

ECHO RESERVOIR

ROAM ECHO ISLAND
RV RESORT

INTERSTATE
80

ROAM ECHO ISLAND RV RESORT

42.3 ACRES

340 S 500 W | COALVILLE, UT 84017
OFFERING MEMORANDUM



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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Positioned as an outdoor hospitality asset in the high-growth Wasatch recreation corridor, Roam Echo Island RV Resort is a 42.3-acre property features full-hookup RV sites alongside diversified lodging options including cabins and glamping tents, enabling multiple revenue streams and extended-stay potential. Strategically located along the Weber River near Echo Reservoir and just 30 minutes from Park City, the resort benefits from strong year-round demand drivers tied to skiing, water recreation, and regional tourism, with proximity to Salt Lake City further expanding its customer base. Significant capital improvements and repositioning under the Roam brand have elevated the asset into a modern, amenity-rich destination—featuring pools, hot tubs, ropes course, a zipline, and on-site programming—that supports premium pricing and high occupancy. With scalable operations, growing consumer preference for outdoor experiential travel, and expansion potential through brand replication, Roam Echo Island represents an attractive opportunity within the rapidly institutionalizing outdoor hospitality sector.

42.3 ACRES

**OVER \$5.7M SPENT ON A
TRANSFORMATIONAL RENOVATION
BETWEEN 2024-2026**





160

RV Sites

6

Cabins

9

Glamping Tents

8

Camping Sites



02





PROPERTY OVERVIEW

PROPERTY DETAILS

Address

340 S 500 W
Coalville, UT 84017

Price

Priced by Market

Property Type

RV Park

Year Built

1978

Year Renovated

2024 - 2026

Site Mix

183

Site Types

160 - RV Sites
6 - Cabins
9 - Glamping Tents
8 - Camping Sites

APN

CT-362-C
CT-436-A
CT-363-B-1

Land Area

42.3 Acres

Zoning

HC/AG (Highway
Commercial/Agricultural)





SITE MAP





AMENITIES

- RV Sites: Full Hook-ups & Pull-through Sites
- Glamping Tents: Canvas Tents & Mattresses
- Cabins Include Kitchens
- 3 Swimming Pools
- 2 Hot Tubs
- Aerial Treetop Ropes Course
- Zipline
- Pickleball Courts
- Basketball Court
- Streamside Sauna
- Renovated Bathhouses
- Laundry Facility
- Wi-Fi
- Outdoor Movie Screenings
- Dog Park
- Camp Store
- Playground
- Kayak Rentals





MANAGEMENT RJourney

The transition to RJourney was necessary to compete at scale and improve operational performance with the capital plan now complete. RJourney, a Washington-based third-party management company currently operating ~45 parks (including ROAM), is vertically integrated with an in-house booking platform, dedicated marketing team, and website infrastructure, which the Owner believes better positions Echo to drive demand and diversify revenue streams. With the disruptive renovation plan now complete, this management transition became a natural next step to capture existing demand through a number of channels that the Owner previously was not capitalizing on.

This strategy's effectiveness is most evident as year-to-date bookings (just site revenue excluding other income) are up ~26% (\$150,000) from \$581,000 at 04/28/2025 vs. \$730,000 as of 04/29/2026. April reservation revenue (again excluding other income) was up ~\$22,000, or 52% from \$41,607 in 2025 to \$63,222 in 2026 (this improvement occurred with just 3 of the 5 new cabins online for only the last week of April and the other 2 cabins still offline).

Given the recent management change, the Owner is still dialing in on the reporting that can be provided. Please also note that of 5 new cabins, 3 have come online during late April, with the last 2 scheduled to come online for booking by mid-May.

The cabins are the clearest source of upside with hotel ADRs in the broader Park City MSA – better ADRs, stronger margins, and a more resilient demand profile than the RV side of the business, with meaningful runway to expand inventory.



PARCEL MAP



TOTAL ACREAGE: 42.3







03



AREA OVERVIEW

COALVILLE, UTAH

Coalville, Utah is a small, historic community located northeast of Salt Lake City, Utah along the Weber River in Summit County. Originally established in the mid-1800s and named for the coal deposits found nearby, the town developed as a mining and agricultural center and today retains a quiet, rural character. Coalville serves as the county seat and is known for its scenic surroundings, with easy access to outdoor recreation like fishing, boating at nearby reservoirs, and exploring the Uinta Mountains. Despite its modest size, the city maintains a close-knit community feel while benefiting from its proximity to larger economic hubs along the Wasatch Front.

DEMOGRAPHICS

1,470

2025 Total Population

35.9

Median Age

18.3%

Residents have a Bachelor's Degree+

\$90,006

Median Household Income

\$490,964

Median Home Value

AREA MAP



AREA EMPLOYMENT

Summit County

2.7%

UNEMPLOYMENT RATE
SUMMIT COUNTY, UTAH, JAN 2026

Employment in Coalville, Utah and the broader Summit County, Utah reflects a mix of small-town local jobs and a more diverse, higher-paying regional economy. In Coalville itself, the workforce is relatively small (about 1,100 jobs), with the largest industries including construction, healthcare, and retail trade, while many residents also work in management, administrative roles, and skilled trades like construction and maintenance.

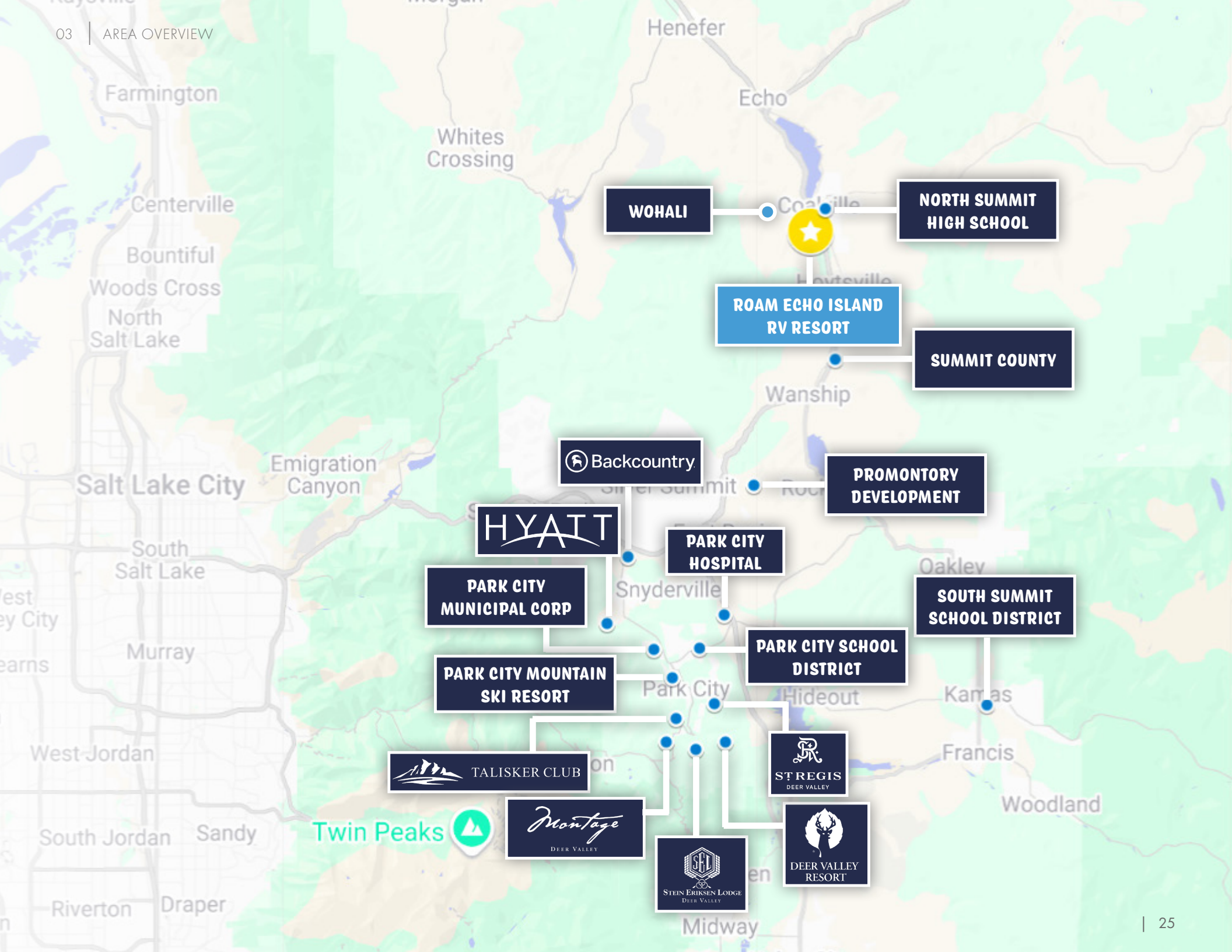
Across Summit County, employment is broader and more dynamic, supported by about 23,000 jobs and anchored by industries such as professional and technical services, healthcare, and retail. Higher-paying sectors like finance, insurance, and specialized professional services also play a significant role, particularly in areas like Park City, helping raise overall wages in the county. Overall, Coalville functions as a quieter residential and government center (as the county seat), while much of the county’s economic activity and higher-income employment is tied to tourism, services, and professional industries spread throughout Summit County.

98.1%

COALVILLE RESIDENTS 16+ IN THE WORKFORCE

Summit County Top Employers

Company	Industry	Avg Annual Employment
Park City Mountain Resort	Skiing Facilities	1,000-1,999
Deer Valley Resort Company	Skiing Facilities	1,000-1,999
Park City School District	Public Education	500-999
Park City Hospital	Hospitals	500-999
Park City Municipal Corp	Sports Centers	500-999
Stein Eriksen Lodge Owners	Accommodation	500-999
Hyatt Escala Lodge	Accommodation	250-499
Summit County	Local Government	250-499
Montage Deer Valley	Accommodation	250-499
St Regis Resort	Accommodation	250-499
South Summit School District	Public Education	250-499
Promontory Development	Golf Courses & Country Clubs	250-499
Backcountry Com	Clothing & Accessories	100-249
North Summit High School	Elementary & Secondary Schools	100-249
Talisker	Golf Courses & Country Clubs	100-249



RECREATION & Tourism

Outdoor recreation is a defining feature of Summit County, Utah, offering year-round activities set against the scenic Wasatch Mountains. In winter, the county is home to world-class skiing and snowboarding at resorts like Park City Mountain Resort and Deer Valley Resort, while summer brings hiking, mountain biking, and scenic lift rides. Reservoirs such as Echo Reservoir and Jordanelle Reservoir provide opportunities for boating, fishing, and paddle boarding, and the extensive trail systems throughout the county attract runners, cyclists, and wildlife enthusiasts. With its combination of alpine terrain, open space, and easy access from the Wasatch Front, Summit County is one of Utah's premier destinations for outdoor adventure in every season.

UTAH TOURISTS SPENT

\$12.71B

IN 2023

(KEM C. GARDNER INSTITUTE, 2025)

FIVE COUNTIES—SALT LAKE, UTAH, SUMMIT, WASHINGTON, & DAVIS—GENERATED OVER THREE-QUARTERS OF UTAH’S TOTAL LEISURE AND HOSPITALITY TAXABLE SALES DURING THE FIRST THREE QUARTERS OF 2024

Leisure & Hospitality Taxable Sales, Top Ten Counties, 2024
(in Millions of Dollars)

County	Taxable Sales (Q1-Q3)	County	Taxable Sales (Q1-Q3)
Salt Lake	\$3,904.1	Weber	\$555.8
Utah	\$1,286.5	Grand	\$240.2
Summit	\$1,129.2	Cache	\$222.0
Washington	\$801.1	Wasatch	\$201.1
Davis	\$712.8	Iron	\$162.6

Note: Includes January through October 2024 taxable sales data only.
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics and Utah State Tax Commission data

(KEM C. GARDNER INSTITUTE, 2025)

SUMMIT COUNTY FAIR

The Summit County Fair is a lively annual tradition held each summer in Summit County, bringing together residents and visitors for a classic mix of small-town charm and family-friendly entertainment. Typically hosted at the fairgrounds in Coalville, the event features livestock shows, rodeo competitions, demolition derbies, carnival rides, live music, and a variety of local food vendors. The fair celebrates the county's agricultural roots and tight-knit community spirit, offering everything from 4-H exhibits to craft displays and kids' activities. With scenic mountain surroundings and a welcoming atmosphere, it's a highlight of the summer season and a key gathering point for the region.

Events

PRCA Rodeo

Demolition Derby

Parade

Horse Show

Miss Summit County

Archery Competition

Various Entertainment

Carnival

Food Booths

4H & Art Exhibitions



SKI RESORTS

Ski resorts near Coalville, Utah are some of the most renowned in the country, largely centered around nearby Park City, Utah just 15–20 minutes to the south. The area is anchored by Park City Mountain Resort, one of the largest ski resorts in the United States with thousands of acres of terrain and a wide range of runs for all skill levels. Right next door, Deer Valley Resort offers a more upscale, skier-only experience known for groomed trails and high-end amenities. Within about an hour's drive, additional major resorts like Alta Ski Area and Brighton Resort provide even more variety, from deep powder and expert terrain to family-friendly slopes. Overall, Coalville's location offers easy access to a dense cluster of world-class skiing, making it a convenient and quieter home base for enjoying Utah's Wasatch Mountains.

6.7+ MILLION

Visitors to Ski Resorts in Utah 2024
(Kem C. Gardner Institute, 2025)

Utah is home to
15 ski resorts

Northern Utah

Alta Ski Area

Snowbird

Brighton Resort

Solitude Mountain Resort

Park City Mountain

Deer Valley Resort

Snowbasin Resort

Powder Mountain

Nordic Valley

Sundance Mountain Resort

Cherry Peak

Beaver Mountain

Woodward Park City

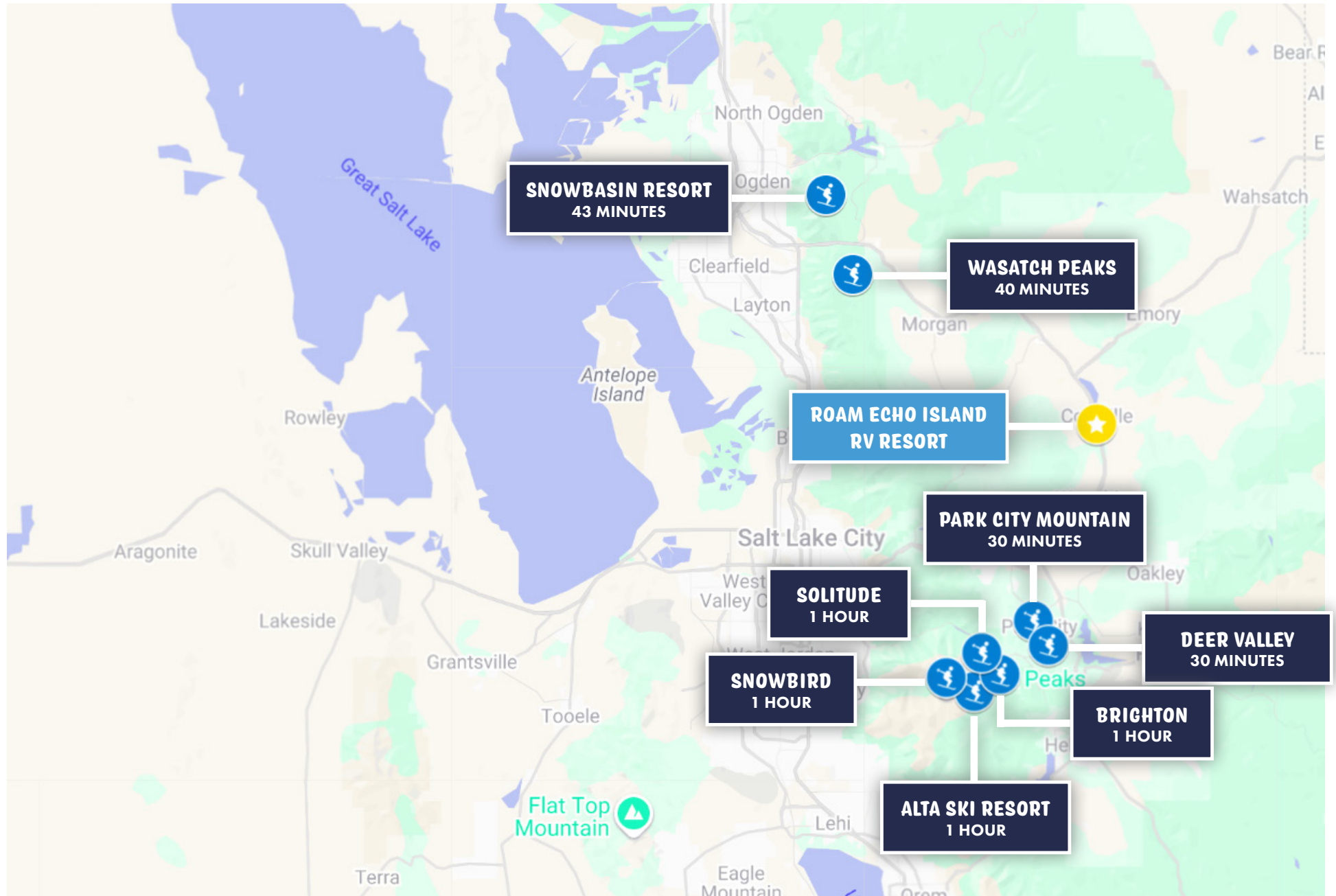
Southern Utah

Eagle Point

Brian Head Resort

NEARBY SKI RESORTS

Drive times to ROAM Echo Island RV Resort



PARK CITY

30 minutes from Echo Island

Park City, Utah, is a vibrant mountain town renowned for its world-class ski resorts, rich mining history, and lively cultural scene. Nestled in the Wasatch Mountains, it offers an array of outdoor activities year-round, from skiing and snowboarding in the winter to hiking and mountain biking in the summer. The town is also famous for hosting the annual Sundance Film Festival, which attracts filmmakers and celebrities from around the globe. With its charming historic Main Street, upscale dining, and boutique shopping, Park City combines small-town charm with modern amenities, making it a premier destination for visitors and residents alike.

A VIBRANT MOUNTAIN TOWN RENOWNED FOR ITS WORLD-CLASS SKI RESORTS

DEMOGRAPHICS

9,215

2025 Total Population

44.4

Median Age

65.3%

Residents have a Bachelor's Degree+

\$149,837

Median Household Income

\$1,789,551

Median Home Value

PARK CITY MOUNTAIN

The Largest Ski Area In The U.S.

Park City Mountain Resort, offers over 7,300 acres of diverse terrain for skiers and snowboarders of all skill levels. It features an extensive array of runs, terrain parks, and modern amenities, ensuring a comprehensive winter sports experience. The resort is renowned for its world-class facilities, including high-speed lifts, luxurious lodges, and vibrant après-ski options, making it a premier destination for both adventure seekers and those looking for a relaxing mountain getaway.

7,300

ACRES OF
SKIABLE TERRAIN

40

LIFTS

355

INCHES AVG
SNOWFALL PER YEAR



DEER VALLEY
RESORT



DEER VALLEY RESORT

Deer Valley expanded for the 2025-26 ski season. An additional 2,700 acres of skiable terrain was added to the ski area making it a total of 5,726 acres - one of North America's largest ski resorts. The expansion includes a new village and 250,000 SF of commercial & retail space.

2,026

ACRES OF
SKIABLE TERRAIN

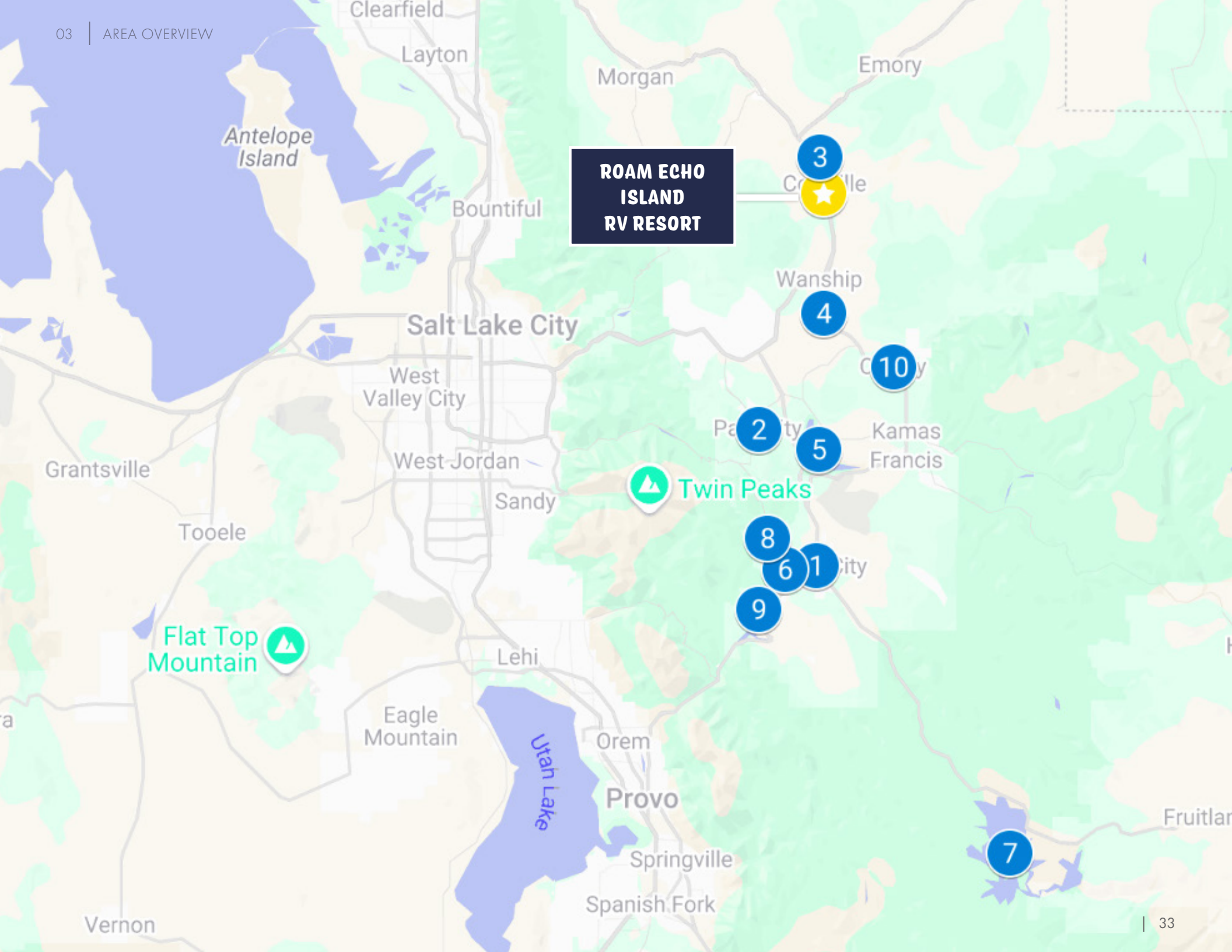
130

RUNS

THE WASATCH BACK

*DRIVE TIMES TO ROAM ECHO ISLAND RV RESORT ARE APPROXIMATE





ROAM ECHO
ISLAND
RV RESORT

3



4

10

2

5

8

6

1

9

7



Twin Peaks



Flat Top
Mountain

WHY UTAH?

UTAH PROVIDES A HIGH QUALITY OF LIFE

Utah is a national leader in high job employment, low cost of doing business, and talented labor. Utah regularly tops rankings among best states for business, careers, living, health, and quality of life. Utah provides an array of employment opportunities in various industries, and offers its residents numerous lifestyle options that range from quiet rural settings to thriving urban centers.

Most of Utah's population resides along the Wasatch Front, roughly 150 miles of contiguous cities and communities, running predominantly north-south along the I-15 corridor and the western slope of the Wasatch Mountain range, from Brigham City to Nephi.

Utah is world-renowned for its bounty of public lands and recreation opportunities ranging from mountain wilderness to desert landscapes. Utah has five national parks, six national forests, numerous state parks and recreation areas, and over a dozen ski resorts.

Utah is a geographically diverse state, encompassing a convergence of three distinct geological regions: the Rocky Mountains, the Great Basin, and the Colorado Plateau.

The beehive is the state symbol of Utah. The Mormon settlers used the symbol to represent hard work and industriousness. The beehive is where all workers cooperate in the construction of something much bigger than themselves, as a model for a properly run society.

#1 BEST STATE

(U.S. News & World Report, 2025)

#1 MOST DIVERSE ECONOMY IN THE NATION

(Hachman Index)

#2 BEST STATE FOR STARTING A BUSINESS

(WalletHub, 2026)

#1 RANKED STATE FOR BEST ECONOMIC OUTLOOK

(Rich States Poor States, 2026)

#3 RANKED ECONOMY

(U.S. News & World Report, 2025)

POPULATION GROWTH

18.4%
UTAH

7.4%
NATIONAL
US CENSUS, 2010-2020

BACHELOR'S DEGREE +

39.5%
UTAH

37.2%
NATIONAL
US CENSUS, ESRI, 2025

UNEMPLOYMENT RATE

3.8%
UTAH

4.3%
NATIONAL
BLS, 2026

CORPORATE TAX

4.55%
UTAH

6.55%
NATIONAL
TAX FOUNDATION, 2025

JOB GROWTH

2.3%
UTAH

1.5%
NATIONAL
BLS, 2026

MEDIAN AGE

32.5
UTAH

39.6
NATIONAL
US CENSUS, ESRI, 2025



04



FINANCIAL ANALYSIS

HISTORICAL OPERATIONS

For the Years Ending	September 2025 T6 Inc / T12 Exp Total	September 2025 T3 Inc / T12 Exp Total	September 2025 T2 Inc / T12 Exp Total
Income			
Potential Rental Income	1,561,411	1,869,396	1,590,062
Total Potential Rental Income	1,561,411	1,869,396	1,590,062
Base Rental Income	1,561,411	1,869,396	1,590,062
Misc. Income	T6 MISC. INCOME ANNUALIZED	T3 MISC. INCOME ANNUALIZED	T2 MISC. INCOME ANNUALIZED
Fee Income	280,006	320,416	258,655
Other Income	280,006	320,416	258,655
Total Potential Gross Income	1,841,417	2,189,813	1,848,717
Effective Gross Income	1,841,417	2,189,813	1,848,717
Expenses			
Controllable Expenses	T12 EXPENSES	T12 EXPENSES	T12 EXPENSES
Repair & Maintenance	86,207	86,207	86,207
Landscaping / Grounds	9,129	9,129	9,129
Marketing / Advertising	85,263	85,263	85,263
Administrative Expenses	101,645	101,645	101,645
Payroll	244,559	244,559	244,559
Cost of Goods Sold	18,709	18,709	18,709
Total Controllable Expenses	545,512	545,512	545,512
Non-Controllable Expenses			
Electricity	82,159	82,159	82,159
Water & Sewer	110,184	110,184	110,184
Fuel (Gas & Oil)	8,593	8,593	8,593
Trash	18,797	18,797	18,797
Insurance	48,606	48,606	48,606
Real Estate Taxes	24,686	24,686	24,686
Property Management Fee	55,847	55,847	55,847
Total Non-Controllable Expenses	348,871	348,871	348,871
Total Operating Expenses	894,383	894,383	894,383
Expense Ratio	48.57%	40.84%	48.38%
Net Operating Income	947,035	1,295,430	954,334





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