

Untitled DocumentFrom: David Overall [overall@bbtel.com]
Sent: Wednesday, July 22, 2009 8:16 PM
To: Bobby Clark

Bobby, the following is the business plans of my PARK PROMOTER team which is down to ONE person at this point, it is verbatim

Executive Summary

This business will create an indigenous park. It is almost like Freeman Lake but uses native flora & trees. It provides a place of relaxation & a place to just get away and be free. The park promotes going green & provides ways to do it.

Business Description

Market

This is a business to promote the world to be greener & also have fun while doing it. A recent poll says that only 14% of people don't realize that Global Warming will be a problem in the upcoming years. The majority of people in this country sees & understands the problem. Because of this the market for the "green movement" continues to expand nationwide.

Young families, young teens & adults are the main targets at this point in time. If we can make an impact on these groups then results of a greener world will increase.

(Source-<http://www.Polling Report.com>)

Structure

The business' structure will consist of hiring unemployed workers, volunteers, & possibly good behavior inmates. Since the unemployment rate is so high in the Hardin County area, the unemployed will quickly hop on the 1st opportunity given to them. Also homeless people would be considered for getting the job of helping build an indigenous park. Homeless people would be considered because they are regaining the opportunity to make money so they don't starve and/or live on the streets. To help raise funds for the park we could possibly apply for grants from the U.S. Government. The park will be built on 16 acres of land close to Central Hardin High School. The Elizabethtown Parks & Recreation Office will oversee it. As the program grows, more people will become employed causing the unemployment rate to decrease.

Profit Potential/Financial Risk

This business possesses little financial risk. The final cost of the program is abruptly around \$85,000. This includes manual labor, taxes, purchase of products, & land purchase. Money fro employees will be made through tax dollars. The park can raise money by camping charges, boat rentals, bait fro fish, & possible seasonal events. Also holding bird watching events & concerts will bring in money to help maintain the park.

Marketing Positioning

A lot of people attend parks but we think the fact that this is more than just a park but also a learning environment will add to more people coming here. It also is a place where u can just come & be/feel free. Once you exit your vehicle in the parking lot the world

takes over. From the parking lot on is all natural. Once people visit they'll tell a friend who will tell a friend who will tell 2 friends and so on.

Growth potential

As this business develops & becomes successful in the small county it starts in, other counties will read/hear about it & like the idea. This will encourage & invite them to do the same in their counties. As it grows in different areas parks & recreations offices will need to oversee it. In time the idea of indigenous parks would be all across the nation with at least 1 in every county! Since the park doesn't require a building just land with water, has no set standard on land requirement, and the employees that would have to work require very little training, this business is highly sustainable.

Marketing/Publicity

This program idea could possibly be introduced by flyers that were put in local businesses, restaurants, & Freeman Lake. It could also be put in the newspapers around town. We also thought about possibly meeting with businesses, banks, and/or individuals that would be interested in the "sponsor a tree" program.

Appendix

Google searches for Indigenous parks, Parks & Recreations and Wildlife Reserves brought up a few in any parks locally/statewide but at most 50 total nationwide. We also interviewed a few park workers from Freeman Lake & Public Parks Co.