



Partner
with a **Legend**

~ Advantages of Affiliation ~



Jellystone Park™ Franchise Sets New Milestone

Building off years of success, the Jellystone Park franchise broke the \$100 million sales barrier in 2016. Jellystone Park also made Entrepreneur’s Franchise 500 list in early 2017 due to its strong sales growth and financial stability. Same park revenues were once again up double digits at 12 percent. Rental revenue led the way with a 15 percent increase, followed by traditional site revenue up 13 percent, and store revenue up 6 percent.

Overall, we increased camper nights by 2 percent, weekend camper nights increased 0.2 percent, and weekday camper nights by 3.7 percent. The strength of our brand continues to provide families with an outstanding experience that entices the consumer to opt for our premium rental and commemorate their visit with Jellystone Park merchandise. We continue to see phenomenal growth in our Club Yogi™ Rewards program as over 23,000 new members joined the system in 2016. In addition, Campjellystone.com attracted over 1.85 million visits which drove traffic to individual Jellystone Park location listings.



In 2017, we will continue to build on programs introduced into the system as well as introduce new ways for our consumers to access our brand. The Tatango text program will have video capabilities to provide guests with a clip of upcoming activities or Yogi Bear’s location. The Jellystone Park gift card will be available for purchase on Campjellystone.com. We will continue to invest in search engine optimization and digital advertising as we strive to increase the number of visitors to Campjellystone.com, and in turn – your park’s website. We will continue to seek out vendors who provide value to your business or better economies of scale. In efforts to keep up with our continuously changing consumer, Club Yogi Rewards will be digitized with the option to save the card on the rewards member’s phone, as well as having the ability to receive their child’s birthday card via email instead of traditional mail.

- ✓ Over \$100 Million in Sales
- ✓ On Entrepreneur’s Franchise 500 List
- ✓ Increase in Same Park Revenues of 12%
- ✓ Camper Night Increase of 2%

Congratulations on making 2016 a milestone year! We appreciate your day-to-day efforts that make this brand successful. Let’s continue to build on our momentum in 2017!

Jim Westover

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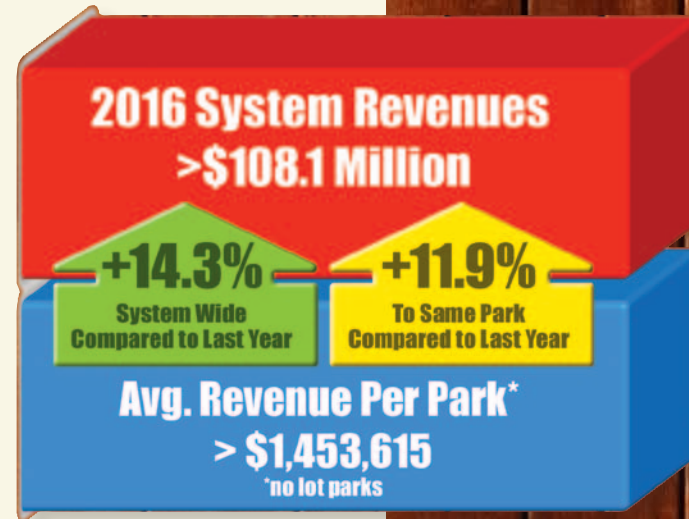
SYSTEM DATA

System Summary

81 Camp-Resorts

- This includes the addition of
 - Borden-Carleton, P.E.I.
 - Lodi, CA
 - Monticello, IA
 - Bath, NY
 - Kerrville, TX
 - Asheboro, NC

- Traditional Sites4.6%
- Seasonal Sites1.2%
- Rental Units-6%
- Total Sites3.2%

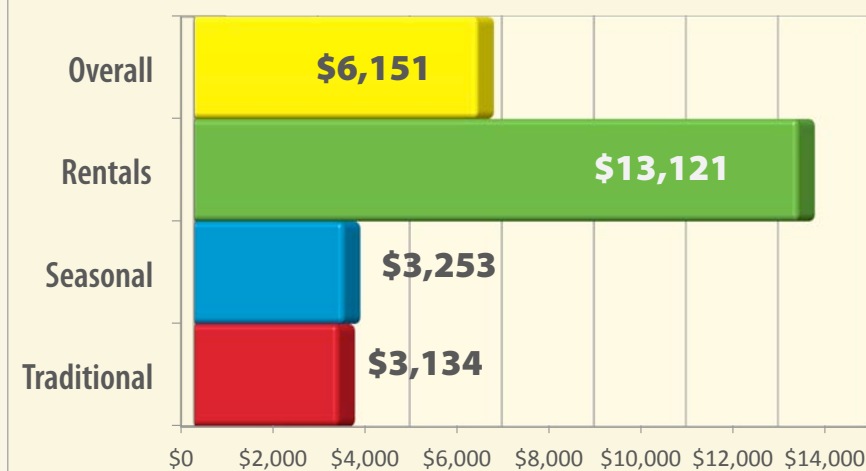


Camp-Resort Site Breakout Data



TOTAL SITES: 17,571

Average Revenue Per Site:



SYSTEM DATA

Camper Nights/Occupancy

	Weekday	Weekend	Total	%
Available.....	2,551,585	1,034,160	3,585,745	
Extended.....	402,474	164,606	567,080	39
General.....	369,751	320,843	690,594	48
Rentals.....	94,993	88,296	183,289	13
Total.....	867,218	573,745	1,440,963	
Occupancy %.....	34%	55%	40%	

Site By Region

	East	%	Central	%	South	%	West	%	Canada	%	Total	%
Total Sites	4,745	27	7,274	41	3,654	21	1,038	6	860	5	17,571	100
Traditional	3,181	26	4,831	40	2,613	21	853	7	686	6	12,164	69
Seasonal	705	24	1,801	61	330	11	76	3	64	2	2,976	17
Rental	859	35	642	26	711	29	109	4	110	5	2,431	14
Avg. Size	226		260		174		173		172		217	

**GROWTH
IN EVERY
CATEGORY!**

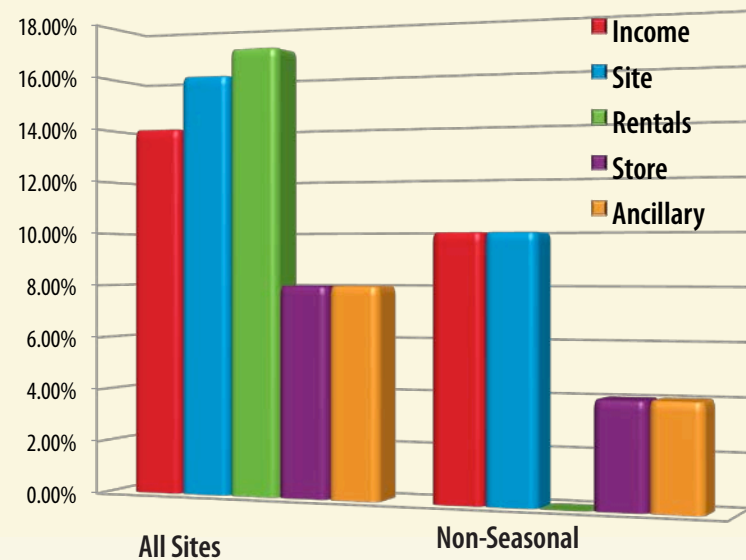
Revenue by Category

	2015.....%	2016.....%	Difference	%
Site	\$33,085,049.....35	\$37,535,192.....35	\$4,450,143	13
Ex. Stay	\$8,458,886.....9	\$9,614,594.....9	\$1,155,707	14
Rentals	\$27,545,613.....29	\$31,609,435.....30	\$4,063,822	36
Store	\$9,806,305.....10	\$10,394,460.....10	\$588,155	6
Ancillary	\$16,596,910.....17	\$17,502,612.....16	\$905,702	5
Totals	\$95,492,763	\$106,656,293	\$11,163,530	12

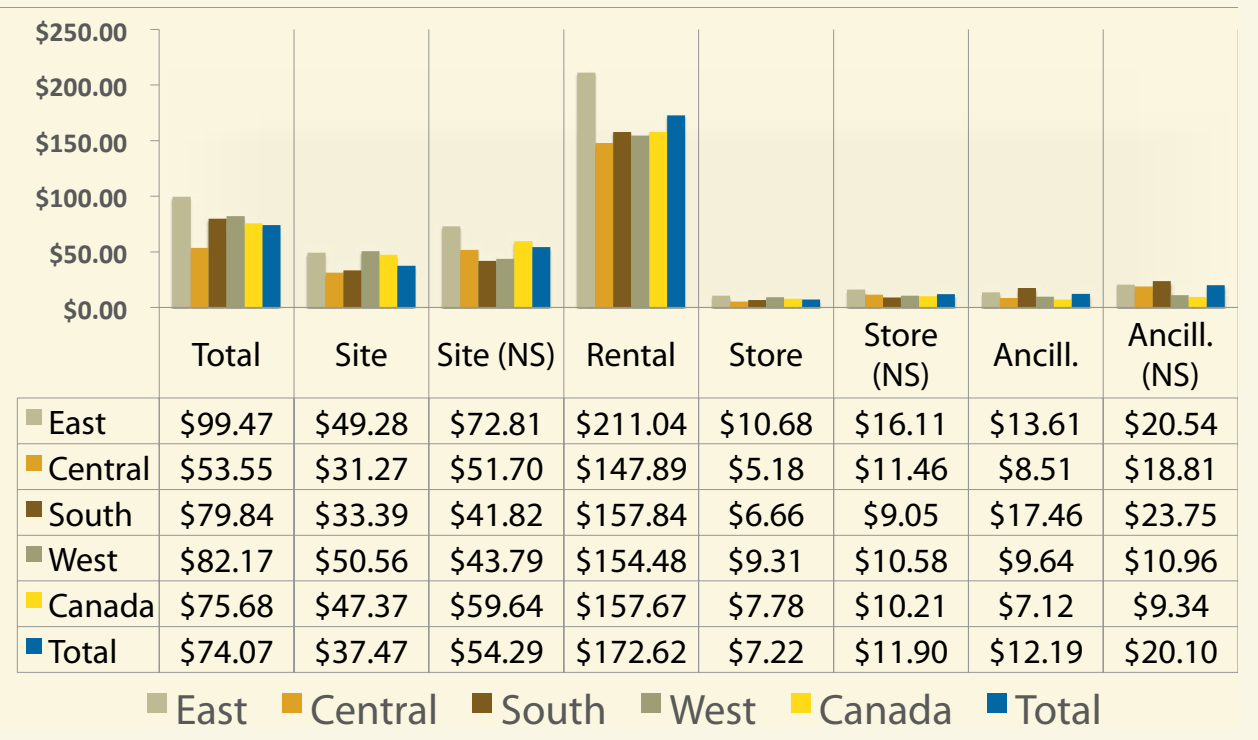
System Revenue Per Site Night

Category	All Sites.....	% To 2015	Non-Seasonal ...	% To 2015
Income	\$74.07	14%	\$111.11	10%
Site	\$37.47	16%	\$54.29	10%
Rentals	\$172.62	17%	NA	
Store	\$7.22	8%	\$11.90	4%
Ancillary	\$12.19	8%	\$20.10	4%

Growth Over 2015

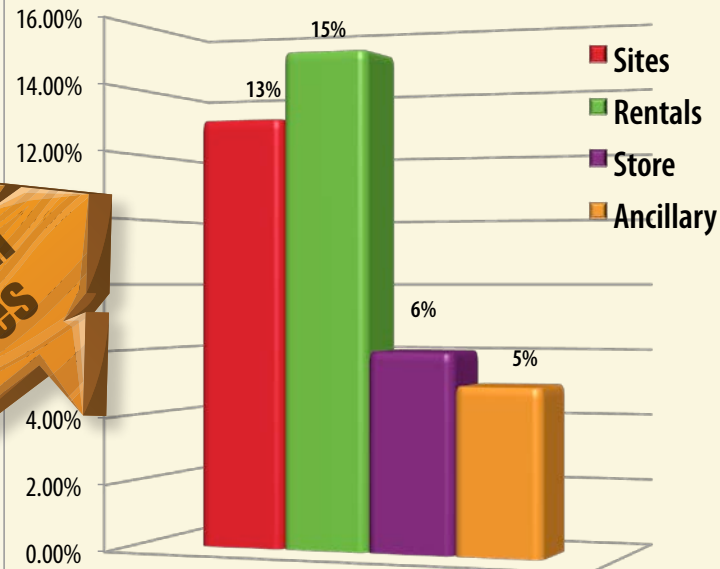


Site Night Revenue By Region



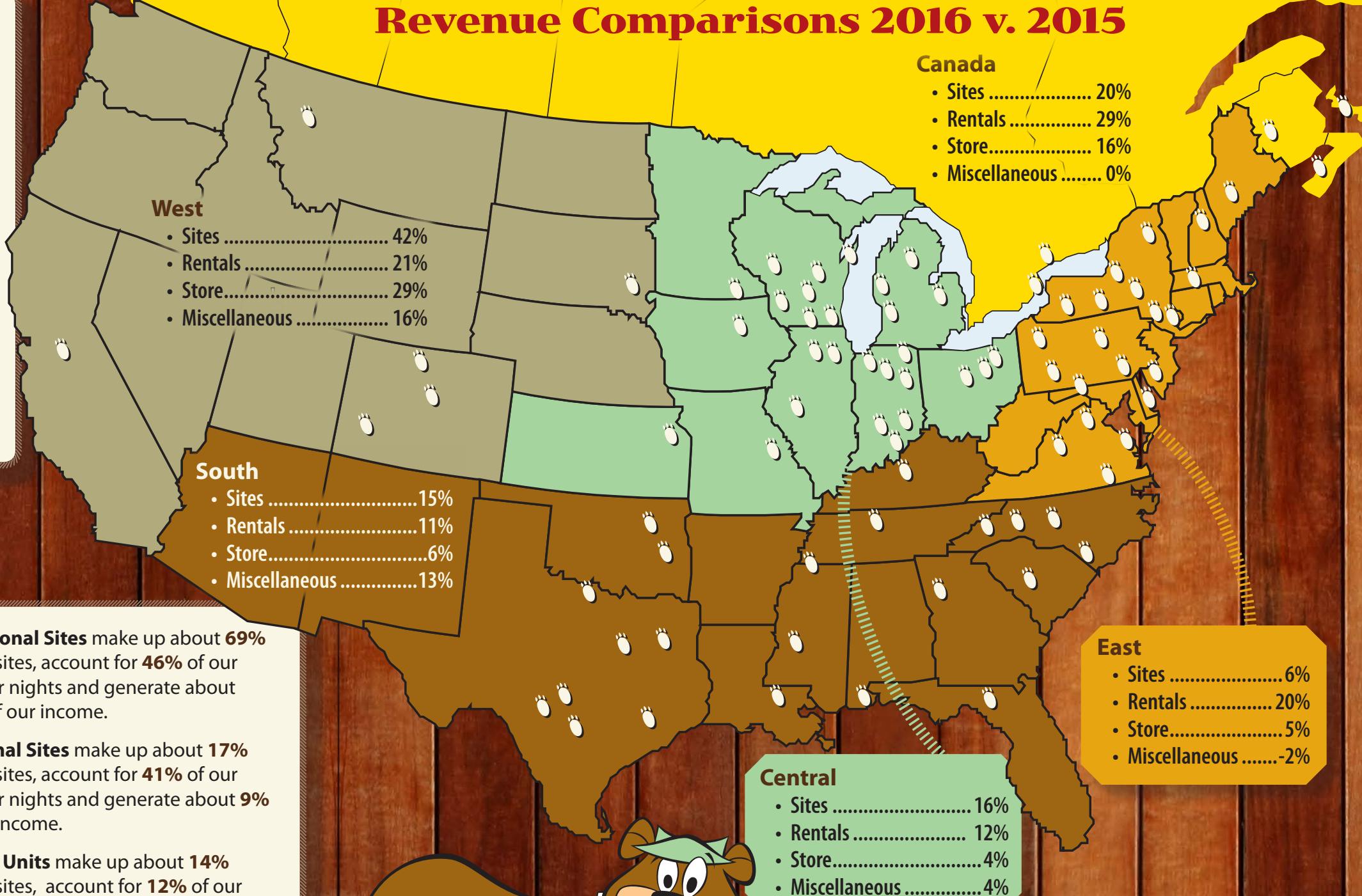


System Revenues 2016 Compared to 2015

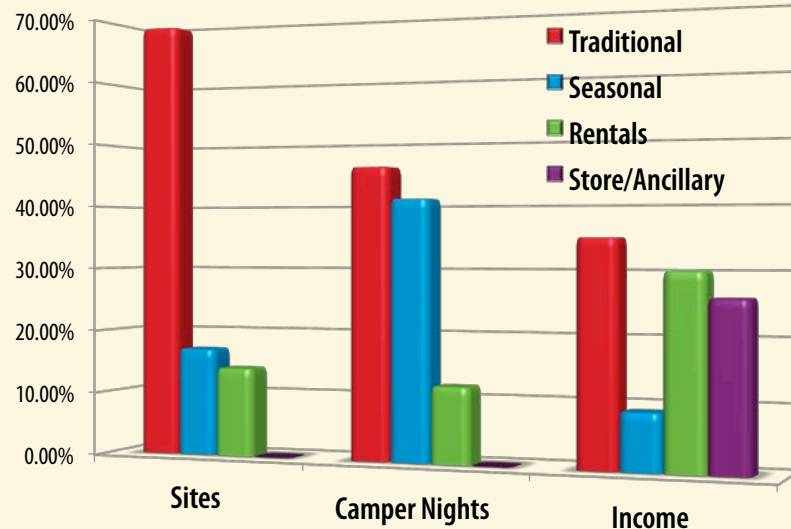


Growth in all Categories

Revenue Comparisons 2016 v. 2015



Where Does Our Business Come From?



Traditional Sites make up about **69%** of our sites, account for **46%** of our camper nights and generate about **35%** of our income.

Seasonal Sites make up about **17%** of our sites, account for **41%** of our camper nights and generate about **9%** of our income.

Rental Units make up about **14%** of our sites, account for **12%** of our camper nights and generate about **30%** of our income.

Store and Ancillary Revenues generate about **26%** of our income.



OPERATIONS



Operational Updates in 2016

- Instituted a new business partner approach to mentor franchisees in a variety of areas such as business planning, best practices and training. Operations staff now act as Franchise Business Consultants to help grow and improve your business.
- Park regions were expanded to introduce Jim Westover and Dan Wolford into the field.
- Franchisees were encouraged to discuss P&L's so regional representatives could help identify areas of opportunities.
- Regional representatives continue to focus on individual park budgeting and planning to help you adjust rates based on product mix and goals.
- Education on Key Performance Indicators continues with a focus on gross sales, occupancy rate, and ancillary income.
- Jim Westover and Dan Wolford both achieved their Outdoor Hospitality Management certificates from ARVC.
- LSI added two POD storage units to house merchandise as we continue to pursue economies of scale for the franchise.
- Text program was introduced from Tatango that helped boost ancillary income and Yogi Bear™ awareness to the consumer.
- Great Lakes Scrip gift card program was implemented successfully with over \$40,000 in gift card sales in five months.
- A deal was reached to move on-going training and education to the Online Business Learning website.
- New deal with Vantiv was reached for credit card processing fees.
- Partnership formed with Nathan's® Famous Hot Dogs aimed at reducing food costs and bringing a quality product to our guests.
- Increased vendor attendance at our annual Trade Show held at Symposium.
- Kelly Jones became a Personify Leadership Facilitator.



OPERATIONS



What to Look For in 2017

- Assessments will be announced in advance to help ensure you are not only prepared for guests, but also prepared to discuss financials, marketing, and business planning.
- We will have six operation members in the field, each with a smaller park count. This will enable us to better focus on franchisee support and enhancing your bottom line.
- Regions have been organized geographically to help facilitate franchisees working together with their regional representative on items specific to their area.
- Our new franchise business consultant approach is aimed at helping you maximize the value of the Jellystone Park brand and taking advantage of the programs LSI has to offer.
- Training videos will continue to be added to the Online Business Learning website as we now have a system that can measure employee retention of information.
- We will continue to seek out economies of scale within our system through vendors and other partnerships.
- In conjunction with Buyatab, we will be adding gift card sales to campjellystone.com, which will maximize our exposure to the consumer.
- Currently pursuing video options for our text program that will let you send guests inside the park a short clip of where Yogi Bear or the next activity will be.



MARKETING - GUEST SATISFACTION RESEARCH

Overall Satisfaction

Each year, we conduct a comprehensive survey to gauge guest satisfaction in a number of areas. Since we know that repeat and referred guests make up the bulk of our business, it's vital to measure feedback and make adjustments where needed. Because each park's results are posted online in real-time, issues can be pinpointed and fixed quickly – which increases overall satisfaction and a guest's willingness to refer others.

Running a good park is your best marketing tool.

Overall satisfaction has remained high, with scores over 8 (out of 10) for the last nine years!

Jellystone Park™ owners and operators take great pride in providing a quality guest experience and it shows! In fact, **Service Quality** and **Delight** have remained high over the last 10 years with scores well over 8.



Customer Delight - The Wow Factor

When you "wow" a guest by providing customer service and a camping experience beyond their expectations, you plant a powerful memory in their mind and they can't help but tell others about their experience. Customer delight is the easiest way to differentiate your park from competitors. We continue to raise the bar in other areas as well.

Yogi Bear's Jellystone Park Camp-Resorts consistently receive high marks on Value!

Value is defined as Guest Experience/Cost and this measurement becomes more important as guests are value-conscious and there is increased competition for their dollar. Since Jellystone Park rates tend to be higher than the average campground, it's even more important to show guests the value in our experience.



Intent and willingness to both repeat visits and refer others also remain high!

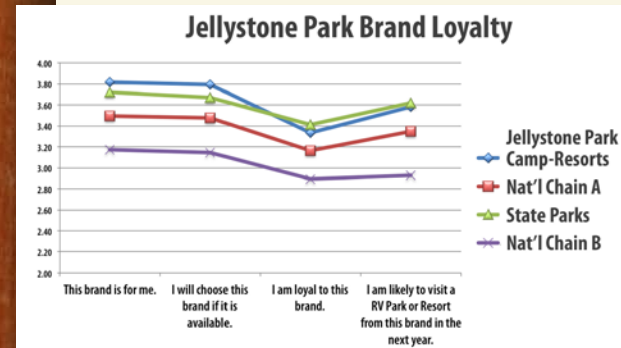


MARKETING - BRANDING RESEARCH

Jellystone Park™ = Family Fun

When camping enthusiasts think of Yogi Bear's Jellystone Parks as a brand, "family" and "fun" immediately come to mind, according to an independent branding survey* by SureVista Solutions, LLC of East Lansing, MI.

When asked to name words that describe Yogi Bear's Jellystone Park, "kids," "family," "fun" and "friendly" dominated the responses. The research confirms our impression that Yogi Bear's Jellystone Parks are leaders in family camping. Our exclusive Yogi Bear license, resort-style amenities, and strong recreation programs appeal to the desires of today's families.

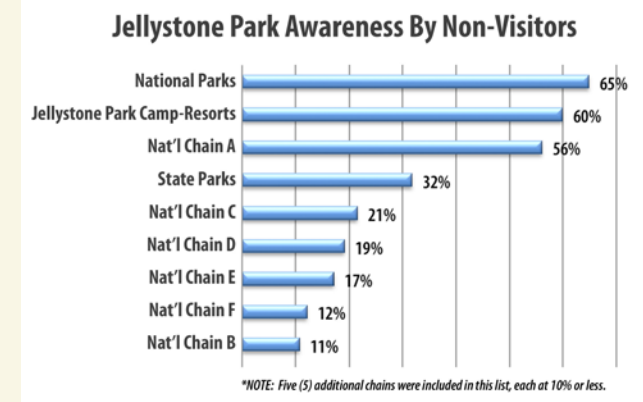


SureVista Solutions also found that loyalty to the Jellystone Park brand is significantly higher than loyalty to other branded campground or RV resort chains. Jellystone Park scored higher on all four loyalty indicators – "This brand is for me," "I will choose this brand if available," "I am loyal to this brand," and "I am likely to visit this brand in the next year."

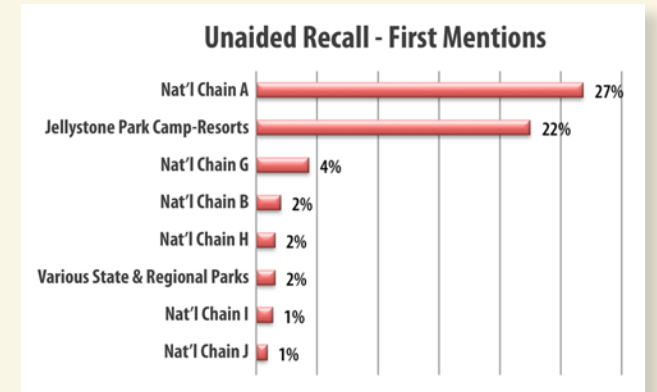
The Jellystone Park franchise also rated highest on perceptions of confidence, satisfaction and service when respondents rated brands on a scale of 1 to 5 for "I have confidence in this brand," "This brand is committed to satisfying guests" and "This brand provides good customer service."

Well-Recognized

The SureVista survey found widespread awareness of the Jellystone Park brand among campers who had not camped at a Jellystone Park before. While America's national parks scored the highest level of overall awareness, with 65 percent, Jellystone Parks came in second with 60 percent among those who had never visited a Jellystone Park before.



When asked to write in the names of all the RV Park and Camping Resort brands they could think of, Yogi Bear's Jellystone Parks garnered 22 percent of the respondents' first mention, being surpassed narrowly (at 27 percent) only by a much larger national chain that has 6 times the number of locations of Jellystone Parks. When consumers were shown images of park logos, however, 85 percent of respondents indicated they were familiar with Jellystone Parks, surpassing recognition of that same national chain by 2 percent.



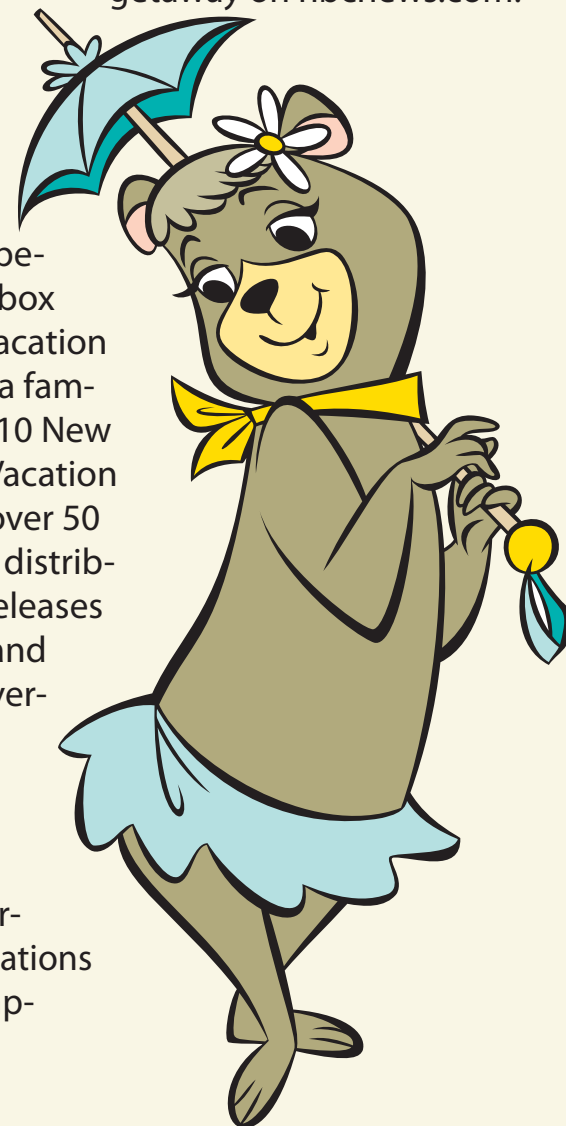
*These and other findings were discovered in an email survey of 1,238 campers, which SureVista conducted between Sept. 16 and Oct. 15, 2015. Brand names of competitive chains were not included out of courtesy to them. Full details and data are available upon request.

Public Relations

LSI executes a yearly public relations plan to highlight franchise news and keep Jellystone Park™ at the top of consumers' minds. In addition to press releases for new parks and Symposium awards, a series of stories are pitched to national, regional and local media outlets.

In 2016, we focused on: water attractions, park improvements, growth of rental units, special events, fall activities, and a Spanish language outreach in Texas, North Carolina, and California.

Our efforts resulted in national coverage focusing on Jellystone Parks as a summer getaway on nbcnews.com.



Jellystone Park was also mentioned in USNews.com for being an "out-of-the-box multigenerational vacation idea to consider as a family" in their article, "10 New Multigenerational Vacation Ideas." In addition, over 50 press releases were distributed. Many of the releases were park-specific and resulted in local coverage in digital and print publications.

The franchise also received regular coverage in industry publications such as Woodall's Campground Management.

As Seen on NBCNews.com

It's Not Too Late for a Summer Vacation!

There are 83 Jellystone Parks across the U.S. and Canada and most are within one to two hours of major cities. Many have water play parks and splash grounds and offer cabins and other rental accommodations as an alternative for those who don't want to sleep in a recreational vehicle or tent.

Many campgrounds offer both themed weekends and a variety of regular activities. For example, Jellystone Park in Larkspur, Colorado, one hour south of Denver, offers classes in archery, geocaching, and disc golf.



Advertising

LSI places print and online advertising to reach our demographic targets. This includes publications that cater to traditional campers, and those who capture the family market.

- RV/Camping: Woodalls/AAA regional directories, state directories, Trailer Life Magazine, RV Trader, GoCampingAmerica.com

- Non-traditional campers/cabin guests: Google Adwords, Facebook ads

Directory

The annual directory is still an important piece of the marketing mix, with 5 percent of guest research respondents saying they first heard of a Jellystone Park™ via the directory.

- Printed 150,000
- Anderson's Brochure Distribution at 28 camping shows.
- Mailed 50,000 (CYR members, prior year requests, new requests processed via phone and website)

Bags

- Reusable and eco-friendly cloth bag for use at trade shows or in your store.
- 500 free to each park.



MARKETING - INTERNET

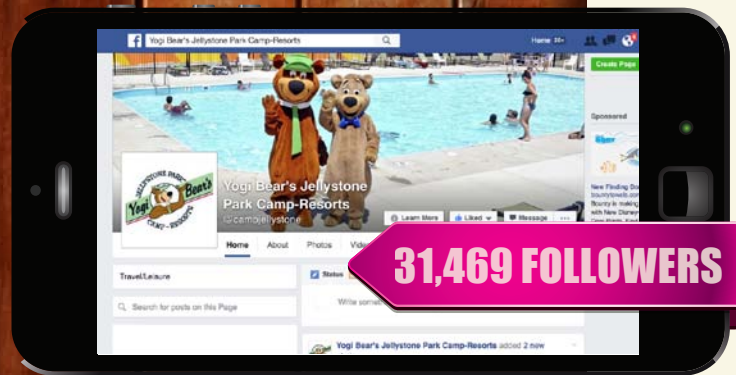
Social Media

Jellystone Park™ has a strong presence on social media, especially on Facebook where the central franchise page had 31,469 followers at the end of 2016. That's a 34% increase over 2015. With the marketing coordinator position created to oversee social media, our presence will continue to increase as we engage with users and use tools like contests and bloggers to reach new audiences. We also use Twitter, Instagram, Pinterest and YouTube.

Websites

Campjellystone.com continues to grow and be the #1 referring website for most parks. In 2016, we implemented a social wall that pulls in posts that use the hashtag, #JellystonePark and #Jellystone. This provides a personalized element to our site that allows site visitors to see fun moments from our guests' trips. We also made a few small design changes to keep the website up to date and user friendly.

Each year, we run a robust SEO plan to increase our search engine rank, which increases our visits. This translates into over 1 million clicks to park websites – and this number doesn't include clicks to your reservation landing pages and phone calls – so the impact is actually much bigger.



31,469 FOLLOWERS



332,776 VIEWS



OVER 1M CLICK-THROUGHS



MARKETING - PROMOTIONS

Promotions

We continued to promote Mother's Day and Father's Day weekends through a series of social media posts and graphics. Guests who camped those weekends received a free, custom gift - a coin pouch for Moms and a bottle opener/light keychain for Dads.

Yogi Bear's Jellystone Park™ was featured on CBS's "Let's Make a Deal" and provided a Vacation Getaway for one lucky winner. This getaway included 6 nights in a cabin, plus any per person/wristband fees required at the park. The winner of this getaway chose our Estes Park, Colorado location and will be redeeming their prize in 2017.

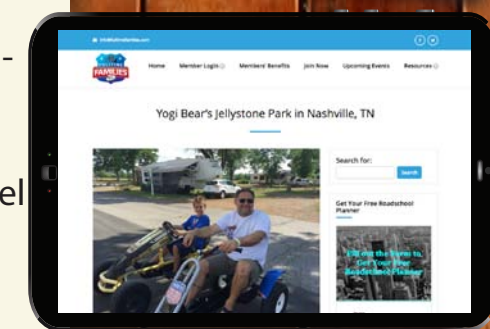
LSI partnered with multiple high-traffic bloggers to promote the franchise through new audiences and new channels. RV Family Travel Atlas, Fulltime Families, Heath and Alyssa (millennials) and Roni the Travel Guru are just a few that we worked with to create new content and to generate new leads in different areas. We hosted a #ThisisRVing tour with the Fulltime Families blogger, which provided us new video content from 6 Jellystone Park locations, blog posts of trip reviews, and exposure on all Fulltime Families social media channels. In addition, the Jellystone Park brand received prime exposure on RV Family Travel Atlas' podcast, Roni the Travel Guru's social channels, as well as social channels of all bloggers we partnered with.

Other Marketing Initiatives

We continued expanding our system-wide gift card program. Guests can purchase and redeem gift cards at any participating U.S. Jellystone Park location.

In addition to our 2016 Park Directory, we also created a separate "Snowbirds" brochure that highlights the southern Jellystone Parks that are open year round. This initiative increased consumer knowledge about camping year round at Jellystone Parks in the warmer states. 10,000 were produced and distributed.

Three professional videos were created. "Explore All the FUN That Jellystone Park Offers!" showcases what a day at Jellystone Park entails by focusing on all of the fun amenities and activities that parks offer. The second video, "These Jellystone Park Experts Weigh In," interviews kids about their favorite activities, characters and memories of their stay. The third video was created to highlight the fall and Halloween events that have become increasingly popular at Jellystone Park.



Partner with a Legend

What To Look For in 2017

Design Updates to Campjellystone.com – We will be making improvements on campjellystone.com to keep the site fresh and visually appealing. Some of the changes will include reorganizing park pages, removing bulk text, and adding “rolling” videos to amenity and park attractions pages.

PR Agency – We are hiring a Public Relations Agency to increase our brand awareness and to help expand national PR initiatives.

Franchise 500 Listing – Yogi Bear’s Jellystone Park™ is included on Entrepreneur’s “Franchise 500” list and we will maximize this listing as well as attempt to increase our ranking in the future.



Redesigned Full-Color Bag – We will be distributing new giveaway bags to all of the parks to replace the current green design. These new bags will be full-color and Jellystone Park themed.

Facebook Live Tour – In an effort to better showcase individual parks and to stay on top of the video trend in social media, our Marketing Coordinator will be going on a Facebook Live Tour in summer 2017. She will be visiting parks and shooting video straight from Yogi Bear’s Jellystone Park Facebook page. This will help show what a day at Jellystone Park looks like, highlight the park’s planned activities, events, amenities and influence families to book a trip.

New Trade Show Stanchions and Backdrops – We designed new trade show materials for our corporate booths as well as any parks who would like to use them for RV shows.

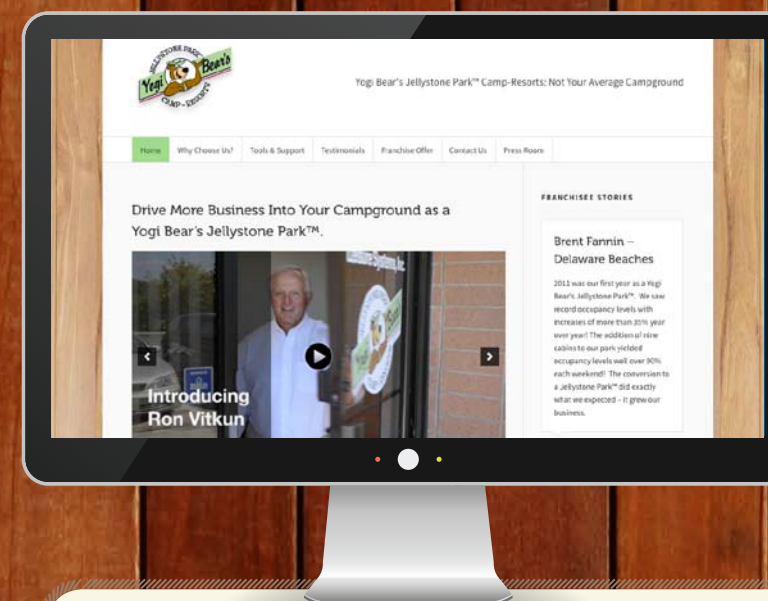


Social Media - Emphasis will be placed on engaging guests through social media, especially Facebook. This will be done through posts, photos, videos and paid advertising.

Bloggers - We will tap bloggers to expand awareness and tell our story through their own experience at our Parks.

Digital Marketing - We will continue to move dollars from traditional advertising to the digital realm, especially into Google Adwords and Facebook ads.

Cabin Marketing - We will work to create awareness about our cabin accommodations, positioning Jellystone Park Camp-Resorts as a destination for family vacationers, not just those who like to camp.



Franchise Sales 2016 Review

- Six new campgrounds joined the franchise.
- Attendance at ARVC Outdoor Hospitality, Ohio, Texas, Michigan, Tennessee and NE Campground Owners trade shows.
- Attended Franchise Expo West.

What To Look For in 2017

- Attendance at ARVC Expo, Ohio and NE Campground trade shows.
- Hosting a Prospective Owners Workshop September 15-17, at Jellystone Park™ Burleson, TX.
- Revamp of Franchise Sales Website.



Recapping 2016

- Club Yogi Rewards Manager (Lauri Hart) continues to be responsible for:
 - Day-to-day management of program
 - Customer service to CYR Members and Parks with help from Kelly Puskamp
 - Tailoring marketing plans for the Parks by using the program database
- Over 131,700 members enrolled in the program
 - 23,258 joined in 2016
- 4 activity statements sent in 2016
 - Over 140,000 email statements sent
- Birthday Club continues to grow
 - Over 85,000 postcards sent in 2016
- Close-to/Qualified Emails: "You are 200 points away from Tier B"; "You have earned enough points for a Tier E"
 - Close-to Email = 10,520
 - Qualified Email = 21,928
- Held 2 auctions in 2016 – featured a Vacation Package for both
 - Members are redeeming Free Night Certificates and using at our Parks:
 - 2,104 in 2016; 2,865 in 2015; 2,250 in 2014; 1,776 in 2013; 1,197 in 2012; 451 in 2011
 - 267 merchandise items in 2016; 142 in 2015; 274 in 2014; 405 in 2013; 321 in 2012; and 156 in 2011
- Club Yogi Rewards Program Reports created and sent for 2015 performance overall and by Park
- Redemption Special for members to redeem ½ the points normally required during off season
- Partners are a benefit to the program:
 - DISH offer at special price for Pay-as-you-go with no contract or commitments
 - RV Assist® Plus from Road America offered at a special price
 - Spirit Halloween discount in store and online
 - Cabela's merchandise catalog
 - TA/Petro Stopping Centers
 - RV Trader
- Gold Tier reissue and newly qualified materials mailed in April
 - Annual Gift of a tote bag mailed in June
- Responded to over 3,600 member and park inquiries

131K+
members

23K+
joined in
2016



2,104
free night
certificates
in 2016

What to Look For in 2017

- Members will receive a digital card that they can save to their smart phone instead of receiving plastic cards. For those that can't save on their phone, they are able to login to their account and request a plastic card (welcome kit). This will launch in March.
- Members will have the option to receive an email version of the birthday card for their child instead of a mailed postcard. Once they have selected the email version, they are able to select one of five designs. This will launch in late March/April.
- Gold Tier Card Reissue/Newly Qualified in April
 - Annual Gift in June/July
- Double Points Bonus Offer: April 1 - May 15 and Sept 5 - 30
- Redemption Special to run Nov 1, 2017 until Feb 28, 2018
- Auctions again this year (first one held in March)
- Continuing special offers/discounts from Partners
- Working with Parks to generate special offers to their members
- Reporting on 2016 Club Yogi Rewards performance



CLUB YOGI™ REWARDS

2016 Review

Improved Customer Service

- Quicker shipping lead times
- Fewer shipping mistakes
- Prompt attention to issues

Record Year of Franchisee Store Revenue

- 10.5 million store sales
- +5% to 2015
- 10% of total revenue

Challenges

- Balancing responsibilities of retail staff
- Delay in new online store



franchise total store sales **+5%**



What to Look For in 2017

Sales & Product Information

- 640 Resale Items Offered
- Average Item Park Cost of \$5.23
- Record order bookings for 2016 line
 - average park order \$14,278
 - +13% to 2016

2017 Merchandise Outlook

Current Trends:

- Collections: Peek-a-Boo, Plank
- Metallic
- Tribal
- 2017 Pantone Color of the Year: Greenery

2017 Challenges

- Hiring new PT warehouse employee
- Maintaining warehouse customer service level as Danny takes on Ops responsibilities
- Warner Bros. pushback and lengthy approvals will delay some items



+13%

increase to average park order

WHY CHOOSE US? -- The Advantages of Becoming a Yogi Bear's Jellystone Park™ Franchisee

Tools & Support to Strengthen Your Business

Leisure Systems Inc. (LSI) has developed an experienced, knowledgeable and creative staff to help grow your business. Many staff members have had long careers with LSI, resulting in a combined experience of 129 years! In addition, LSI has recruited staff who have first-hand knowledge of what it takes to run a successful campground. Several staff members have ownership and management experience of over 67 years combined!

LSI strives to provide franchisees with the tools and support they need while giving them freedom to remain entrepreneurs and "be their own boss."

We strive to provide franchisees with the tools and support they need while giving them freedom to remain entrepreneurs and "be their own boss." Our franchisees tell us they appreciate this management style. Below are some testimonial excerpts, direct from our franchisees. **You can see for yourself why we have many franchisees that have been with us 20, 30, even 40+ years!**

"Becoming part of the franchise catapulted us years ahead of where we would have been if we had tried this on our own" – Steve Stafford, Burlison, TX

"We're entrepreneurs. It's all ours. We have a team behind us. We've got people to work with. If we're stuck on something, we not only have Leisure Systems, but we have 80 other park operators who have been phenomenal in terms of their friendship and their willingness to share their experiences." – Rick Spear, Estes Park, CO

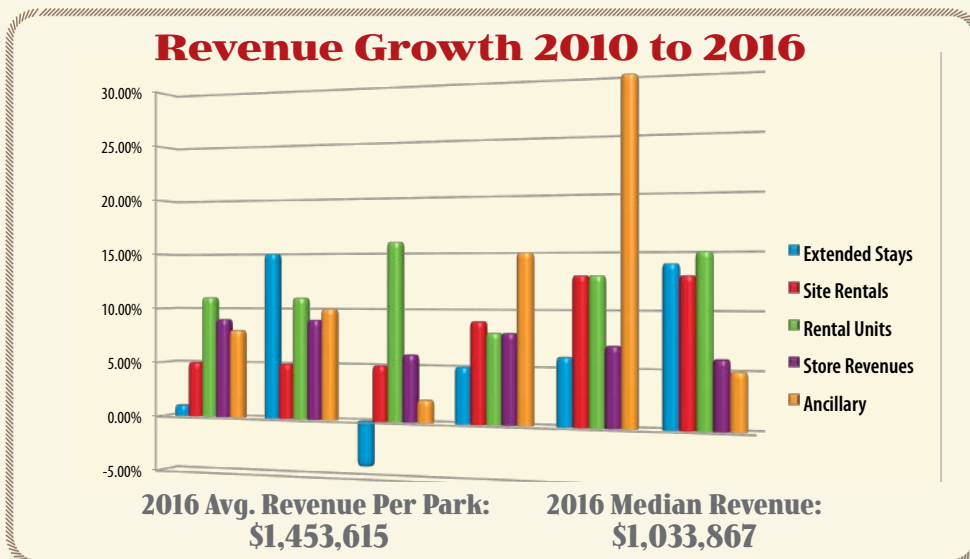
"Jellystone Park and the Yogi Bear™ concept gave us identity and opened doors...When you add Yogi Bear it adds so much excitement and it brings life to your park." – Roger & Anna Barry, Tim & Julie Corcimiglia, Fremont, IN

"The operations guidelines set by the franchise provided us with very successful and proven standards. Activity program guidelines, amenity requirements, customer service support, and financial information were all available...The investment paid immediate returns as customers recognized the value of Yogi Bear."

– Joey Coleman & Rick Coleman, Tabor City, NC

The Numbers Tell The Story

Leisure Systems has sustained continued growth through the years, both in terms of parks' revenue gains and increasing the number of campgrounds joining our system. We hope the infographics and information on the following pages help illustrate what Leisure Systems, Inc. has to offer you.



Training

LSI provides a wealth of training for both new and experienced Jellystone Park™ owners. We strive to keep our owners and operators on the forefront of the camping industry through a variety education opportunities including conferences, seminars on hot topics, notable speakers and a resource library.

Plus, training is provided at no cost to the franchisee!*

Certification and Management Program (CAMP) – An in-depth program for new owners and managers. This five-day event provides training on running a campground, plus all the unique aspects that make it the Yogi Bear™ way. Attendees learn everything from how to determine site rates for maximizing occupancy, to merchandising tips for increasing store sales, and the hallmarks of our recreation programming. Some new parks are intimidated by recreation programs, but we'll help you create a plan that starts small and grows with your business.

Caring About Recreation and Entertainment (CARE) – At this intensive two-day conference, we take recreation programming to the next level of excellence. Learn how to start or improve a recreation program. Come away with real-life examples that work for your park size and staff.

NSPF Certified Pool Operators (CPO) Course – Taught each spring in conjunction with CARE, this course provides in-depth instruction in all facets of aquatic facility operation and management. Upon successful completion of the course and exam, attendees receive the official CPO certification.

Spring Meeting – Designed to get you pumped up and ready for the season, our Spring Meeting is a one-day conference packed with useful seminars, franchise updates and networking opportunities.

Leadership Conference – In conjunction with the Spring Meeting, owners and key personnel focus on "big picture" areas. The topic changes yearly for this in-depth session. Previous topics include: Leadership Skills; and Interviewing, Hiring and Orienting New Employees.

Symposium & Trade Show – The premier franchise event of the year, this 3-4 day conference is where franchisees gather to learn the latest in the industry and franchise, purchase the upcoming season's Yogi Bear merchandise, meet and place orders with over 70 vendors, network with fellow franchisees and of course, have fun!

Operations Manual & Resource Material – In addition to face-to-face meetings, LSI provides an operations manual and resource material for running your campground with proven results. We also house numerous videos and books great for staff training.

Online Business Learning – LSI now offers a wide variety of video-based training programs on categories including customer service, leadership skills, HR compliance, coaching, respectful workplace, interviewing skills, performance improvement and much more!

*Franchisee is responsible for travel and hotel expenses. There is a nominal fee for the CPO course to cover materials.



ADVANTAGES - MERCHANDISE

Merchandise

Yogi Bear™ Merchandise – It is very exciting and profitable for your campground to be able to offer unique Yogi Bear and friends merchandise directly to your campers! Kids and adults alike become very connected to the characters during their camping experience, and always want to take a souvenir home to relive the memories their family created during a stay at a Jellystone Park™.

Warner Bros. License – LSI works directly with Warner Bros. to source and create custom products, most of which are exclusive to Jellystone Park Camp-Resorts. We annually offer over 600 customized resale souvenir products. The selection is carefully selected each year to capitalize on Jellystone Park, industry and retail trends.



“It’s a very unique product that campers can’t get anywhere else. That’s a huge benefit!”

Shelly Spear
Jellystone Park Estes Park Colorado

Product Variety – There is a large variety of items ranging from the expected T-shirts, mugs, and magnets to the wildly popular plush line. We also offer custom Yogi Bear and friends ceramics to enhance the experience and profitability of your recreational programs. Our approved apparel vendors create about 200 new items each year, and sell items directly to the park locations. LSI offers items that are customizable with your park location or name, and can work with you on any ideas you have.

We offer around 100 operational products to get your park up and running quickly in true Yogi Bear fashion. These logoed items vary from simple car passes to flags, rugs, and staff items.

Support – The LSI staff offers order assistance to new and existing locations, including suggested orders and providing top sellers lists. The staff listens to parks to develop new inventory and operational items pertinent to operating the parks.

Training – In addition to the annual training during CAMP, we have developed detailed merchandising guidelines, suggestions, and general retail tips. These materials will assist in parks buying the right items and setting up the merchandise in their stores.

+600
Over 600 custom souvenirs offered

ADVANTAGES - OPERATIONS

Operations

LSI has a seasoned Operations staff ready to assist in a variety of business functions. In addition, each park is assigned a Regional Operations Representative who is available for consultation and advice.

Here are some of the tools and support specific to operations:

Business Plan – Created to assist franchisees in acquiring bank financing, this 50-page document provides background on LSI and includes portions where park-specific information can easily be inserted. A five year projection worksheet is included as well.

NPP (National Purchasing Partners) – LSI partners with NPP to provide discounts (up to 50 percent) on common operational items from vendors such as Verizon, Staples®, and Fastenal®.

Vendor Relationships – LSI works with established, knowledgeable vendors for a variety of park operations including water features, cabins, signage and financing.

Software – The Franchise Package includes a proprietary reservations, front-office and POS (Point of Sale) system for a low monthly fee. Includes an online, real-time reservation component and training.

Franchise Assessment Review and Recommendations – Each location is inspected annually in order to ensure standards are being met, however the assessment is also used as a consulting tool designed to help improve your business. It also allows one-on-one time with operations staff for feedback and strategy.



Campground & RV Resort Marketing

Leisure Systems Inc. (LSI) executes an annual marketing plan with the goal of keeping Yogi Bear's Jellystone Park™ Camp-Resorts at the top of every camper's list. There are many ways we get the word out about the system as a whole, and about each park in particular. In addition, we provide tools such as the guest survey, costumes and our Customer Care program to enhance your own marketing programs. Here are some of the benefits you'll receive as a Jellystone Park.



To drive customers to your park, we offer:

Campjellystone.com – Powerful responsive website that is designed to attract new guests and send them to your park. Campjellystone.com receives nearly 2 million visits per year and this number continues to grow.

JPKid.com – We know children influence family buying decisions. That's why we created jpkid.com – to appeal to our young campers with games, activity badges and much more.

Social Media – We have a strong social media presence, especially on Facebook (facebook.com/campjellystone) which targets our core demographic. We also utilize Twitter (twitter.com/campjellystone), YouTube (youtube.com/campjellystonevideos), Instagram (Instagram.com/campjellystone) and Pinterest (pinterest.com/campjellystone) to engage guests through compelling messages, photos and video. In addition, we host a blog at campjellystone.com/journal.

Advertising – LSI launches annual print and online campaigns that target campers and families looking for a "Fun, Affordable Family Vacation."

Public Relations – We execute a comprehensive annual PR plan to target national and local media outlets. For new locations, LSI provides individual releases to increase awareness in your local area of your conversion to a Jellystone Park.

Directories – LSI prints and distributes 150,000 directories each year. We fill directory requests that come via website, phone, RV dealers, travel plazas, etc. In addition, we contract with Anderson's Brochure Distribution for distribution at 28 RV/camping shows.

Promotions – Each year, LSI launches promotions for events like Mother's Day and Father's Day, plus contests that get families excited about Jellystone Park.

Email Blasts – We send monthly e-newsletters to a list of over 70,000 subscribers looking for information about our parks.

Gift Card Program – Launched in 2015, our gift card program's goal is to expand sales for both your store and sites/rentals. In addition, our partnership with Great Lakes Scrip – a school fundraising company – enhances the program by bringing our brand to families and schools across the country.

To assist your marketing efforts, we provide:

Guest Research Survey – Conducted annually by a third party vendor, our guest research survey provides detailed feedback on the guest experience to help you improve your business. Results can be viewed in real-time online throughout the summer so adjustments can be made quickly. In addition, franchisees receive a comprehensive report in the fall that provides benchmarking data, identifies areas needing improvement, measures satisfaction, and captures guest comments. Our research vendor, SureVista Solutions, is available for one-on-one consultation as well.

Customer Care – A resource for both franchisees and guests when there is a guest complaint or issue. Our Customer Care department is operated by LSI staff and an independent hospitality consultant. The goal of Customer Care is to turn a complaint into repeat business.

Costumes – We have multiple Cindy Bear™, Boo Boo™ and Ranger Smith™ costumes for park use. Would you like to have Cindy Bear™ visit your park for Mother's Day? Simply request the date and the costume will be shipped to you.

Tradeshow Stanchions & Bags – Tradeshow booths are available for park use so you don't have to invest in one yourself. In addition, we provide each location with free bags to use as giveaways.

Graphic Design Services – We have a long-standing partnership with a professional graphic designer who can develop advertisements and other marketing collateral for your park.

Website Analysis – LSI's VP of Marketing can conduct a comprehensive analysis of your website using Google Analytics. The report includes a written summary with suggestions for improving your conversions and SEO (search engine optimization).

Texting Program – Drive incremental revenue to your store, snack shop or paid activities with our texting program. You control the messages and alert guests to special deals, event start times and other time-sensitive topics. The program increases guest satisfaction too because guests easily know what is happening around your park.

Newsletter – A monthly franchisee newsletter keeps everyone informed about franchise news, trends, new vendors, tips and more.

Yogi Bear™ & Friends Artwork and Photos – We have an online style guide available to and vendors that contains over 300 pieces of artwork and photos for marketing use.



OVER 300 pieces of artwork and photos for you to use.



★★★★★
DIRECTORIES
150,000
DISTRIBUTED--INCLUDING
28 RV/CAMPING SHOWS

ADVANTAGES - CLUB YOGI™ REWARDS



Club Yogi Rewards

The Club Yogi Rewards loyalty program is designed to reward the best customers of Yogi Bear's Jellystone Park™ Camp-Resorts and there is no cost for guests to enroll.

- In 2016, Club Yogi Rewards members spent over \$14.6 million (\$64.6 million since program started in 2009).
- Average spend per active member in 2016 was \$597.
- 81.1% of all points redeemed (free night certificates) came from the same park that earned the points. Some of the larger Parks account for higher percentages, such as 86% to 92%.

More About the Program

Our members provide us with information about themselves and their families and in turn, we provide targeted offers and communication.

The program has over 45,000 active members (stayed within 24 months). Members earn 5 Club Points for each dollar spent on tent sites, RV sites, rentals, and other qualified purchases within a Jellystone Park. The Gold Tier Members earn 7 Club Points per qualified purchase and are given additional benefits. To qualify for the Gold Tier, members need to have \$900 or more in qualified purchases in a calendar year.

Club Yogi Rewards members earn points and accumulate until they are ready to redeem for Free night certificates. There are 11 Tier levels and are based on tier assignments at the Parks based on their accommodations. Members can also use their points to bid on periodic auctions (only the winner has the points permanently deducted from the account) and for online merchandise redemptions.

Members are able to keep track of their Club Points and stay informed about program updates through the members-only website (www.jellystonerewards.com).

Other Benefits to Membership:

Discounts on Yogi Bear™ Merchandise – Receive members-only coupons in the e-statement towards Yogi Bear and Friends merchandise that may be purchased at a Jellystone Park store.

Birthday Surprise for a Child – During enrollment, members provide the birthday information of their children. A postcard is mailed or emailed to the child with instructions on how to get a small gift that can be picked up at any Jellystone Park store.

Special Offers – Members are given Double Point earning opportunities two times per year.

The Club Yogi Rewards program continues to evolve to stay current with customer and Jellystone Park needs and wants. A survey of our members gave us a very high rating for the program (Gold Tier Net Promoter Score of 66%) and they told us that the program affects their camping decisions.

In 2016, Club Yogi Rewards members spent over \$14.6 Million.

\$14.6M

Average spend per active member was \$597.

\$597

81.1% of all points redeemed came from the same park that earned the points.

81.1%

Over 45,000 ACTIVE members.

45K

ADVANTAGES - THEMING

A Yogi Bear statue on a park bench makes a great photo op.



The franchise package includes a Yogi Bear™ costume. Parks can also purchase Cindy Bear™, Ranger Smith™ or Boo Boo™.

Franchise Package items have a combined value of OVER \$11,000!



It also includes a 10' Yogi Bear statue. Parks can purchase a 5' Yogi Bear or 3' Boo Boo.

A sample of our facility signage with cartoon elements that create a unique atmosphere.



The franchise package includes a \$2500 credit towards an entrance sign.

Theming

Just think of how thrilling it is for a child to meet Yogi Bear, to see a 10-foot statue of him waving, or to get his picture taken holding hands with Boo Boo. It's exciting for parents too! There is an abundance of opportunities for signage and statues to theme your park, and every event becomes extra special when a costumed character arrives on the scene. These moments create lasting memories for guests that will bring them back to your campground over and over. Other campgrounds can't compete with that!

As part of our Franchise Package, each park receives a 10 foot Yogi Bear statue, Yogi Bear character costume and credit towards a front entrance sign. These items have a combined value of over \$11,000!

There are additional items available for purchase to increase property theming and enhance the guest experience:

- Cindy Bear, Boo Boo, and Ranger Smith costumes
- Boo Boo (3 foot) and Yogi Bear (5 foot) statues
- Custom-designed facility signage with a cartoon feel
- Yogi Bear on the Bench



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