

DUSTIN & RENEE O'NEAL

RV PARK & CAMPGROUND MANAGEMENT TEAM

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Available immediately · Relocating — Western U.S.

WHO WE ARE

A husband-and-wife management team with 25+ years of combined guest-operations, crew-leadership, and business-ownership experience, seeking full operational responsibility for an RV park, campground, or resort under absentee or investor ownership.

We are not looking for a workamper site. We are looking to run a business.

We built, staffed, systematized, and profitably exited a high-volume tourism operation. Before that we spent a decade in the maritime industry — Dustin as a licensed captain and chief engineer, Renee running interior operations and guest experience for charter guests paying upwards of \$250,000 per week. We manage to a P&L, we lead crews, and we have rebuilt a destroyed property with our own hands and put it back into revenue. We also travel full-time in our own fifth wheel, which makes us both the operator and the guest.

SIGNATURE ACHIEVEMENTS

Sold at 2x. Founded Sunshine Scenic Tours in 2019 to acquire the vessels and gift shop of an existing operator, then grew and exited the business in 2025 for twice what we paid. We sourced the buyer ourselves — no broker — and closed in roughly thirty-five days.

Grew retail revenue 7x. We inherited a barely-stocked gift shop producing roughly \$20,000 a year. Under Renee's management it produced \$140,000. At a campground the equivalent is the camp store — typically the highest-margin square footage on the property and the most consistently neglected.

1,000+ guests handled daily in season. True vessel capacity was 444 per day; actual guest volume ran well past a thousand once phone inquiries, walk-ups, and advance bookings were counted — sustained across a six-month season plus two Q4 mini-seasons, under USCG inspection, without service degradation.

Three vessels, three products, one operation. We ran the Royal Conquest pirate-ship attraction and the Dolphin Quest eco-education cruise, then added a 40' naval launch in 2021 — bought barely running for \$80,000, repaired, and put into profitable service. Each carried its own guest profile, price point, and staffing model. Running separate revenue streams under one roof is the same problem a park has with sites, cabins, store, and activities.

Took on deferred maintenance and won. The vessels came to us in disrepair. Over the first three years we replaced main engines and generators, rebuilt shafts, put roughly \$100,000 into carpentry alone, and handled structural work on an aluminum hull — most of it ourselves, subcontracting only specialized trades, while the business stayed open and profitable. A neglected property does not scare us.

Survived two of the worst hurricanes in Florida history. One destroyed the gift shop and docks outright. We rebuilt in four months — most of it with our own crew and our own hands — and reopened into the following season while the surrounding area was still recovering. Every off-season was funded out of in-season profits.

Made ourselves unnecessary. Over the final two years we transitioned from hands-on to hands-off ownership by hiring and training a management layer, then holding it accountable. We authored a complete employee training program — written guides, instructional video, task checklists, and sign-off requirements — and installed a structured weekly meeting cadence based on Patrick Lencioni's Death by Meeting, which our managers were required to cascade to their own teams. The business ran without us. That is exactly what an absentee owner is buying.

Four years of formal financial coaching. Built a financial management playbook with Andrea Ross at Cultivate Advising that we still operate from.

WHAT AN ABSENTEE OWNER GETS

Full P&L accountability, not task execution. Payroll, vendors, insurance, licensing, seasonal cash flow, capital reinvestment — owned end to end. You will not need to make operating decisions from a distance.

Owner-level judgment. We have taken a business through acquisition, growth, disaster, recovery, and sale. We know how operating decisions show up in a valuation, and we manage toward the number an owner actually cares about.

Real estate underwriting fluency. Through Sunshine Scenic Properties, LLC we underwrite and asset-manage income property and evaluate campground and RV park acquisitions; Renee is a licensed Florida real estate agent. Hand us trailing financials and we will show you where the money is leaking.

Crew leadership under pressure. A decade living and working alongside crews of up to twelve in tight quarters taught us what a good team is worth and how fast one bad hire spreads.

Hospitality at a standard most properties never have to meet. Renee ran interior operations for charter clients paying six figures per week. That standard is the floor for how we treat a guest.

Seasonal labor handled like a cost center, not a scramble. We ran 20 employees in season and deliberately carried 15–17 through the off-season at reduced hours, matched to available project work. Retaining trained people cost less than recruiting and onboarding new ones in the weeks before a season opened — and it meant we opened every year with a staff that already knew the job.

Channel economics most operators leave on the table. OTA commissions are not fixed. We have negotiated booking-platform agreements directly — trading extended remittance terms (accepting net 60 rather than net 30) in exchange for a permanent commission cut of up to five points. On a property with meaningful OTA volume, that is real margin recovered without touching rate, occupancy, or guest experience.

Programming that fills sites midweek and off-season. We spun a free wildlife education program out of our eco-education dolphin cruise and authored a children's book, Penny the Pirate Pup, set aboard our own vessel. It went to area schools with video, teaching materials, quizzes, and instructor guides at no charge, and returned community goodwill, press, and a direct line into family and group bookings. Programming is how a park earns beyond the site fee — we know how to build one from nothing.

Hands-on maintenance and capital projects. Shipyard periods, major repairs, engine overhauls, site upkeep, and facilities work — specialized trades subcontracted, everything else in-house. Fifth-wheel electrical, plumbing, propane, and mechanical troubleshooting on top of it.

Marketing we produce ourselves. We build and run Horizon and Home, a travel and outdoor-lifestyle channel across YouTube, Instagram, and Facebook. We shoot, edit, and publish. A park under our management gets professional content, an audience of precisely the right demographic, and organic booking demand at no agency cost.

DUSTIN O'NEAL

Founder & Owner — Sunshine Scenic Tours / The Pirate Ship at John's Pass

Madeira Beach, FL · 2019–2025 · 20 employees in season · 450+ guests per day

- Ran vessel operations and vessel crews; owned USCG inspection and regulatory compliance
- Owned company financials, investments, banking, and payables
- Managed crew dynamics, performance rewards, and disciplinary action
- Led company meetings and staff outings; built culture deliberately
- Directed site upkeep, repairs, shipyard periods, and major capital projects
- Built the management layer and training system that made day-to-day ownership unnecessary
- Built a free wildlife education program off the eco-cruise product and co-authored the accompanying children's book, Penny the Pirate Pup, distributing video, teaching materials, quizzes, and instructor guides to area schools
- Sold the business in 2025 at 2x

Managing Member — Sunshine Scenic Properties, LLC

2023–Present

- Acquisition, underwriting, and asset management of income-producing real estate
- Active evaluation of campground, RV park, and self-storage opportunities
- Seller-financed and creative transaction structuring
- Owner-operator of a short-term rental property, Seminole, FL

Chief Engineer — Edison Chouest Offshore

2013–2016

- Chief engineer aboard a 200' fast supply and emergency response vessel
- Engineering department leadership, preventive maintenance, and regulatory compliance in a high-consequence offshore environment

Captain & Engineer — Private and Charter Yachts

2009–2013, 2016–2019

- Vessel operations, engineering, and crew leadership for private owners and charter guests
- Multi-year international itineraries; annual contract cycles standard to the industry

RENEE O'NEAL

Co-Owner & Director of Operations — Sunshine Scenic Tours

Madeira Beach, FL · 2019–2025

- Owned the entire booking flow and reservation system, including day-to-day administration of FareHarbor
- Managed all OTA and third-party booking channels; co-negotiated platform agreements on commission rate and remittance terms
- Managed website development and the outside web vendor (Advanced Digital Media Services)
- Ran scheduling across departments
- Ran the front office across a three-vessel fleet: phone inquiries, walk-ups, advance bookings, check-in, and on-site guest experience at 1,000+ guests per day
- Supervised the office crew; handled performance rewards and disciplinary action
- Rebuilt and ran the retail operation, growing gift shop revenue from roughly \$20,000 to \$140,000 annually
- Ran payroll

Chief Stewardess — Private and Charter Yachts

2009–2011, 2016–2019

- Directed interior operations and the complete guest experience for charter clients at rates upwards of \$250,000 per week
- Managed interior crew, service standards, provisioning, and guest preferences
- Held a USCG Master 100 Ton license concurrently

Licensed Insurance Agent (220) — Solutions Insurance Group

2011–2016

- Licensed 220 general lines agent; contributed directly to agency growth
- Client acquisition and retention, policy servicing, and compliance in a regulated industry

LICENSES & CREDENTIALS

Dustin

- USCG Master, 100 Ton
- USCG Designated Duty Engineer, 4000 HP — Chief Endorsement
- Certified SCUBA Instructor

Renee

- Florida Real Estate License — ACTIVE
- Florida 220 General Lines Insurance License — ACTIVE
- USCG Master, 100 Ton · Certified SCUBA Instructor
- B.A. Sociology, John Carroll University

USCG credentials were earned and maintained throughout our maritime careers and are not held in active status today.

COMBINED CAPABILITIES

Operations	Financial	Guest & Growth
Hiring, training & performance management	P&L ownership	Booking platforms (FareHarbor) & reservation flow
Vendor negotiation & contractor management	Budgeting & seasonal cash-flow planning	Front desk & check-in operations
Grounds, facilities & capital projects	Payroll & AP/AR	Reviews, reputation & social content
Safety & regulatory compliance	Rate, revenue & commission strategy	OTA & channel management
Utilities, hookups & site turnover	Capital improvement planning	Activity programming, events & group sales

AVAILABILITY & FIT

Start date: Immediate.

Location & term: Open across the Western U.S. Seeking a multi-year, year-round commitment.

Structure: Full operational authority — on-site management of the entire business, reporting to ownership on an agreed cadence.

Housing: We travel with our daughter and need private family accommodations — a cabin, manager's residence, or equivalent preferred; a private full-hookup site works as an interim arrangement.

Compensation: Flexible. Where private housing and utilities are provided we do not need top-of-market base pay, and we welcome a performance component tied to occupancy, NOI, or revenue.

References, financial work product, and training materials available on request.