



# Prospective Owners Workshop

For current campground owners and those looking to buy or build.

September 15 & 16, 2018

Yogi Bear's Jellystone Park™ • Tabor City, NC

## THINKING ABOUT CONVERTING, BUYING OR BUILDING A CAMPGROUND?

Should I consider a  
campground franchise  
to help me?



How much will it cost to  
join a franchise?



Why should I consider  
owning a campground?

Is it better  
to buy or  
build?



What type of campground  
should I purchase?

**These questions and more will be addressed during the workshop.** Our goal is to provide a broad range of information that will help you decide if converting, buying or building a campground is right for you. The 1.5-day workshop includes educational sessions, a tour of the 2017 Jellystone Park of the Year, networking opportunities, and plenty of time to ask questions. Several instructors are past campground owners and have taught classes at industry conventions and ARVC's National School of RV Park and Campground Management. They will share industry insights and provide tools for you to make an educated decision. In addition, we have representatives from finance and insurance to provide information about their requirements and processes.

**Reserve your spot now.** To provide the ultimate learning experience, space is limited and seats will fill fast! Complete the online registration form found at: <http://www.jellystonefranchise.com/workshop>

**www.JELLYSTONEFRANCHISE.com**

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**“An investment in knowledge pays the best interest”**  
~ Benjamin Franklin

## Workshop Details

- Cost is \$350/couple
- Includes:
  - Two nights in a premium luxury cottage  
<https://taborcityjellystone.com/sites-rates/cabins/>
  - Gift bag
  - Saturday lunch
  - Saturday evening campfire and social
  - Two-hour tour of the Jellystone Park™ – gain insight into the hard work and outstanding rewards of park ownership. You'll also see potential ancillary revenue opportunities that can be implemented at a campground.
- Located at 626 Richard Wright Rd. Tabor City, NC 24863

## Topics

### Saturday

- Outdoor Hospitality Industry overview
- Understand different types of campgrounds – destination, seasonal, membership, etc.
- Review the franchise process for conversion, purchases and new builds
- A campground lending representative from Business Finance Depot will discuss financing/banking options
- Jellystone Park franchising and our Advantages of Affiliation
- Session on “Questions I wish I would have asked prior to buying my park”
- Buying a campground versus building a campground
- Campground valuation – “Don’t fall in love”
- Evening Q & A session

### Sunday

- Two-hour park tour
- Additional Q&A



## Questions?

Contact Ron Vitkun, Director of Franchise Sales & Development  
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[www.jellystonefranchise.com/workshop](http://www.jellystonefranchise.com/workshop)