



Holiday Harbor Marina & RV Park

Location: 20061 Shasta Caverns
Lakehead, CA 96051

Price: \$3,500,000

Prime Northern California Location

The diversified operation boasts a mix of income sources, including 314+/- Floating wet slips for private moorage, 27 FHU RV campsites, a profitable rental fleet of houseboats and small boats, rental of watersport equipment, a general store & gift shop, and robust fuel and retail sales. Holiday Harbor operates well below the ceiling of its USFS special use permit, and the current ownership has identified several, concrete, permit-supported growth vectors

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Holiday Harbor Marina & RV Park Offering Memorandum

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OFFERING OVERVIEW



Holiday Harbor Resort and Marina is a longstanding marina and houseboat/boat rental facility, established in 1964, and under the same family ownership since 1982. Over the years, Holiday Harbor has enjoyed repeat business and positive word-of-mouth through an unmatched reputation for exceptional customer service.

The facility enjoys a premier California location, nestled on the picturesque McCloud Arm of Lake Shasta, in Lakehead, California (Shasta County). This setting offers Holiday Harbor customers access to stunning scenery, abundant wildlife, and endless opportunities for watersports, fishing, and outdoor recreation, positioning ownership to capitalize on the ongoing demand for recreational boating/houseboating and RV experiences in California. Proximity to major population centers (San Francisco, CA - Sacramento, CA - Medford, OR – Reno, NV) and easy access to I-5 ensures an ongoing access to a strong, growing customer base.

The diversified operation boasts a mix of income sources, including 314+/- Floating wet slips for private moorage, 27 FHU RV campsites, a profitable rental fleet of houseboats and small boats, rental of watersport equipment, a general store & gift shop, and robust fuel and retail sales. There is also a vacant restaurant on site. This diversification mitigates risk and ensures the potential for year-round profitability.

The facility operates on United States Forest Service (USFS) land, under a special use permit. Under the current USFS permit, permitted uses allow for some expansion of the current business lines (wet slips and boat rentals), as well the activation/reactivation of additional business lines, such as restaurant/food service, charters (parasail, ski/wakeboard school, personal watercraft/jet ski rentals, etc.).



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OFFERING HIGHLIGHTS



- Operating on United States Forest Service (USFS) land, under a special use permit
- **Marina**
 - Boat moorage
 - 314+/- Floating wet slips for private moorage (140 small boat slips and 174 houseboat slips, out of 190 permitted)
 - Additional floating wet slips for the houseboat and small boat rental fleet
 - Fuel dock, pump-out station
 - Courtesy dock
 - Floating building with marina manager's office, rest rooms, and service & repair shop
- **RV Campground**
 - 27 Full Hookup RV Sites with 50amp electrical service
 - Dedicated private dockage for lease
 - Bathhouse, laundry facilities, swim area
- **Houseboat Rentals, Small Boat Rentals and Accessory Rentals**
 - 50 houseboats in active service (58 total in fleet, 8 currently offline; 70 allowed under USFS permit)
 - 25 small boat rentals (Ski boats, fishing boats, pontoon boats)
 - Paddleboards, kayaks, wakeboard, wakesurf, foil, ski, tube rentals
- **Upland Buildings**
 - Two-Story Upland Building (general store & gift shop, reservation office, restrooms and restaurant (restaurant closed as of 2019))
 - Administrative building
 - RV office for campground host
 - Shop building with a storage yard
- Ample parking, boat launch, and asphalt roads
- **Prime Location:** Proximity to major population centers (San Francisco, CA - Sacramento, CA - Medford, OR – Reno, NV) and easy access to I-5
- **Competitive Advantages**
 - **Expansive Size:** Ample space to accommodate boats, RVs, and future growth.
 - **Diverse Amenities:** Offers everything guests need for a memorable lakeside experience.
 - **Experienced Staff:** Dedicated and knowledgeable team with a long history with the company.
 - One of the largest Houseboat facilities on Lake Shasta
- **Unmatched Reputation**
 - Holiday Harbor is known for its exceptional customer service, fostering repeat business and positive word-of-mouth.
- **Absentee Owned and Operated**
 - Fully staffed operation. The owners live out of state and are not involved in the day-to-day operation



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UPSIDE/VALUE ADD - DETAIL



Holiday Harbor operates well below the ceiling of its USFS special use permit, and the current ownership has identified several, concrete, permit-supported growth vectors:

- Marina Expansion
 - Add 16 Private Houseboat Rental Slips
 - 190 houseboat private moorage slips are included in the permit, currently only 174 slips are available, 16 more slips could be built and added to the moorage leasing pool.
- RV Park and Campground Expansion
 - 27-site RV park and campground, with potential to expand into a closed USFS campground area next door. Wyntoon Road Campground Corridor, the USFS land between Holiday Harbor and Lake Shasta Caverns, represents a longer-horizon expansion opportunity. This Offering Memorandum shows the geographic relationship; a future operator could work with USFS to pursue a campground or complementary outdoor recreation concession in that corridor
- Increase Boat Rental Revenue (Houseboat and PWC)
 - Increase the Houseboat Rental Fleet
 - The USFS permit allows for 70 houseboat rentals, currently only 58 houseboats in the fleet, of which 8 are offline. Allowing for the repair, rebuild, and/or purchase of 12-20 additional houseboats for added rental revenue.
 - Because the original ownership also operated a separate boat-building company and retains all plans and drawings for every model ever built, new boats could be constructed to fill those open slots -- an unusual advantage that eliminates the need to source vessels from outside builders
 - Re-activate Personal Watercraft Rentals
 - 10 Personal Watercraft/Jet Ski rentals are allowed on the USFS permit, this was not offered in most recent seasons, purchase of new PWC fleet could allow for added rental revenue.
 - Ongoing fleet optimization
 - That same in-house boat-building capability means the existing rental fleet can be continually remodeled and upgraded at cost, preserving asset quality and guest appeal without full replacement expense



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UPSIDE/VALUE ADD - DETAIL (continued)

- Parasail Operation
 - Permitted and unactivated; a high-margin, high-visibility amenity that would meaningfully differentiate Holiday Harbor from competing Shasta Lake destinations
- Ski / Wakeboard / Wakesurf School
 - Also permitted; pairs naturally with the existing watercraft infrastructure and extends the revenue profile into instruction and guided experiences
- Restaurant Reactivation
 - The existing restaurant footprint could be reopened and repositioned, with the strongest concepts being a grab-and-go pizza and sandwich operation or a beverage/ice cream/coffee shop format -- both well-suited to the marina's transient guest traffic and low on operational complexity

Taken together, these opportunities suggest that a new owner with the appetite to activate permitted but dormant uses could materially grow revenue without requiring a new permit, major entitlement work, or speculative infrastructure investment.





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UNITED STATES FOREST SERVICE (USFS) SPECIAL USE PERMIT SUMMARY

In 2025, the Seller undertook re-permitting the facility, working with USFS towards issuance of a new permit. This in-hand permit, awaiting execution, contains the following general terms.

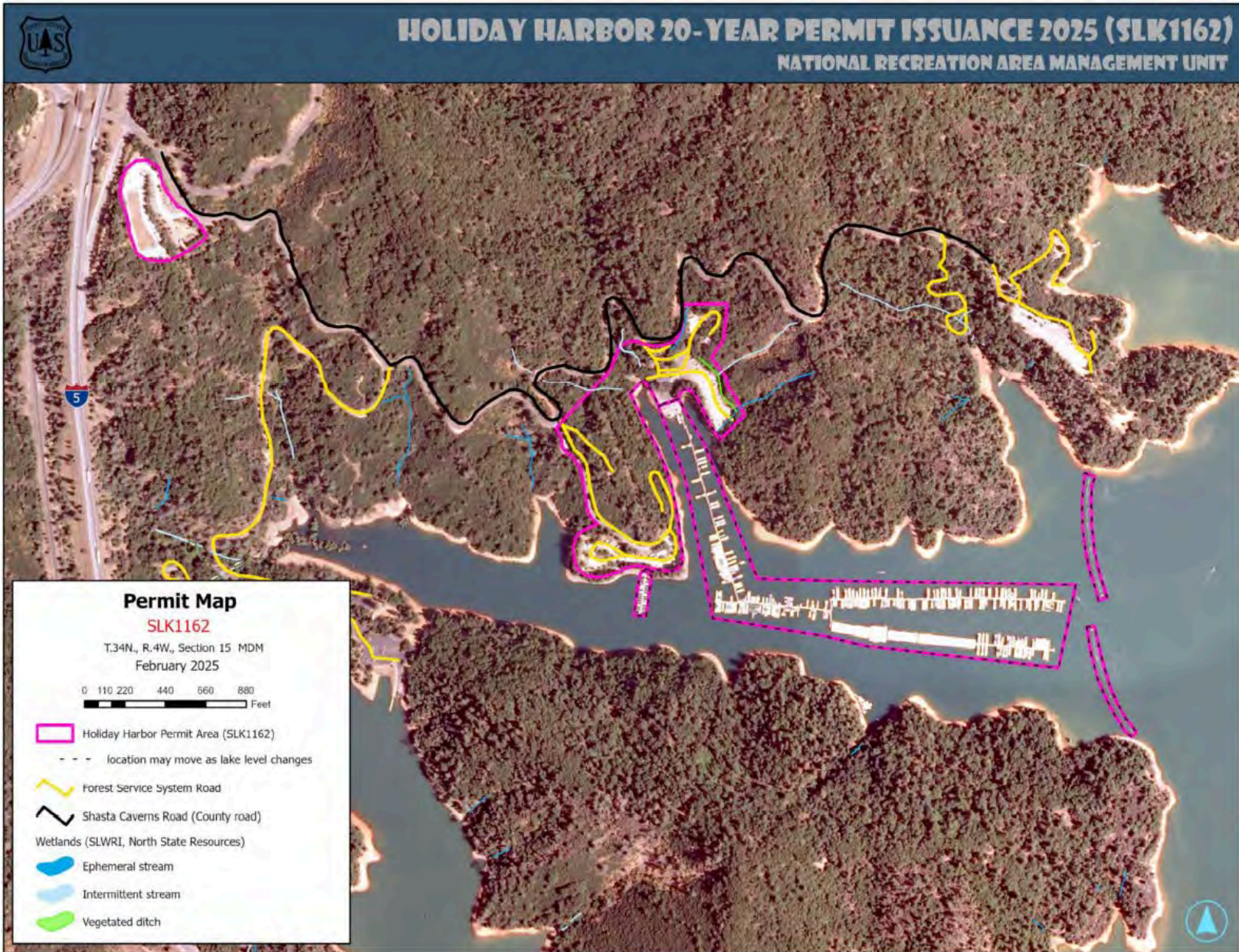
Term: Expires 12/31/2044

USFS Land Use Fees: Graduated Rate Fee System

It should be noted that a change of ownership would require a new permit application and execution. Much of the recent work, such as the National Environmental Policy Act (NEPA) review, should work in the new buyer's favor during their permit application process.



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