

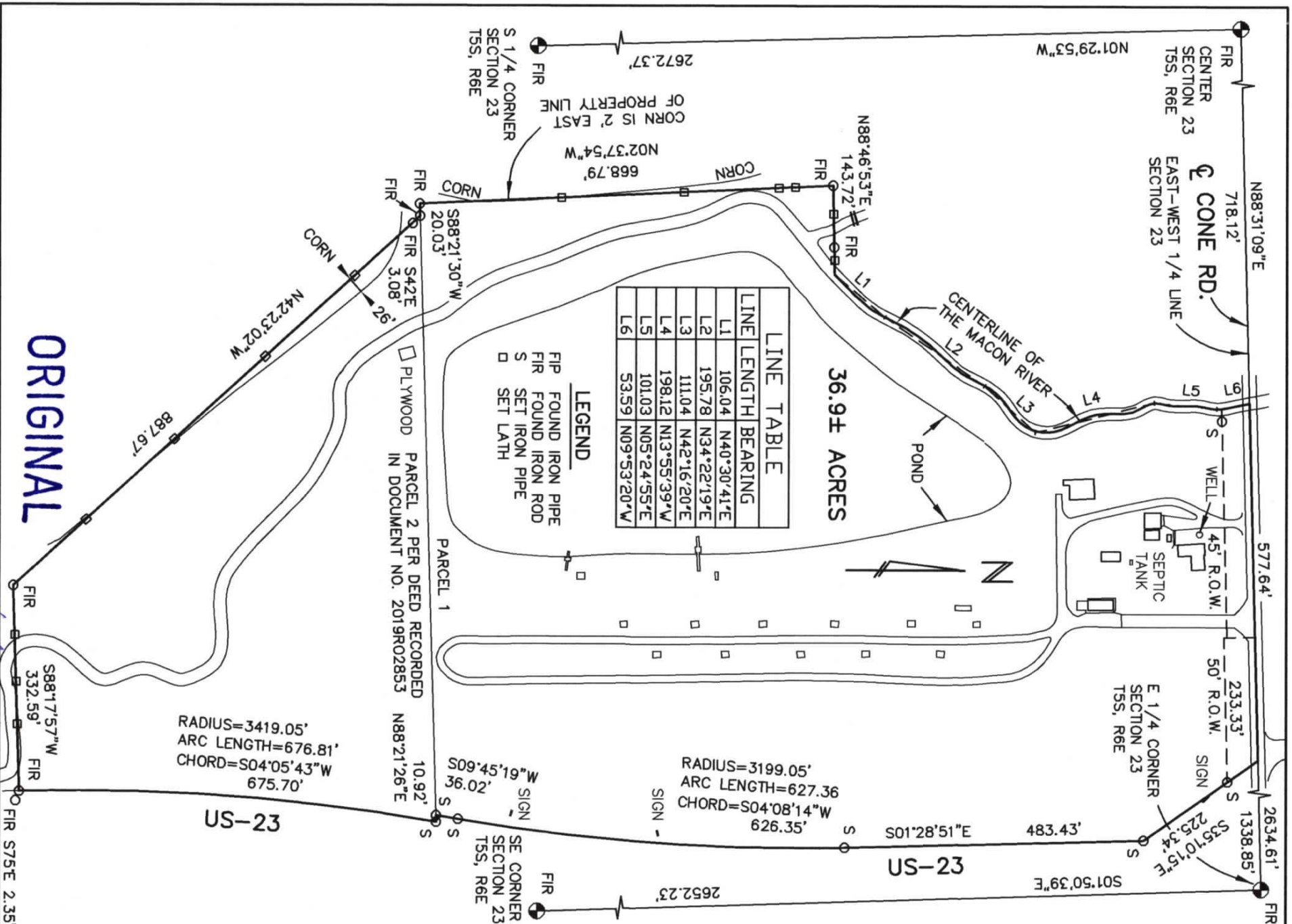
PROPERTY OVERVIEW

The property is 37 acres total and is located directly off of US-23 just 17 miles South of Ann Arbor and 30 miles North of Toledo. The property has a 6-acre, spring-fed lake and is wrapped with a flowing stream. It currently has a 3-bedroom, 2-car garage, 40' x 40' boat house pole barn, a new 40' x 15' "store," and a 30' x 15' public bathroom that is currently out of use.









ORIGINAL

COLEMAN LAND SURVEYING, PLC

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KENNETH R. COLEMAN
PROFESSIONAL SURVEYOR NO. 37271

CLIENT: MATTHEW KERRY

SECTION 23, TOWN 5 SOUTH, RANGE 6 EAST

SURVEY OF A 36.9± ACRE
PARCEL IN THE SE 1/4
OF SECTION 23,
MILAN TOWNSHIP

MILAN TOWNSHIP

MONROE COUNTY, MICHIGAN

DATE 5-26-23

JOB NO. 2448

BOOK 47-34

CAD NO. 2448

SHEET 2 OF 2

FILE NO. 2448

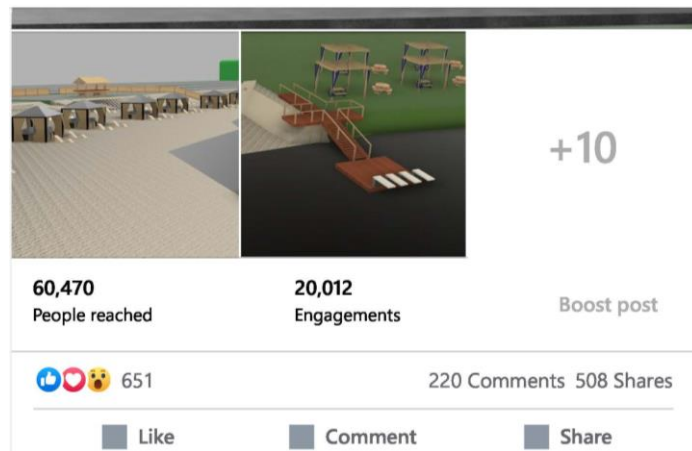




PROPERTY HISTORY

The property has operated as a private beach open to the public for over 65 years and is extremely well known in the area as Heath Beach, Clearwater Beach, and Milan Beach. In its early years it was primarily known for its crazy party scene. More recently it has been criticized for being run down and poorly maintained and managed. This presents an opportunity for renewed growth and a facelift.

I made my first post on the old business Facebook page on May 8th, 2022 showing some of the renders you will see in this presentation. With \$0 spent on advertising, the post reached over 60K people in 48 hours as a result of others sharing and commenting. The response was incredibly positive



COMMUNITY RECEPTION

- When the property was purchased, there was widespread discontent in the community about the condition of the property and the amount of security issues that were occurring.
- In my 3 years we have turned that reputation around and have received near unanimous 5-star reviews on Google, Facebook, and AirBnB

"This place is beautiful with lots of space. The beach was clean and wonderful."

"Very cool location right off the freeway. Water was clean park was clean. Grills are welcome kids had a ball. I would definitely recommend!"

"My recent visit to GetAway Bay was nothing short of fantastic. Nestled around a scenic 6-acre lake, this historic spot has evolved beautifully under the new ownership.."

"Our new summer spot... This place is a Gem!"

"I have been coming here since it was heath and clear water beach and this is the first time in many years that I decided to give it another try and bring my children here(this used to be the party beach and not so kid friendly back In my 20s). The new owner Matt has done a fabulous job at turning this place around, he is so nice! not only did my children have the best day ever, I also had so much fun! This Definitely is our new favorite beach that we will be spending the rest of the summer at! It is so clean and the water is perfect! And so much for the kids to do."

"The staff was super nice. The park and beach was clean. Even the portable bathroom were maintained. Family had a great time on all the activities!! We will be back! "

"If you haven't been here you are truly missing out... family fun, clean water, everyone is friendly, and the fact that the owner goes out of his way to say hello it's kind of cool. He is doing whatever he can to make this place a super fun place for everyone,

"This is the Best Place I have taken my family!!! The owner Matt was very helpful with anything you needed to make your day a success... I drove an hour... Everyone should put GetAwayBay on your list this summer"

"My son is autistic and they are very accommodating to his needs. They are so sweet and out going and go beyond the call of duty. Highly recommend for all ages. Peaceful environment and clean atmosphere. You couldn't ask for a better beach spot to be honest."

100% of Reviewers Recommend on Facebook
[Click to View](#)

MARKET OVERVIEW

	Distance	Population	College Students
Milan	0 miles	6,042	
Dundee	5 miles	5,320	
Ypsilanti	15 miles	20,600	13,882
Tecumseh	15 miles	8,600	
Ann Arbor	17 miles	123,851	43,651
Monroe	17 miles	20,500	
Belleville	20 miles	4,010	
Adrian	25 miles	20,600	
Flatrock	25 miles	10,500	
Sylvania	25 miles	19,000	
Canton	27 miles	98,600	
Dexter	29 miles	4,500	

Woodhaven	30 miles	12,900	
Wayne	30 miles	17,700	
Toledo	30 miles	276,614	16,030
Plymouth	35 miles	9,370	
Chelsea	35 miles	5,570	
Perrysburg	35 miles	25,000	
Wyandotte	35 miles	25,000	
Taylor	35 miles	61,379	
		775,656	73,563



PUTT-PUTT BATTING CAGES & DRIVE IN MOVIES

	Guests /year		Concession	Total
Conservative	1000*	\$10/per son	\$5-10/person	\$15,500-\$20,000
Medium	2000**	\$10/per son	\$5-10/person	\$31,000 - \$40,000
High	4000	\$10/per son	\$5-10/person	\$62,000 - \$80,000

*Based on a 5-month season with an average of 6.6 visitors per day

**Averaging 13 visitors per day

***Averaging 26.5 visitors per day



FOOD TRUCK DINING IN BARN

	Guests/year	Spending	Total
Conservative	1000*	\$15-30/person	\$15,000-\$30,000
Medium	2000**	\$15-30/person	\$30,000 - \$60,000
High	4000	\$15-30/person	\$60,000 - \$120,000

NEW REVENUE STREAMS



OVERNIGHT POTENTIAL

Occupancy	Small Units \$200 - \$350	Large Units \$400 - \$650	Additional Spending /person	Total
30%	5	5	\$10-30	\$375,000-\$715,000
70%	5	5	\$10-30	\$894,250-\$1,660,750
30%	10	10	\$10-30	\$750,000 - \$1,430,000
70%	10	10	\$10-30	\$1,788,500-\$3,321,500
30%	15	15	\$10-30	\$1.125 million - \$2.145 million
70%	15	15	\$10-30	\$2.682 million - \$4.982 million

PROGRESS



- Public bathroom gutted and ready for new fixtures and new septic and water
- Concession stand interior renovated and two 6' bay windows added to serve customers
- Portable sawmill purchased to utilize wood stockpile
- Beach excavated to 3x it's original size
- Water park added which is a separate charge from general admission
- [AirBnB completely renovated](#) and rated "one of the most beloved homes on AirBnB"
- [Website fully functional](#)
- [One Glamping site done and being rented out at \\$150-250/night](#)

