

Diamond M Ranch Resort

Vision, Expansion Potential & Long-Term Destination Value

Diamond M Ranch Resort is already a proven, profitable hospitality operation with strong assets, financials, and brand equity. What sets it apart—and what positions it uniquely for long-term value growth—is the **depth of unrealized potential embedded in the land, water, infrastructure, and community vision surrounding the resort**.

This is not simply an RV park acquisition. It is the opportunity to steward and expand a **destination-grade experience** in a market that increasingly rewards authenticity, sustainability, and water-based amenities.

1. Water as the Anchor Asset (Planned Creation of a Destination Feature)

At the heart of Diamond M Ranch Resort's long-term value is **water—specifically, the intentional creation of a signature lake feature**.

The property sits on an ancient, prehistoric lake basin that historically held open water hundreds (and likely thousands) of years ago. Over time, natural vegetation gradually reclaimed the basin, resulting in what is best described today as **marshland—not permanent swamp**.

The long-term vision is **purposeful excavation of this basin to restore it as a long, narrow lake**, creating a controlled, destination-grade water feature integrated directly into the resort experience.

Once developed, this lake is uniquely suited for:

- **Non-motorized and cable-driven water recreation** (wakeboarding, waterskiing, paddling)
- **Seasonal transformation:**
 - *Summer*: paddle sports, boardwalk access, floating saunas and cabins
 - *Winter*: ice fishing, skating, snowboarding, sauna + cold exposure experiences
- A rare Alaska offering: **lake-based recreation without motorboat congestion**

In hospitality and resort valuation, **water features are consistently one of the strongest drivers of guest demand, pricing power, and long-term appreciation**. This planned lake represents a cornerstone opportunity to elevate Diamond M from a stopover into a true destination.

2. Expandable Development Corridor (Future Shoreline & Bluff Potential)

In addition to the existing resort footprint, ownership includes **adjacent bluff and lowland acreage** that creates a highly flexible expansion corridor.

Importantly, portions of this land are **not currently open water shoreline**, but represent **future shoreline potential** tied directly to the planned lake excavation. Once the marsh basin is restored to open water, this corridor would transition into **developable lakefront and bluff-adjacent property**.

This creates long-term optionality for:

- Additional lodging units or residences with **future lake views**
- Boardwalk-connected cabins or tiny homes
- Thoughtful, phased development that preserves the rustic Alaska character while expanding capacity

This approach allows growth to occur **intentionally and incrementally**, without disrupting current operations or overbuilding—an increasingly valuable strategy in destination hospitality.

3. The Clubhouse as a Signature Experience (Built, Operational, and Expandable)

The clubhouse is **already constructed and operational**, serving as a foundational asset within the resort.

Current features include:

- Two apartments (a one bedroom and a two bedroom)
- A central bathhouse with four showers
- Laundry facilities
- Core infrastructure supporting guest services

Planned near-term improvements include:

- Relocating the resort office into the clubhouse (targeted for the coming summer)
- Completion and transformation of the **upper level roof into a green sod roof**

The sod roof is envisioned not simply as an aesthetic feature, but as a **functional and experiential element**:

- A working green roof aligned with the resort's sustainability ethos
- A future VIP or members-style gathering space
- Farm-to-table events and curated experiences that reinforce Diamond M's brand identity

This turns the clubhouse from a utility structure into a **memory-making centerpiece**—a place guests talk about long after they leave.

4. Sustainability as Brand Equity (Proven, Not Theoretical)

Diamond M Ranch Resort is not experimenting with sustainability—it has **over 30 years of real-world application:**

- On-site composting using fish byproducts to restore soil
- Polyculture farming practices supporting animals, pasture, and food production
- Infrastructure designed for cogeneration and energy efficiency
- Recognition in a **nationwide sustainability publication**, validating the model externally

This track record positions the resort squarely in the growing **eco-tourism and agri-tourism market**, where guests are willing to pay a premium for experiences aligned with stewardship, authenticity, and environmental responsibility.

5. A Rare Transition Asset: The Seller's Ongoing Vision

A unique advantage of this transaction is that the current owner intends to remain on the **adjacent agricultural property**, continuing to operate the farm and sustainability components.

For the buyer, this represents:

- Continuity of vision without operational burden
- Built-in expertise and innovation feeding the resort experience
- A living brand story that enhances guest perception and long-term value

The resort benefits from the ecosystem—while the buyer retains full control of hospitality operations.

The Big Picture

Diamond M Ranch Resort already performs on paper.

What this opportunity offers is **upside that cannot be easily recreated:**

- Water-driven destination appeal
- Expandable land with narrative value
- Sustainability as a proven brand asset
- A resort that functions as a **community hub**, not just overnight lodging

For the right buyer, Diamond M is positioned to evolve from a successful stop on the Alaska journey into a **place people travel to intentionally—and return to.**

