

12-Month Planning Template

THE CAMPGROUND CONNECTION ACADEMY · MODULE 10

Turn 90 days of learning into a real operating strategy.

Infrastructure

- ☐ Electrical, septic, well, water
- ☐ Roads & drainage
- ☐ Bathhouse upgrades
- ☐ Utility replacement schedule

Revenue & Rates

- ☐ Rate strategy & seasonal pricing
- ☐ Premium-site & cabin pricing
- ☐ Ancillary revenue & store
- ☐ Revenue goals

Operations & Staffing

- ☐ Staffing goals & training
- ☐ Procedures & maintenance schedules
- ☐ Software improvements
- ☐ Guest communication

Marketing & Capital

- ☐ Website, photography, reviews
- ☐ Social & online booking
- ☐ Capital projects (must/should/could)
- ☐ Cash reserves maintained