea" experience, which combines a full-day yacht rental with hours of jet car excitement. These packages may include gourmet catering and guided tours of local waters, ensuring that clients have a premium, one-of-a-kind adventure.
2. **Special Event Packages:** For corporate events, weddings, or family reunions, we design custom packages that include decorated yachts, professional photography, and customized itineraries. These special touches enhance the value of the experience and offer something truly unique.
3. **Seasonal or Themed Packages:** We create seasonal packages, like our "Summer Adventure," which combines a day of yacht and Jet Car rentals with extras such as water toys, an onboard barbecue, or a romantic sunset cruise, offering memorable experiences tailored to the season.
4. **Demonstrating Value:** Our marketing clearly communicates the value and cost savings of our bundled services. We show customers how these packages provide more for their money, compared to purchasing services separately, and the exclusive benefits that come with booking through us.
5. **Customer Feedback and Flexibility:** We listen to our customers and adapt our packages based on their feedback, offering flexibility to meet individual needs. This not only improves customer satisfaction but also drives repeat business and referrals.

## Digital Marketing Strategies

To effectively promote our yacht rental business, we are focused on strengthening our online presence through carefully targeted SEO and PPC campaigns:

1. **SEO (Search Engine Optimization):** We optimize our website with keyword-rich content that highlights our unique yacht rentals and luxury experiences. By targeting long-tail keywords, such as "luxury yacht rentals with Jet Cars," we capture potential customers searching for specific services. Our blog features high-quality content, such as expert tips on yacht trips or the latest industry trends, to boost our search engine rankings and engage potential clients.
2. **PPC (Pay-Per-Click) Campaigns:** Our PPC campaigns are designed to increase immediate visibility for our services. We target specific demographics in regions where our luxury rentals are in high demand, focusing particularly on peak seasons. Our ads showcase the luxury and exclusivity of our yacht and Jet Car rentals, paired with compelling call-to-actions that drive traffic to our website.

## Social Media Engagement

We actively engage with our audience across social media platforms like Instagram, Facebook, and Twitter. Through visually captivating content that highlights the luxury and uniqueness of our yachts, the stunning destinations we serve, and the memorable experiences our customers have, we attract attention and inspire interaction. We regularly respond to comments and messages to build a strong community around our brand, encouraging customer loyalty and fostering a sense of connection with our followers.

## **Email Marketing**

We implement a robust email marketing strategy that includes newsletters, special promotions, and personalized offers to keep our audience engaged. We encourage visitors to subscribe to our mailing list through our website, offering exclusive discounts or valuable content in exchange for their sign-up. By using segmentation, we ensure that each email resonates with the specific interests and behaviors of our customers, increasing the relevance and effectiveness of our communications. This strategy strengthens our connection with potential clients and increases conversion rates.

## **User-Generated Content**

We encourage our customers to share their experiences through a unique hashtag or by participating in contests. By showcasing customer testimonials and positive reviews on our website and social media, we build trust and credibility with potential clients. Additionally, we actively respond to feedback to show that we value our customers' opinions and are committed to continuously improving their experience.

## **Content Marketing**

Before launching new services or promotions, blog posts to build anticipation and generate buzz. Our content emphasizes the unique benefits of our yacht rental services, highlights any upcoming events, and explains how our offerings enhance the overall lifestyle experience.

# Operational Analysis

## **OPERATIONS**

### **Operational Analysis**

#### **Business Operations Structure**

The yacht rental business is structured to ensure smooth and efficient service delivery, with a focus on luxury and customer satisfaction. The day-to-day operations involve a seamless process from booking to post-rental follow-ups. The business is designed to operate with a high level of professionalism, ensuring that each customer receives a premium experience.

#### **Key Operational Processes**

The rental process begins with customer inquiries, either through the website or direct contact. Bookings are managed via an integrated system that schedules rentals, assigns staff, and tracks inventory. Customers can select from a range of services, including luxury yacht rentals and high-performance Jet Car experiences, with options for add-ons such as guided tours and catered events.

#### **Inventory Management**

Inventory management is crucial for maintaining the fleet of yachts and Jet Cars. The business employs advanced software to track the availability, maintenance schedules, and usage history of each asset. Regular audits ensure that all equipment is in top condition and ready for use.

## **Staffing and Roles**

A skilled team is essential to the operation, with roles including customer service representatives, yacht captains, maintenance crews, and event coordinators. The staff is trained to uphold the highest standards of service, ensuring that every customer interaction reflects the luxury brand image.

## **Customer Service Protocols**

Customer service is at the core of the business operations. The process includes detailed pre-rental briefings, real-time support during rentals, and post-rental follow-ups to gather feedback and address any concerns. The goal is to create a seamless and enjoyable experience that encourages repeat business and positive word-of-mouth.

## **Maintenance and Safety Procedures**

We've partnered with Precision Marine and LMD Marine, two leaders in the boat repair and maintenance industry, to ensure our vessels meet the highest standards in performance. Their expertise has been instrumental in bringing our yachts and Jet Cars up to optimal condition, ensuring safety, reliability, and superior performance for all of our customers.

## **Regulatory Compliance**

The business adheres to all relevant maritime and business regulations, ensuring compliance with local, state, and federal laws. This includes proper licensing, safety certifications, and environmental regulations. Compliance is regularly reviewed and updated as necessary to maintain the highest standards.

## Risk Analysis and Mitigation Strategies for Jet Car and Yacht Rental Business

As our Jet Car and yacht rental business prepares for growth, it's crucial to identify potential risks and develop robust strategies to mitigate them. Below is a comprehensive analysis of key risks and corresponding mitigation plans:

### 1. Economic Risk

**Risk:** Economic downturns or fluctuations in discretionary spending could result in reduced demand for luxury services like Jet Car and yacht rentals, impacting revenue.

**Mitigation Strategy:**

- **Diversification:** Expand offerings to include off-peak services such as off-season discounts, corporate packages, and bundled experiences that appeal to a broader audience. Additionally, explore revenue streams like merchandise sales, memberships, and online booking incentives to create steady cash flow.
- **Financial Reserves:** Establish a financial reserve fund to cover unexpected expenses and maintain operations during economic downturns. Regularly review financial health and adjust strategies to minimize economic vulnerability.

### 2. Competitive Risk

**Risk:** The presence of established competitors and new market entrants could affect our ability to attract and retain customers.

**Mitigation Strategy:**

- **Unique Value Proposition:** Differentiate our business by offering exclusive luxury experiences, such as high-performance Jet Cars (e.g., Lamborghini Jet Car), premium customer service, and personalized itineraries.
- **Brand Loyalty:** Develop loyalty programs and personalized follow-ups to enhance customer retention. Foster strong relationships through tailored experiences and exceptional service, ensuring that customers choose us over competitors.

### 3. Operational Risk

**Risk:** Disruptions due to equipment failures, maintenance issues, or staffing shortages could negatively affect service delivery and customer satisfaction.

**Mitigation Strategy:**

- **Maintenance Protocols:** Implement a proactive maintenance schedule for all yachts and Jet Cars to prevent breakdowns. Use advanced tracking systems to monitor equipment health and schedule timely servicing.
- **Cross-Training:** Cross-train staff to handle multiple roles, ensuring operational continuity during unexpected absences. Maintain a pool of part-time or on-call staff to address peak demand or unforeseen shortages.

### 4. Regulatory Risk

**Risk:** Changes in maritime regulations, safety standards, or environmental laws could lead to increased compliance costs or impact business operations.

**Mitigation Strategy:**

- **Compliance Monitoring:** Stay abreast of regulatory developments through regular updates from maritime authorities and industry associations.

Engage legal advisors to ensure all operations meet current and upcoming regulations.

- **Proactive Compliance:** Regularly review and update safety procedures, environmental practices, and customer agreements to align with legal requirements. Invest in staff training to ensure all team members are aware of and adhere to these standards.

## 5. Reputation Risk

**Risk:** Negative incidents, such as customer complaints, safety breaches, or environmental damage, could harm our brand reputation and customer trust.

### **Mitigation Strategy:**

- **Safety and Environmental Commitment:** Prioritize safety through rigorous training, regular equipment inspections, and adherence to best practices. Promote eco-friendly practices, such as fuel-efficient engines and waste management protocols, to align with growing consumer demand for sustainability.
- **Responsive Communication:** Establish a protocol for promptly addressing customer feedback and complaints. Engage with customers publicly on social media and review platforms to demonstrate accountability and a commitment to continuous improvement.

## 6. Financial Risk

**Risk:** Insufficient cash flow, unexpected expenses, or challenges in securing funding for expansion could hinder business growth and stability.

### **Mitigation Strategy:**

- **Financial Planning:** Conduct thorough financial forecasting to anticipate cash flow needs, identify potential shortfalls, and plan for contingencies. Regularly review financial performance and adjust pricing, costs, and investments accordingly.
- **Diversified Financing:** Explore multiple financing options, including business loans, lines of credit, grants, and potential investor partnerships, to support expansion plans and cushion against financial risks.

## 7. Technological Risk

**Risk:** Reliance on technology for booking systems, customer communication, and operations management exposes the business to cybersecurity threats, data breaches, or system failures.

### **Mitigation Strategy:**

- **Cybersecurity Measures:** Invest in robust cybersecurity solutions, including firewalls, encryption, and regular system updates, to protect sensitive customer data and operational information.
- **Data Backup and Recovery:** Implement regular data backups and develop a disaster recovery plan to ensure business continuity in the event of a technological disruption. Conduct regular audits and tests to ensure the effectiveness of these measures.

# Financial Analysis

### **Forecasted Profit and loss (5 years)**

<b>Year</b>	<b>Year 1 (\$)</b>	<b>Year 2 (\$)</b>	<b>Year 3 (\$)</b>	<b>Year 4 (\$)</b>	<b>Year 5 (\$)</b>
Yacht Revenue	\$35,876	\$55,836	\$80,355	\$107,348	\$145,249
Jet Car Revenue	\$15,376	\$15,809	\$30,583	\$40,284	\$48,746
<b>Total Revenue</b>	<b>\$51,252</b>	<b>\$71,645</b>	<b>\$110,938</b>	<b>\$147,632</b>	<b>\$193,995</b>
Captain's	\$5,200	\$5,720	\$12,584	\$13,842	\$15,227
Crew Salaries	\$2,500	\$2,750	\$6,050	\$6,655	\$7,321
<b>Total Wages</b>	<b>\$7,700</b>	<b>\$8,470</b>	<b>\$18,634</b>	<b>\$20,497</b>	<b>\$22,547</b>
Fuel Expenses	\$4,000	\$4,400	\$5,280	\$6,336	\$7,603
Marketing Expenses	\$2,000	\$3,000	\$4,500	\$6,750	\$10,125
Repairs and Maintenance	\$3,000	\$3,300	\$3,960	\$4,752	\$5,702
Administrative Costs	\$1,500	\$1,800	\$2,160	\$2,592	\$3,110
Legal and Professional Fees	\$1,500	\$1,650	\$1,980	\$2,376	\$2,851
Business Licenses and Fees	\$500	\$600	\$720	\$864	\$1,037
Rent	\$15,000	\$18,000	\$21,600	\$25,920	\$31,104
Utilities	\$2,000	\$2,400	\$2,880	\$3,456	\$4,147
<b>Total Expenses</b>	<b>\$29,500</b>	<b>\$35,150</b>	<b>\$43,080</b>	<b>\$53,046</b>	<b>\$65,680</b>
<b>Net Profit/Loss</b>	<b>\$14,052</b>	<b>\$28,025</b>	<b>\$49,224</b>	<b>\$74,089</b>	<b>\$105,768</b>
<b>Net Profit Margin</b>	<b>27%</b>	<b>39%</b>	<b>44%</b>	<b>50%</b>	<b>55%</b>

### **Notes to the Financial Statements**

#### **1. Revenue Assumptions:**

- **Yacht Revenue:** The revenue from yacht rentals is based on a rate of \$400 per hour with a minimum booking of 3 hours. This translates to approximately \$4,500 per week during the in-season months, accounting for weekends and occasional weekdays. The revenue growth over the 5-year period reflects the increase in bookings as a result of enhanced marketing efforts and growing brand awareness.

- **Jet Car Revenue:** The Jet Car rentals are charged at \$350 per hour, and we anticipate increased interest and bookings as the market grows. The revenue projection starts conservatively, with more significant growth expected by Year 3 as we build awareness and expand operations.

## 2. Wages:

- **Captain's Wages:** Captains are paid within a range of \$50-\$100 per hour, and we have accounted for this in the wages. With increasing business in Year 3 onwards, captain salaries rise as more hours are worked, in line with increased demand and services.
- **Crew Salaries:** Deckhands (crew members) are paid between \$12-\$15 per hour. We expect to hire additional crew members from Year 3 onwards to support the growing demand for both yacht and Jet Car services, which is reflected in the rise in crew salaries. The additional crew members ensure smooth operations as we take on more trips per week.

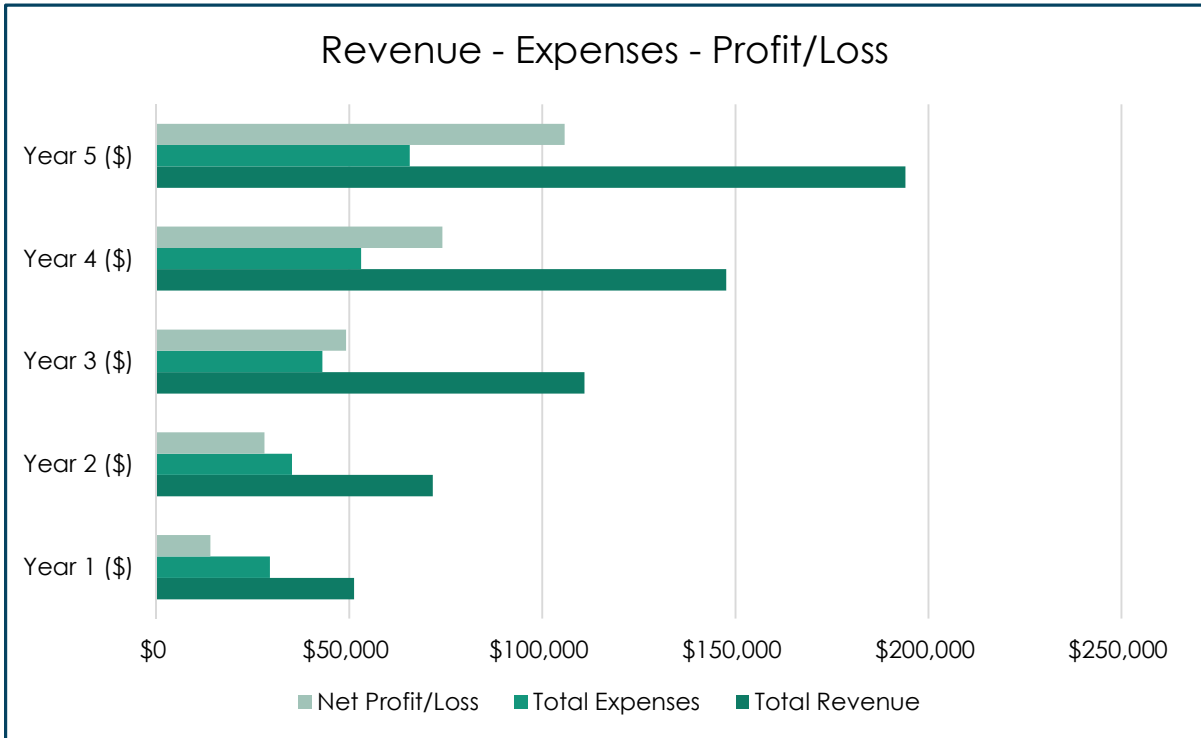
## 3. Fuel Expenses:

- Fuel expenses are carefully managed by strategically navigating Lake Ray Hubbard. We minimize fuel consumption by anchoring nearby, allowing passengers to enjoy the amenities such as the Jet Car or Lilly pad without constant yacht movement. However, as business grows from Year 3 onwards, fuel consumption is expected to rise in proportion to the increase in trips and the larger service area.

## 4. Marketing Expenses:

- In the first year, marketing expenses are budgeted at \$2,000, primarily driven by social media promotion, which currently costs around \$40 per week. Our business has gained substantial interest organically, thanks to word-of-mouth and social media exposure. As we progress, marketing efforts will intensify with features in local outlets and targeted campaigns,

resulting in gradual increases in marketing expenses, peaking at \$10,125 in Year 5.



### 5. Repairs and Maintenance:

- Regular maintenance is essential to ensure the safety and longevity of both the yacht and Jet Car. We have partnered with top-tier maintenance providers such as Precision Marine and LMD Marine. As the fleet ages and usage increases, we anticipate rising repair and maintenance costs, reflected in the annual growth in this category.

### 6. Administrative Costs:

- Administrative costs cover expenses such as office supplies, software subscriptions, and other operational overheads. These costs are expected to grow in line with the expansion of the business, from \$1,500 in Year 1 to \$3,110 in Year 5.

### 7. Legal and Professional Fees:

- Legal and professional fees include consulting, legal advice, and professional services. These costs grow moderately over the forecast period, increasing as we expand operations and require more external expertise.

#### **8. Business Licenses and Fees:**

- These expenses cover various licenses and permits required to operate the yacht and Jet Car rental business. The costs increase annually in line with inflation and regulatory updates.

#### **9. Rent:**

- Rent includes the cost of dock space and office facilities. As business operations expand, the need for larger or more premium dock space grows, leading to a steady increase in rent expenses from \$15,000 in Year 1 to \$31,104 in Year 5.

#### **10. Utilities:**

- Utilities primarily cover electricity, water, and other essential services for operating our facility. These costs increase gradually as the business scales and more staff and resources are required.

#### **11. Fuel Assumptions:**

- We strategically manage fuel consumption by limiting yacht movement and utilizing the generator when anchored. However, as business grows in Year 3 and beyond, we expect fuel expenses to rise due to increased usage and trips to farther destinations.

#### **12. Net Profit/Loss and Margins:**

- The net profit margin steadily increases from 27% in Year 1 to 55% in Year 5. This reflects the impact of increased revenue from more frequent bookings, efficient cost management, and growing demand for both yacht and Jet

Car rentals. The initial investments in marketing, operations, and staffing begin to pay off, resulting in a strong and sustainable profit margin by Year 5.

This forecast reflects our planned growth and strategic investments, ensuring that we maintain a healthy balance between operational efficiency and profitability as the business scales.

## Forecasted Balance Sheet (5 years)

Year	Year 1 (\$)	Year 2 (\$)	Year 3 (\$)	Year 4 (\$)	Year 5 (\$)
<b>Current Assets</b>					
Cash	\$22,951	\$31,343	\$57,646	\$102,927	\$172,420
Accounts Receivable	\$9,836	\$13,433	\$24,705	\$44,112	\$73,894
Prepaid Expenses	\$5,000	\$6,250	\$7,813	\$9,766	\$12,207
<b>Non-Current Assets</b>					
Lamborghini Jet Car	\$54,000	\$48,000	\$42,000	\$36,000	\$30,000
Yacht	\$135,000	\$129,000	\$123,000	\$117,000	\$111,000
<b>Total Assets</b>	<b>\$226,787</b>	<b>\$228,026</b>	<b>\$255,163</b>	<b>\$309,804</b>	<b>\$399,522</b>
<b>Current Liabilities</b>					
Accounts Payable	\$12,810	\$14,091	\$15,500	\$17,050	\$18,755
Accrued Liabilities	\$5,000	\$5,250	\$5,513	\$5,788	\$6,078
Sales Tax Liability	\$4,228	\$5,911	\$9,152	\$12,180	\$16,005
<b>Non-Current Liabilities</b>					
Long-Term Debt	150,000	135,000	121,500	109,350	98,415
<b>Total Liabilities</b>	<b>172,038</b>	<b>160,252</b>	<b>151,665</b>	<b>144,368</b>	<b>139,253</b>
<b>Equity</b>					
Initial Capital Investment	40,697	40,697	40,697	40,697	40,697
Retained Earnings	14,052	27,077	62,801	124,740	219,572
<b>Total Equity</b>	<b>54,749</b>	<b>67,774</b>	<b>103,498</b>	<b>165,437</b>	<b>260,269</b>
<b>Total Liabilities and Equity</b>	<b>226,787</b>	<b>228,026</b>	<b>255,163</b>	<b>309,804</b>	<b>399,522</b>

### **Balance Sheet Notes:**

The balance sheet has been updated to reflect the adjusted values of the **Lamborghini Jet Car** at \$60,000 and the **Yacht** at \$150,000, with depreciation applied from the first year. Additionally, loan payments are now reflected as reductions in **Retained Earnings** each year. Below are the key points and notes explaining the adjustments and their impact:

### **Current Assets:**

- **Cash:** Cash grows over the years, reflecting positive cash flow from operations. The increase in cash is driven by growing revenues and disciplined expense management. The balance is higher in later years as profitability improves.
- **Accounts Receivable:** As business expands and customer bookings increase, more revenue is recognized but not yet collected. This balance reflects the growing customer base and increased bookings.
- **Prepaid Expenses:** These include advance payments for operational costs like insurance, marketing contracts, and maintenance services. Prepaid expenses grow steadily in line with business expansion.

#### Non-Current Assets:

- **Lamborghini Jet Car:** Initially valued at **\$60,000**, the Jet Car is subject to **\$6,000 of annual depreciation**. By Year 2, its value has depreciated to \$54,000, continuing to decline by \$6,000 each year, reflecting wear and tear and reduced market value.
- **Yacht:** The Yacht starts with a value of **\$150,000**, with a **\$15,000 annual depreciation**. After Year 1, its value is adjusted to \$135,000, and it continues to depreciate each year, in line with industry standards for asset management. This depreciation reflects the declining value of the asset over time.

Asset	Cost (\$)	Depreciation per Year (\$)	Year 1 NBV (\$)	Year 2 NBV (\$)	Year 3 NBV (\$)	Year 4 NBV (\$)	Year 5 NBV (\$)
Lamborghini Jet Cars	60,000	6,000	54,000	48,000	42,000	36,000	30,000
Yacht	150,000	15,000	135,000	129,000	123,000	117,000	111,000
<b>Total PP&amp;E</b>	<b>210,000</b>	<b>21,000</b>	<b>189,000</b>	<b>177,000</b>	<b>165,000</b>	<b>153,000</b>	<b>141,000</b>

### **Liabilities:**

- **Accounts Payable:** These are short-term liabilities that include payments to suppliers, fuel providers, and maintenance companies. The amount increases with business growth and additional operational activities.
- **Accrued Liabilities:** This reflects wages, utilities, and other expenses incurred but not yet paid. As business scales and more staff is hired, these liabilities increase modestly.
- **Sales Tax Liability:** This liability is based on sales tax payable on revenue generated each year, with the amount growing proportionally as sales increase.
- **Long-Term Debt:** Initially starting at **\$150,000**, long-term debt decreases annually as the loan principal is paid off. The decreasing balance reflects the business's commitment to repaying the loan over time. The loan payments are deducted from retained earnings each year.

### **Equity:**

- **Initial Capital Investment:** The initial capital investment remains constant at \$40,697 throughout the five-year period, representing the owner's initial contribution to the business.
- **Retained Earnings:** Retained earnings grow each year as the business generates profit. However, retained earnings also reflect reductions due to loan repayments. The net earnings are a combination of the profit generated and the debt repayments, which reduce the retained earnings slightly each year. Despite this, retained earnings show healthy growth, reaching \$219,572 by Year 5.

### **Total Liabilities and Equity:**

- The total liabilities decrease steadily as debt is repaid and as the business continues to operate efficiently, reducing short-term liabilities. At the same

time, total equity increases substantially due to retained earnings growth, reflecting the business's increasing profitability. By Year 5, equity grows significantly, outpacing liabilities, showcasing financial stability.

#### **Depreciation Adjustments:**

- The **Lamborghini Jet Car**, starting at **\$60,000**, is depreciated by **\$6,000 annually**, resulting in a gradual reduction in its value.
- The **Yacht**, initially valued at **\$150,000**, is depreciated by **\$15,000 annually**, reducing its value year by year. These depreciation figures ensure that the financial statements accurately reflect the declining value of these assets over time, based on their usage and age.

#### **Loan Payment and Retained Earnings:**

- The loan repayment is reflected as a decrease in retained earnings each year. As we make payments toward reducing the loan balance, a portion of our profits is used to cover the principal amount, reducing the retained earnings in that year. Despite the loan repayments, the business remains profitable and continues to build retained earnings over time, thanks to growing revenues and efficient cost management.

#### **Conclusion:**

The updated balance sheet showcases a strong financial position, with a solid foundation in assets, efficient management of liabilities, and steadily increasing equity. The depreciation of the Lamborghini Jet Car and Yacht is accounted for appropriately, and the loan repayments are accurately reflected in the retained earnings. Overall, the balance sheet highlights the business's growth trajectory, profitability, and prudent financial management, making it well-positioned for continued success in the coming years.

## Conclusion

In conclusion, Prestige Watersports of Dallas LLC is uniquely positioned to capitalize on the growing luxury yacht and Jet Car rental market. Our commitment to excellence, innovation, and customer satisfaction sets us apart in an industry driven by exclusive experiences and high-quality service. With carefully selected assets, strategic market positioning, and a scalable operational model, we are primed for substantial growth in the years ahead.

Our financial projections demonstrate not only strong profitability but also long-term sustainability, with increasing revenues, expanding profit margins, and a conservative approach to managing debt. We have built a business that combines sound financial principles with a clear vision for future expansion, including partnerships and strategic opportunities to capture an even larger share of this lucrative market.

By leveraging cutting-edge technology, maintaining a fleet that exceeds industry standards, and offering unparalleled customer experiences, Prestige Watersports

of Dallas LLC is on the path to becoming a leader in the luxury yacht and Jet Car rental sector. We invite potential partners to join us in this exciting venture, where together we can drive the business to new heights, achieving exceptional returns while delivering unforgettable experiences to our high-end clientele.

With a proven business model, a growing brand presence, and a solid foundation for expansion, now is the perfect time to invest in Prestige Watersports of Dallas LLC and become a part of a business poised for success.