

May Farms Resort & Sanctuary at Byers

Destination Agritainment and Heritage Resort
"Bringing Families Together in Nature"

Arapahoe County Planning Commission
11/18/2025



Introductions

INVESTMENT TEAM/PARTNERS

Partners collectively bring 50+ years experience in Outdoor Hospitality.

IAN STEYN

- ✓ Owner Larkspur Jellystone Resort, 2005-2016.
- ✓ Former Vice Chair of Board, Colorado Tourism Board, 2010-2018.
- ✓ Multiple Automotive Industry Ventures, Successful Owner, Executive

JOHN HARLAN

- ✓ Owner - Founder - Harlan Recreation Properties
- ✓ Owner Jellystone Park, Fremont, WI (Sold 2005) & Natural Bridge, VA (Sold 2019)
- ✓ Former Board Member/President Wisconsin Association of Campground Owners
- ✓ Owner/Manager Three Bears Resort/Jellystone Park Campground, Warrens, WI

GARY MAY

- ✓ May Farms, Farm Commodity Producer
- ✓ Ag Management - A FSU Agriculture Beef Breeding
- ✓ Agri-Tech - Agriculture Product Exporter
- ✓ President of Plains Medical Center

CONSULTANT TEAM

JEP SEMAN

- ✓ JPS Law Group, Legal Counsel/Owner's Representative

MATT SMALL, PLA, SITES AP

- ✓ RVI Planning + Landscape Architecture

CHRIS MCGRANAHAN, PE

- ✓ LSC Transportation Consultants

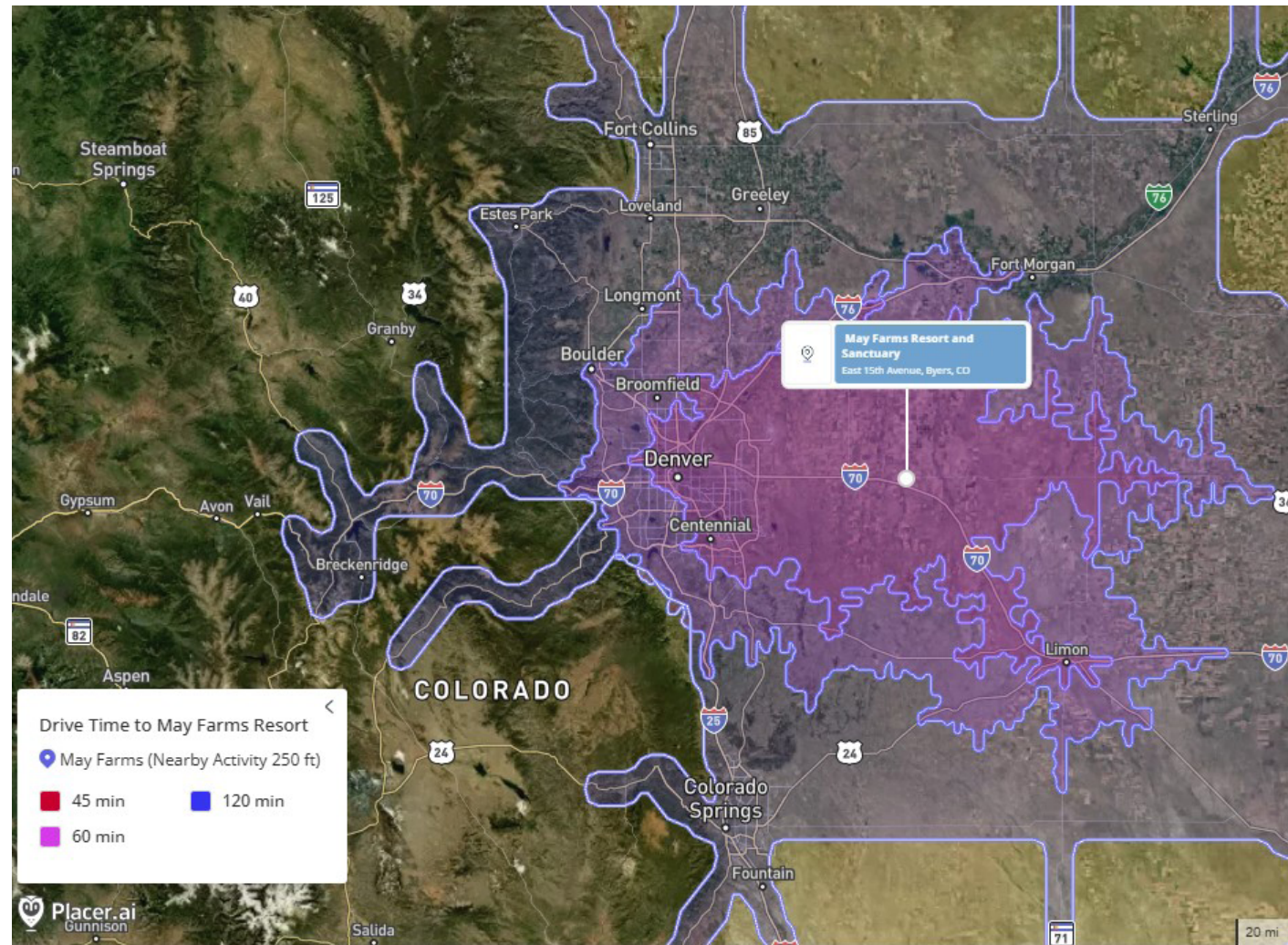
SCOTT PALING, PE, LEED AP

- ✓ Martin/Martin Consulting Engineers

Resort Overview

150 total acres - Byers, Colorado

- ✓ 100-acres Jellystone franchised resort (RV and short-term accommodations).
- ✓ 50-acres age-restricted (55+) manufactured-housing resort.



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Rezone Request

Requesting recommendation to *approve*
General Development Plan Case No.
GDP25-001 to re-zone 150-acres (Parcel
1985-00-0-00-047) from A-1 to PUD.

Approval Criteria

PROPOSED REZONING MEETS OR EXCEEDS COUNTY APPROVAL CRITERIA:

- ✓ Sufficient water, sewer, drainage, transportation systems, LDC 5-298
- ✓ Compatibility with surrounding land uses, and the natural environment
- ✓ Efficient and adequate public services, including police, fire, school, park, and libraries
- ✓ Enhance convenience for Arapahoe County residents by ensuring appropriate supporting activities (employment, housing, retail)
- ✓ Public health and safety protected, including traffic, noise, water pollution, airport hazards and flooding
- ✓ Accessibility within project and between project and adjacent uses, including on-site traffic circulation, transit, pedestrian, parking, thoroughfare connections.
- ✓ Minimize disruption to physiographic features, including vegetation, streams, lakes, solid types and other topographical elements.
- ✓ Ensure enhancement of quality of life, including preservation of mountain views, creation of landscaped open areas, establishment of recreational activities.
- ✓ Enhance the usable open spaces of Arapahoe County
- ✓ General conformance with Arapahoe County Comprehensive Plan.

OUTDOOR HOSPITALITY (RV AND GLAMPING RESORTS)

STRONG AND GROWING DEMAND

- ✓ 81.1 million Americans camped in 2024¹
- ✓ 25+ million first-time campers since 2021
- ✓ Jellystone brand: \$237M revenue, 85% satisfaction²

JELLYSTONE LARKSPUR REGIONAL COMPARABLE²

- ✓ 45 minutes from Denver | Top 10 Location
- ✓ 100 acres, 550+ spaces, 40%+ annualized occupancy
- ✓ Seasonal water features, heated pool, hot tub, cabanas
- ✓ Mini-golf, sports courts, playground, outdoor kitchens

1 Dyrt 2025 Camping Report

2 Campground Consulting Group Feasibility Study, October 2025



Project Vision

VISION CORNERSTONES

Provide a destination resort and 55+ community that strengthens families, creates opportunities, and connects to rural character.

- ✓ **Solidify Family Connections:** Destination Resort designed to bring families together through authentic nature experiences, agricultural heritage, and quality recreation in Colorado's rural landscape.
- ✓ **Agritourism and Heritage Integration:** Exploring opportunities to connect families to the land through farm stand, heritage tours, farm-to-table dining, community garden, horseback riding, seasonal attractions (corn maze, pumpkin patch), and agricultural and heritage education programming.
- ✓ **Provide Nature-Based Recreation:** Quality amenities which can include water recreation, character-based family programming, mini-golf, sports areas, and nature programming emphasizing wildlife and open space experiences.
- ✓ **Enable Community Enrichment:** Exploring partnership opportunities with Byers High School career and technical education, educational programming through the Butterfly Pavilion, quality employment creation, educational field-trip programming, and local construction and service partnerships.

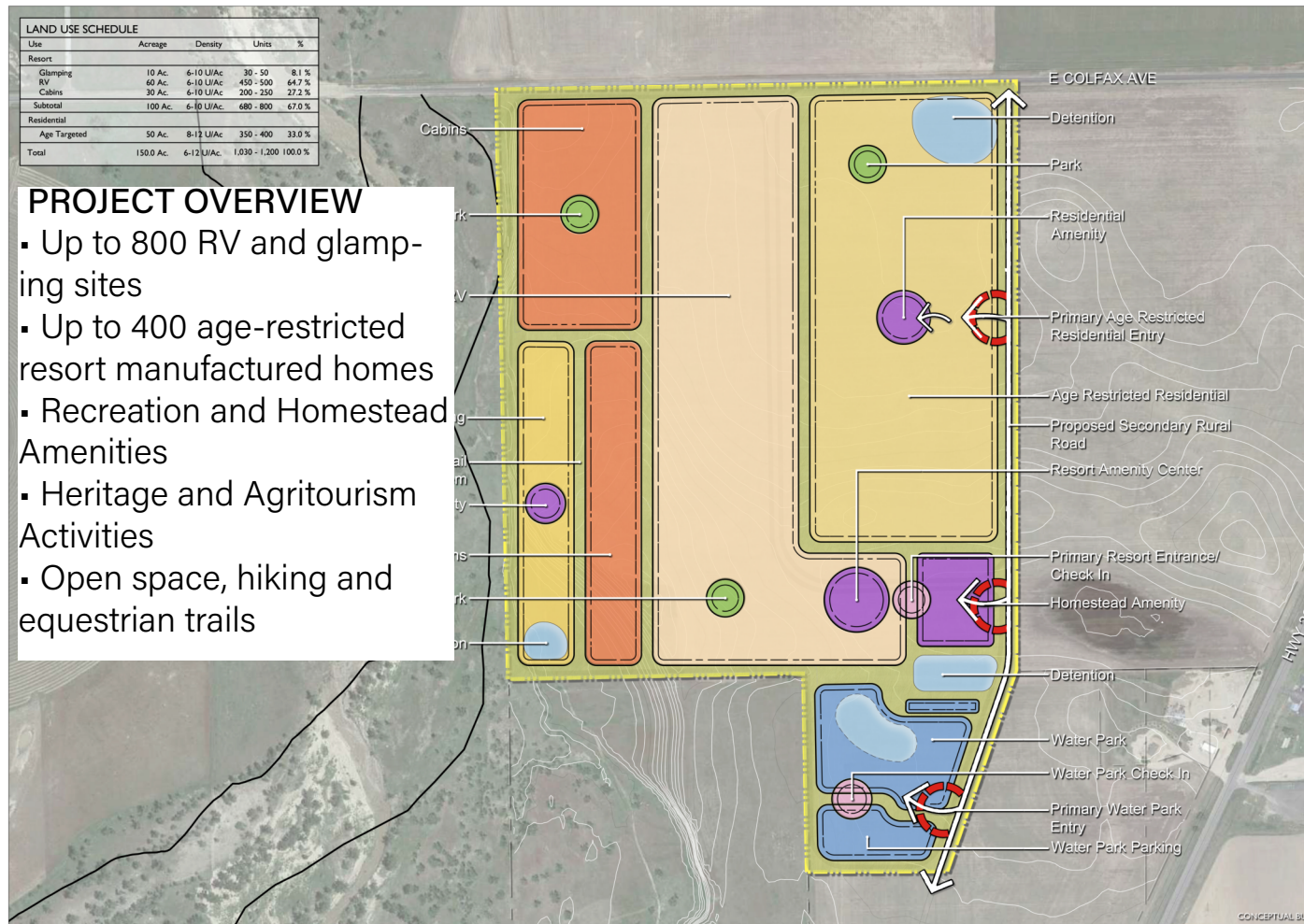
55+ Homes (Subject to Change)



Conceptual Vision Images (Subject to Change)

Project Vision

Promoting family connections through nature-based agritourism and heritage tourism.



MAY FARMS BYERS RESORT • CONCEPT MASTER PLAN

1011 West 10th Street
 Suite 100
 Fort Collins, CO 80521
 Tel: 970.480.1011
 www.rvirentals.com

Arapahoe County, CO
 October 30, 2025
 # 25001363
 Colorado Advocates

Milestones

COMPLIANCE

- ✓ 3-1-2024: Presubmittal Application & LOI
- ✓ 3-21-2024: Presubmittal Meeting
- ✓ 3-26-2025: Formal Notification of Application (to all neighbors withing ¼ mile by certified mail)
- ✓ 10-21-2024: Revised Presubmittal Application & LOI
- ✓ 11-7-2024: Presubmittal Meeting
- ✓ 3-17-2025: Land Development Application
- ✓ 3-2025 to 11-2025: 5-resubmittals
- ✓ 10-31-2025: Property Sign Posting (along two rights of way - US36, CR2/Colfax Ave)
- ✓ 11-3-2025: Formal Notification (to all neighbors within 500' by USPS first class)

COMMUNITY ENGAGEMENT

- ✓ Byers Parks and Recreation District
- ✓ Byers Water and Sanitation District (Will Serve letter 7-9-2025)
- ✓ 3-5-24: Byers Fire
- ✓ Arapahoe County Sheriffs Office
- ✓ Individual Neighbors, Community Members, and Businesses
- ✓ Byers Schools, CPW, CDOT, Referral Agencies
- ✓ 2-12-2025: CORE Electric Will Serve

ALIGNMENT

COMPREHENSIVE PLAN

- ✓ Compatible with surrounding land uses and zoning
- ✓ Compatible with existing, natural, and environmental conditions, including riparian corridors, wildlife habitat and movement, cultural resources, natural feature.
- ✓ Compatible with special districts to meet anticipated service demand.
- ✓ Adequate water supply, water and sewer treatment, transportation networks, emergency facilities, school facilities, parks and trails.
- ✓ Changing social, economic, or land-use conditions within the area that warrants a Comprehensive Plan amendment

COMPREHENSIVE PLAN GOALS

- ✓ Alignment with Tourism Goal (EH5)
- ✓ Alignment with Rural Goal (RA-EH-2) encouraging development of Agri-tourism and Agri-tainment.

SMALL AREA PLAN

- ✓ Consistent with updates to Byers Subarea Plan community vision, growth and development north of I70

SUMMARY/REQUEST FOR APPROVAL

Strengthening Communities Through Nature

Creating gathering places for families and friends in outdoor experiences that build social connections and preserve family traditions

Catalyst for Eastern Plains Growth

Part of Colorado's \$17.2B outdoor recreation economy (132,594 jobs, 3.2% of state employment)¹ and \$704M RV/Campground sector (10,795 jobs, \$61,510 avg. wage)² Proven Jellystone brand brings tested business model to rural Arapahoe County (\$237M system revenue, 85% guest satisfaction)³

Smart Tax Revenue Strategy

Travel generates ~\$800/household in tax revenue without burdening residents⁴ Provides opportunities for Quality jobs and local business support.

Agri-Tourism Development Model

Advancing County Comprehensive Plan agri-tourism and agri-tainment goals (EH5, RA-EH-2). Career education, employment opportunities, recreational access, eco-development.

Compatibility

Compatible with surrounding uses and measurable community benefits.

¹ Outdoor Recreation Roundtable, Colorado State Data; U.S. Bureau of Economic Analysis, 2023

² RVIA Economic Impact Study, 2022; Campground Consulting Group Feasibility Study, October 2025

³ Jellystone Park System Data, 2024; Campground Consulting Group Feasibility Study, October 2025

⁴ Dean Runyan Associates, Economic Impact of Travel in Colorado, 2024

QUESTIONS

Thank you

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