

**RSH PROPERTIES LP
321 RV PARK LLC
1381 Grand Oaks Lane
Hickory, NC 28602
828-324-4455**

September 13, 2021

321 RV Park opened January 2, 2021. By Memorial Day of this year, we reached full capacity and have remained that way to present. During the time we have been open, we have been surprised with the demographics and makeup of our clientele.

We estimate that approximately 40% of our guests are here to buy land for a new home, waiting on their contracted home to be built or searching for an existing home to purchase. These people come from Catawba County and all over the US including Maine, Oregon, and California.

About 30% of our guests either live here in the county or they are here to visit relatives and family members. We estimate that around 25% are workers who are here doing work for local businesses. The remaining 5% include specialized personnel like traveling nurses, surveyors, and industrial specialists along with overnight travelers passing thru who stay one or two nights before moving on.

Management has kept a tight rein on the campground operations. During the past nine months, we have only encountered two occasions when the occupants were asked to vacate the property. We do turn away many RVs before registration for various reasons. We have learned how to control the quality of our clientele by asking anyone with a camper over 12 years of age to submit pictures before they can register. If the rv pictures appear to be acceptable, they then must be visually inspected at the campground before final approval is made allowing them to register.

Although our registration is handled online, we still receive 20 to 30 calls a day. We've found that a close personal relationship with our clients is not only wanted but is expected. We communicate with our clients before they arrive, assist in the parking of every RV into their site when they arrive and answer questions about their needs when staying with us.

There are two main reasons why we need to expand our campground. When we built the first phase, our purpose was to build a transitory campground for contract workers. By transitory, we mean RV'ers who come from out of town and stay some time to conduct work or business and then move on. We now realize that we also need to be a destination campground. There is a demand for local residents to have a place to go camping and enjoy outdoor life away from their norm. This has become evident ever since we opened since many of our early registrations were Catawba County residents. The engineering plans show that we propose to build around thirty sites next to the woods primarily for local guests. The woods sites will have fire pits for campfires, walking trails, benches for rest stops, pet walk areas and a pond for fishing. The pond will be stocked with a variety of fish species. We predict that our local citizens will become an integral part of our campground.

The second reason for expansion is the current demand. We currently are turning away a lot of workers every day. Apple has now started grading on its new expansion just across the street from the campground. This is a 500-million-dollar expansion with lots of electricians and specialty workers pouring in. Duke Energy is beginning a major expansion within a few miles of the campground. Duke is building a major substation to handle Apple's energy demand and possibly a training center. Trivium Corporate Center is located ten minutes from the campground on Startown Road. They just sold out all the industrial park property and six large new plants are beginning construction. We have Trivium workers staying with us now. Conover is getting a major industrial plant now under construction. The bottom line is that Catawba County is exploding economically and that all these people coming into the county to work need a place to stay.

Our track record for our business operations since we opened is excellent. I am enclosing a few Google reviews from several of our campers and our neighbors. Based on the documentation presented tonight, we are requesting the board to approve our request to expand our campground.

Thank you.

Richard Harwell
For
321 RV Park, LLC

321 RV Park - Performance on Google for July 2021

1 message

Google My Business <googlemybusiness-noreply@google.com>
Reply-To: Google My Business <googlemybusiness-noreply@google.com>
To: shannonhqueen@gmail.com

Mon, Aug 9, 2021 at 6:16 AM



Show customers you're keeping them safe



Take a moment to make sure your Business Profile on Google is up to date, including new health & safety attributes so customers know you're putting their safety first.

[Update now](#)

Google My Business

321 RV Park**52,866 PEOPLE FOUND YOU ON GOOGLE****846**

asked for directions

⬇️ -3.8% FROM JUNE 2021

689

visited your website

⬆️ 14% FROM JUNE 2021

143

called you

⬆️ 36% FROM JUNE 2021

[SEE FULL REPORT](#) ➔**WHAT CUSTOMERS ARE SAYING ABOUT YOU**

"Nice & quiet country setting. Beautiful views. Sites are pretty big and very level. Not mu..."



Stay connected to your customers. Make sure to reply to their reviews and comments.

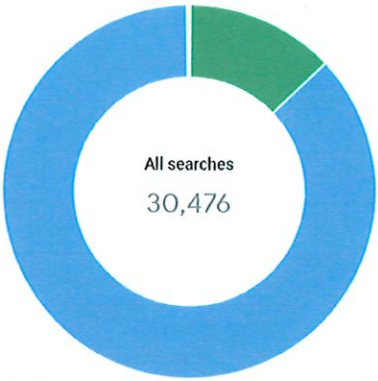
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- Home
- Info
- Insights**
- Reviews
- Calls
- Messages
- Photos
- Bookings
- Website
- Users

How customers search for your business



1 month



- Direct**
People who find your Business Profile searching for your business name or address
- Discovery**
People who find your Business Profile searching for a category, product, or service
- Branded**
Customers who find your listing searching for a brand related to your business

Promote your business in minutes
Show up more when people search for what you offer

[Start advertising now](#)

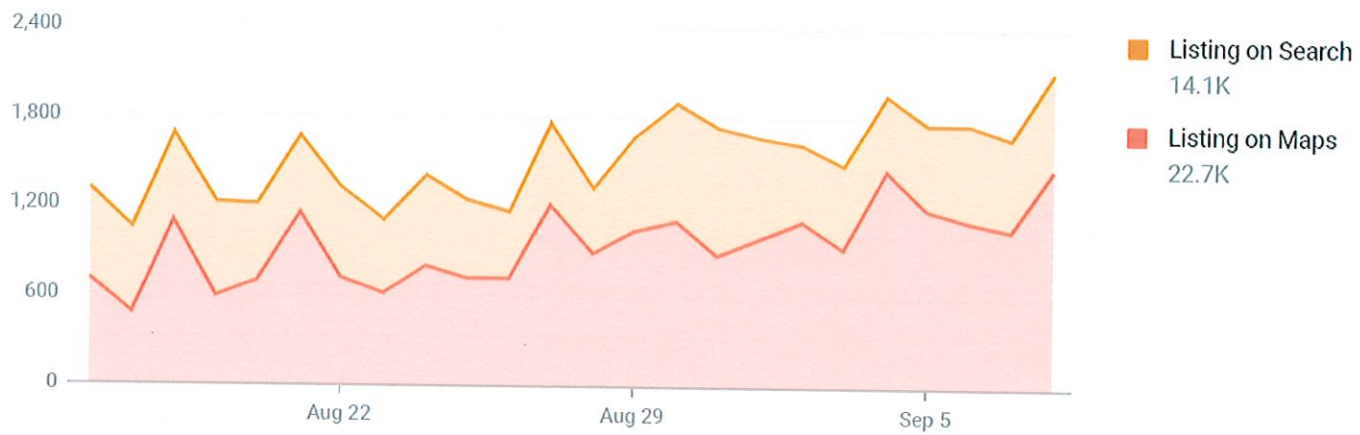
Where customers view your business on Google

The Google services that customers use to find your business



1 month ▾

Total views 36.8K



321 RV Park - Performance on Google for June 2021

1 message

Google My Business <googlemybusiness-noreply@google.com>
Reply-To: Google My Business <googlemybusiness-noreply@google.com>
To: shannonhqueen@gmail.com

Tue, Jul 13, 2021 at 3:35 PM



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Take a moment to make sure your Business Profile on Google is up to date, including new health & safety attributes so customers know you're putting their safety first.

[Update now](#)

Google My Business

321 RV Park**41,637 PEOPLE FOUND YOU ON GOOGLE****879**

asked for directions

⬆ -8.3% FROM MAY 2021

602

visited your website

⬆ -4.4% FROM MAY 2021

105

called you

⬆ -23% FROM MAY 2021



Reach more potential customers;
try an ad on Google.

[CREATE MY AD](#) ➔**WHAT CUSTOMERS ARE SAYING ABOUT YOU**

"Peaceful and quiet. Playground for children. Enjoyed our stay! Nice and level!"



Stay connected to your customers. Make sure to reply to their reviews and comments.

[READ REVIEWS](#) ➔

Learn more



Ask an expert



321 RV Park - Performance on Google for May 2021

2 messages

Google My Business <googlemybusiness-noreply@google.com>
Reply-To: Google My Business <googlemybusiness-noreply@google.com>
To: shannonhqueen@gmail.com

Tue, Jun 15, 2021 at 7:14 PM



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Take a moment to make sure your Business Profile on Google is up to date, including new health & safety attributes so customers know you're putting their safety first.

[Update now](#)

Google My Business

321 RV Park**34,889 PEOPLE FOUND YOU ON GOOGLE****959**

asked for directions

↑ 63% FROM APRIL 2021

630

visited your website

↑ 5.2% FROM APRIL 2021

136

called you

↑ 55% FROM APRIL 2021

[SEE FULL REPORT](#) →**WHAT CUSTOMERS ARE SAYING ABOUT YOU**

"Extremely welcoming, kind, and very informational about protocols. Just arrived, but very..."



Stay connected to your customers. Make sure to reply to their reviews and comments.

[READ REVIEWS](#) →[Learn more](#)[Ask an expert](#)

321 RV Park - Performance on Google for April 2021

3 messages

Google My Business <googlemybusiness-noreply@google.com>
Reply-To: Google My Business <googlemybusiness-noreply@google.com>
To: shannonhqueen@gmail.com

Tue, May 11, 2021 at 11:36 AM



Show customers you're keeping them safe



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Google My Business

321 RV Park**30,279 PEOPLE FOUND YOU ON GOOGLE**

Here are the top search queries used to find you:

campgrounds
near me

used by 408 people

camping near
me

used by 101 people

rv park

used by 85 people

588

asked for directions

↑ 12% FROM MARCH 2021

599

visited your website

↑ 4.5% FROM MARCH 2021

88

called you

↑ 2.3% FROM MARCH 2021



See all of the keywords used to
find your business.

[SEE FULL REPORT](#) ➔**WHAT CUSTOMERS ARE SAYING ABOUT YOU**

"Quietest campground!!! Brand new, very level, nice picnic tables. Some trees and a fenced..."



Stay connected to your customers. Make sure to reply to their reviews and comments.

321 RV Park - Performance on Google for March 2021

1 message

Google My Business <googlemybusiness-noreply@google.com>
Reply-To: Google My Business <googlemybusiness-noreply@google.com>
To: shannonhqueen@gmail.com

Mon, Apr 12, 2021 at 6:07 AM



Show customers you're keeping them safe



Take a moment to make sure your Business Profile on Google is up to date, including new health & safety attributes so customers know you're putting their safety first.

[Update now](#)

Google My Business

321 RV Park

29,942 PEOPLE FOUND YOU ON GOOGLE

Here are the top search queries used to find you:

campgrounds
near me
used by 314 people

rv park
used by 100 people

camping
used by 81 people

527

asked for directions

↑ 210% FROM FEBRUARY 2021

573

visited your website

↑ 56% FROM FEBRUARY 2021

86

called you

↑ 56% FROM FEBRUARY 2021



Reach more potential customers;
try an ad on Google.

[CREATE MY AD](#) ➔

WHAT CUSTOMERS ARE SAYING ABOUT YOU

"Absolutely the best!! Hospitality is amazing! Full hook-up service. We can't complain about..."



Stay connected to your customers. Make sure to reply to their reviews and comments.

321 RV Park
2100 Hw Farm Road
Malden, NC 28650

- Home
- Info
- Insights
- Reviews
- Calls
- Messages
- Photos
- Bookings
- Website
- Users

- Create an ad
- Get custom Gmail
- Add new business

- Businesses
- Link to ads
- Settings
- Support

★★★★★

Show customers you care, one response at a time

Your customers now get notified when you reply to their review

All Replied Haven't replied






Nita Bollinger

★★★★★ 3 weeks ago

Nice quiet campground.

 Reply





Deanne Schmitt

★★★★★ 6 weeks ago

We Love our long term home in the country! Shannon and Hunter are absolutely the best camp hosts EVER! Always there for us anytime we need anything at all. This RV Park is an absolute gem. We are new to the area, and this is a fantastic place to be while waiting for our forever home to be built. We could not ask for a better place to be. A great family vibe here. They take such great



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Reply



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Reply



Jake 22
★★★★★ 8 weeks ago

Too many rules for basically a parking lot in a field. Go to Walmart or Is Cracker Barrel, it's free and the same thing.

Reply



Rebecca Smith
★★★★★ 9 weeks ago

The user didn't write a review, and has left just a rating.

Reply



Jessica Fahey
★★★★★ 9 weeks ago

Such a great place! Clean and quiet in a beautiful country setting! Mgmt is great and very welcoming. Would def stay here again!

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Maiden, NC 28650

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Jessica Ethridge

★★★★★ 10 weeks ago

Nice & quiet country setting. Beautiful views. Sites are pretty big and very level. Not much to do in the actual RV park but that is fine by us, we only need a place to park as we like to explore during the day!

Reply



Sara Edwards (Sara's Epic Life)

★★★★★ 12 weeks ago

Peaceful and quiet. Playground for children. Enjoyed our stay! Nice and level!

Reply



Ayeomike 83

★★★★★ 12 weeks ago

Great quiet place with friendly people, our family enjoyed the getaway!

Reply



Lynn Set

★★★★★ 16 weeks ago

We have been pleasantly surprised by this fairly basic campground! The wifi is good, the sites are level, and we were surprised to find a gathering area with a fire pit with wood, cornhole set, a small play structure for kids, and seating with twinkle lights. We're out in the country, with pretty rolling hills and pasture views. And only about 10-15 minutes from restaurants and stores. We reserved a week in our 40ft fifth wheel trailer and are having a great stay!

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Reply

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