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- **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*

