

May Farms Resort & Sanctuary at Byers

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

Arapahoe County
Board of County Commissioners
12/9/2025



Purpose

The foundation of the investors story is focused on families.

- ✓ **Celebrate:** Provide adventures in nature and build lasting memories to allow families to celebrate their time together.
- ✓ **Connect:** Provide immersive experiences in nature that allow family and friends to connect and build stronger relationships on the trail, at the water park, and gathered around the campfire.
- ✓ **Restore:** Provide healing and restorative moments nestled in nature so guests and residents can escape the day-to-day and find their own oasis.
- ✓ **Nourish:** Provide education and enrichment experiences for guests and the community while provide a sustainable model that lives on.

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

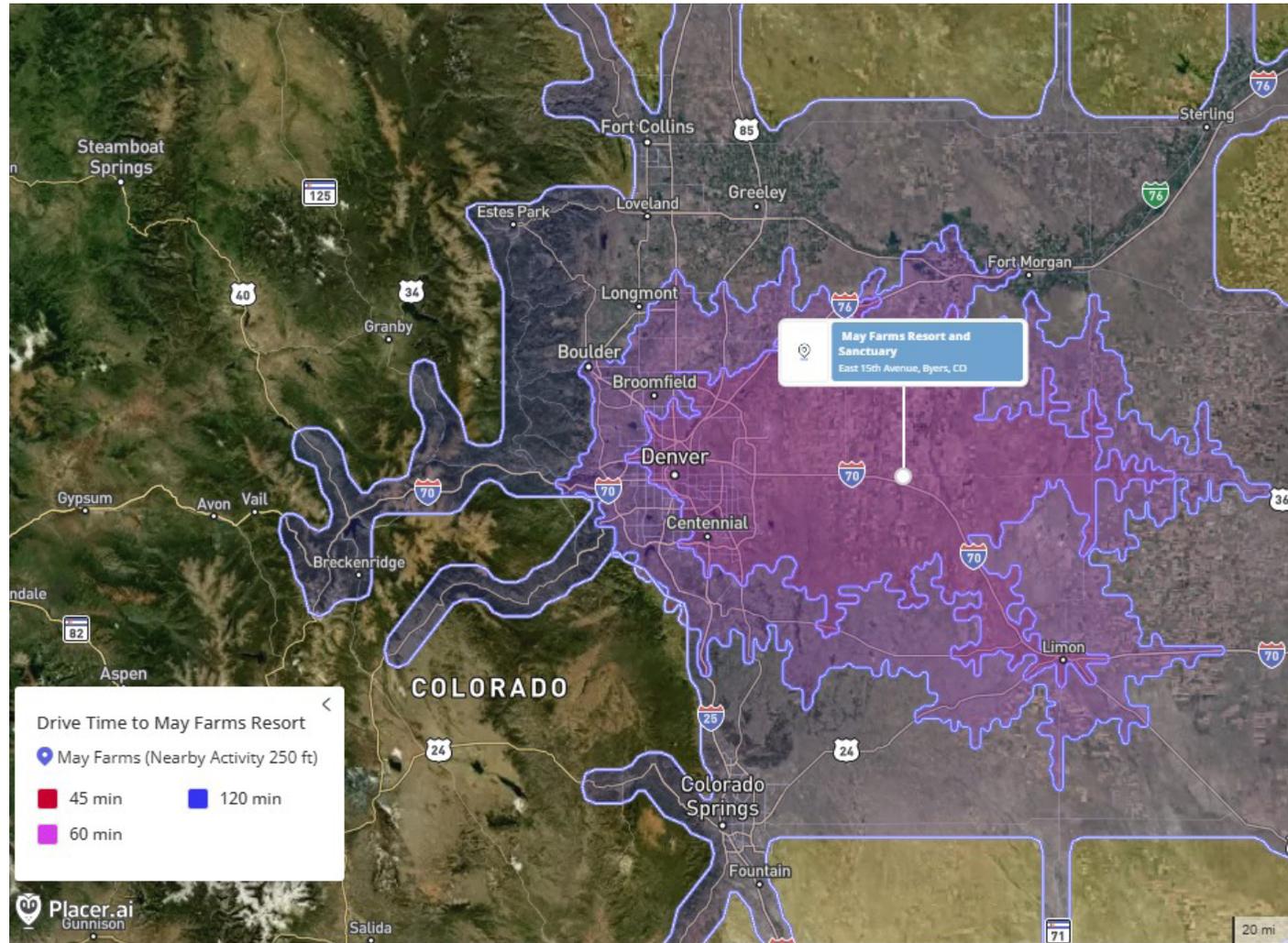
SCOTT PALING, PE, LEED AP

- ✓ 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.

Sector Overview

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 Dyrtr 2025 Camping Report

2 Campground Consulting Group Feasibility Study, October 2025



Jellystone Resort at Larkspur (Colorado)

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LOCAL ECONOMIC GROWTH

VISITOR SPENDING

- ✓ 40% estimated Out-of-State visitors¹
- ✓ 60% estimated Out-of-County Visitors.¹
- ✓ Every \$1.00 in Resort Revenue = Additional \$2.50 Spent in Community.
- ✓ \$43.6M+ Annual Economic Output for Resort Guests²
- ✓ \$12.8M+ Annual Economic Output for Water Park Day Use Visitors³
- ✓ \$9.1M+ Annual Economic Output for 55+ MH Residents⁴

NEW JOBS

- ✓ 20-30 Full-time Resort Jobs⁵
- ✓ 80+ Seasonal Resort Jobs⁵
- ✓ Vocational and Educational Development Opportunities

NEW COUNTY TAX REVENUE

- ✓ \$550,000+ estimated Annual Property Tax Revenue.⁶
- ✓ \$109,000+ estimated County Annual Sales Tax Revenue⁷

1 Placer.ai - Traffic origination data - August 2024- August 2025

2 218,000 Visitor days times \$200 daily spend. Investor estimated output based on Campground Consulting Group Feasibility Study, October 2025.

3 133,000 Visitor days times \$96.00 daily spend. Investor estimated calculation based on Campground Consulting Group Feasibility Study, October 2025 for water park visits and Visit Denver 2024 average spend for Day Visitors.

4 Investor estimate based on 50% Seasonal Occupancy, 2 Residents per Home and average retiree household expenditure of \$52,000 per year pro-rated for 6-month residency..

5 Investor estimate based on similar Jellystone parks.

6 Investor estimate based on \$43.6M Revenue times (0.25) County Tax Rate at full build out.

7 Investor estimate based on \$43.6M Revenue times (0.25) County Tax Rate at full build out.

Investor Vision

Provide a destination resort and 55+ resort 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.



Conceptual Vision Images (Subject to Change)

Project Overview

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



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- Up to 800 RV and glamping sites
- Up to 400 age-restricted (55+) resort manufactured homes
- Day-use public area (water park or similar amenity).

Program Overview

PROGRAM AND AMENITIES

Jellystone Resort

- ✓ Primarily Seasonal Occupancy (March - October)
- ✓ Short-Stay Accommodations Only - Less than 30 Days
- ✓ Open Year Round with Seasonal Activities
- ✓ Variety of Accommodations (RV Sites, Cabins, Glamping)
- ✓ Resort Amenity Areas (Guests Only)
- ✓ Jellystone Standard of Operation

Public-use Areas*

- ✓ Water Park
- ✓ Homestead Central Green Space
- ✓ General Store
- ✓ Butterfly Pavilion Education Center

**anticipated public-use areas subject to change.*



Active Adult Overview

AGE-RESTRICTED (55+) HOUSING

- ✓ Deed-Restricted manufactured homes anticipated to be seasonal occupancy.
- ✓ Primary Homes plus optional car port or garage built on site.
- ✓ 600-800 SF average home size, 1-2 bedrooms, 1-2 bath.
- ✓ Residents purchase home from pre-determined options, lease lot from resort. Elevated brand and community design.
- ✓ Resort maintained community and grounds - high degree of control. Residents have access to resort amenities.
- ✓ 55+ Resort Exclusive Amenity Center
- ✓ Geared for high-end RV-lifestyle with travel between similar resorts.



Gold Canyon Resort Homes (Arizona)*
*Representational images (subject to change). Final home Design to reflect Colorado aesthetic for May Farms Resort.

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)
- ✓ **11/18/2025 Arapahoe County Commission Unanimous Approval**
- ✓ **11/21/2025 Property Sign Posting**
- ✓ **11/24/2025 Formal Notification to neighbors within 500' (USPS First Class Mail)**

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 Family Connections

Creating gathering places for families and friends through outdoor experiences that build social connections and preserve family bonds.

Community Benefits - Local Jobs and Visitor Spending.

25-30 Full-time Jobs and 80+ Seasonal Jobs. Byers retail and restaurants get more business and potential new water park amenity. No dedicated grocery store in the resort.

Catalyst for Eastern-Plains Growth

Proven Jellystone brand brings tested business model to rural Arapahoe County (\$237M system revenue, 85% guest satisfaction)³ \$50M+ annual estimated economic output at full build out. New County tax revenue stream.

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. Opportunity for job placement through high school and education cross-over with Butterfly Pavilion.

Compatibility

Compatible with surrounding uses and measurable community benefits.

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

QUESTIONS

Thank you

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