

Jellystone Park™ Conversion Process

Typically takes 2-3 months

Step 1: Location Approval

- Contact the Director of Franchise Sales & Development. He will respond quickly to your request.

Step 2: Available Territory for a New Franchise Park

- Complete the Jellystone Park Franchise Application.
- Federal Disclosure Document (FDD) will be emailed. Document signature page must be returned to Leisure Systems Inc. (LSI)

Step 3: Campground Visit

- Day 1) Walk the property to discuss your vision of the campground.
- Day 2) Review your business plan, occupancy for the last two years, ancillary income, and P&L.

Step 4: Campground Review

- A written review, including pictures of your park. Items that may need to be repaired or replaced will be noted. Any amenities needed (example: commercial playground equipment) will be noted.
- Together we will develop a timeline to accomplish these tasks.

Step 5: Assign Designated Territory

- Our LSI mapping program will help us design a territory based on population, highway access, and other variables.

Step 6: Review

- Mail Franchise Agreement form for your review.
- Set date to review and sign your Franchise Agreement for your Jellystone Park.

Step 7: Set Up

- Discuss Grand Opening date for your campground as a new Jellystone Park™.
- Review and approve your initial order of Yogi Bear™ branded merchandise for your store.
- Set ship dates for your 10-foot Yogi Bear statue and Yogi Bear character costume. Order Jellystone Park entrance sign.
- Approve marketing components for the announcement of your franchise.

Step 8: Site Visit

- Set date for visit from LSI Director of Franchise Development for onsite training.
- Review upcoming LSI training class schedule for CAMP, CARE, Pool School, Symposium and Spring Meeting.
- LSI staff will reach out and introduce themselves to you.

Step 9: Site Visit #2

- Set date for follow-up visit with Director of Franchise Sales & Development.