



20 GROUPS

Frequently Asked Questions

WHAT ARE 20 GROUPS?

arvc 20 Groups are composed of noncompeting campgrounds voluntarily and mutually associated to provide a confidential exchange of experiences, problems, and ideas at regular meetings. They receive the benefit of reliable historical comparative operating data on a periodic basis.

HOW ARE 20 GROUPS FORMED?

Each campground wishing to participate in a group completes the placement data form and submits it together with a registration fee (that is refundable if the campground cannot be placed in a Group). The criteria by which a campground owner is placed in a specific group are based mainly on gross revenues, park location, and type of campground (destination, membership, overnight, etc.). Campgrounds must be non-competitive and, whenever possible, from distinct geographic areas.

Experience in other industries shows that trends, consumer habits, business cycles and other influences generally appear in one area of the country prior to being evident elsewhere, making geographic variance a positive factor.

HOW OFTEN DOES THE GROUP MEET?

Meetings are held twice a year, usually for three days. Meetings are usually scheduled by the group at or near a participating member. Each group will determine its own additional meeting schedule if it so desires.

HOW ARE GROUPS GOVERNED?

Within basic guidelines contained in the arvc 20 Group bylaws approved by the arvc Board of Directors, each group is autonomous. Members must, however, agree to the bylaws as the overall governing instrument.

The group will function best when two members of the group are elected to serve as co-chairs to help facilitate the group's activities. The arvc staff assists in the operation of the group and outside consultants are also utilized when necessary.

WHAT'S ON A 20 GROUP AGENDA?

The group Chairman, and Vice Chairman with the assistance of arvc staff when requested, are responsible for assembling the meeting agenda. Group members' input on suggested topics is utilized as a guideline. Some examples of agenda items are: industry related subjects presented by outside speakers; concentrated discussion on a specific subject such as pay plans, personnel matters, paper flow, advertising and marketing, and so on as requested by group members; mini-seminars; and visits to the host owner's campground and even non-member campgrounds in the area.

Joining a 20 Group was the highest return on investment I have ever made.

My involvement with ARVC 20 Group's was directly responsible in assisting me to turn 2 older campgrounds into modern profitable businesses. Having direct access to years of experience and knowledge of the industry with answers to every question you need to move your business in the right direction has been invaluable.

A 20 Group gives you a trusted inner circle of business associates that speak your language and that are mutually and confidentially involved in helping you become more profitable.

If you want your business to grow and if you want your bottom line to increase year after year, you will not find a better way to accomplish your goal.

***Matt May, Lifetime CPO
Presque Isle Passage RV Park &
Cabin Rentals***

WHAT DOES IT COST TO PARTICIPATE IN A 20 GROUP?

There is a one-time application fee of \$50 that covers the cost of collating and transmitting data, arvc administrative assistance, and related costs.

All meeting costs are shared by group members. Such costs include charges, if any, for meeting rooms, any refreshments for breaks, and arvc staff attendance at meetings. Each participant is responsible for his own participation expenses which will vary depending on the group's choice of meeting locations and other circumstances.

HOW CAN I JUSTIFY THE COST OF A 20 GROUP?

There is a limit to the outside functions and activities in which any given campground owner can participate. 20 Group members who give a top priority to their group activity will find that the costs are really a very economical way of obtaining valuable outside consultants who really understand the campground business. The additional profits and successes in your campground should far outweigh the fees and costs.

WHAT ARE THE OBLIGATIONS OF A GROUP MEMBER?

Members are expected to attend the group meetings and to provide the necessary financial data as requested. Campground owners who cannot initially provide all the data requested can still participate provided they agree to work toward the goal of providing the data within four months of joining the group.

Confidentiality of all information provided to arvc or to a 20 Group member is critical to the success of the program.

WHAT ARE THE OBLIGATIONS OF arvc?

arvc will provide the processing and distribution of financial data, maintain group participation records, assist the co-chairmen in setting up meetings, and provide a competent consultant or staff person to assist in conducting the meetings of each group.

WILL I FEEL COMFORTABLE SHOWING FINANCIAL DATA TO OTHERS?

Not at first, but that's not a reason not to join today! Most members are uncomfortable until they get used to it. Some members will probably show losses and they have the most to gain from the group! Turning losses into profits, and increasing meager profits into substantial ones, is what a 20 Group is all about!

WILL MY FINANCIAL DATA BE SHARED WITH ANYONE?

No. Individual park information, including financial data, is confidential and can only be viewed by the 20 Group member themselves. A comparative financial composite is prepared, by a third party company, from the financial and statistical data submitted by the 20 Group members. This composite report may be shared in whole or in part outside the 20 Group membership as deemed appropriate by arvc.

WHAT IF I FEEL I'M NOT AS SMART AS SOME OTHERS IN THE GROUP?

20 Groups in other industries clearly show that very few businessmen are well-rounded in all aspects of their business. The value of a 20 Group is to identify strengths and help correct weaknesses of each other. By complementing their strengths and supplementing their weaknesses, many businessmen have realized thousands of dollars in additional income.