

* **12 months prior- $ dedicated from Capital Start Up escrow** 
  + *Hire a General Manager*
* **10 months prior-** 
  + *Create Marketing Action Plan and begin to execute – see addendum*
  + *Develop Programming Overview 4 pillars prioritize*
  + *Develop Budget Sample*
* **9 months prior-**
  + *Develop programming specifics Key programs and supporting info*
  + *Create advertising medians Top 3*
* **4 months prior-**
  + *Purchase all operating supplies except chemicals - Suggestions from where*
* **3 months prior-**
  + *Recruit and hire seasonal staff - How and who*
  + *First big marketing push Key points*
* **6 weeks prior-**
  + *Begin taking advance registration for programming - Web or on site*
  + *Marketing plan should be in full swing - 3 samples*
  + *Order all other operational supplies excluding chemicals*
* **4 weeks prior-**
* *Staff training- Importance of certs and risk management*
* *All programming supplies should be organized*
* *Scenario training*
* *Team can start when occupancy permit acquired – soft opening*
* **Grand Opening**
* *Saturday VIP day – by invitation only*
* *Sunday – Public day with on-site sign-ups for all programming*
* *Full staff ready*

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