

Your First 90 Days Checklist

THE CAMPGROUND CONNECTION ACADEMY · MODULE 10

A week-by-week guide for your first three months of ownership.

Week 1 — Gain Control

- ☐ Confirm access to every system & account
- ☐ Verify money flows to your bank
- ☐ Meet the staff and listen
- ☐ Walk the entire property
- ☐ Fix immediate safety issues
- ☐ Identify emergency contacts & authority
- ☐ Review the next 30 days of reservations
- ☐ Communicate stability to staff & guests

Days 8–30 — Learn

- ☐ Learn the revenue cycle & pacing
- ☐ Learn staff workflow & who leads
- ☐ Review reservation & communication systems
- ☐ Review expenses & vendors
- ☐ Start the infrastructure assessment
- ☐ Keep a 30-day observation log

Month 2 — Controlled Improvement

- ☐ Make small, low-risk improvements
- ☐ Analyze rates vs. demand
- ☐ Start a guest feedback log
- ☐ Clarify staff roles & expectations
- ☐ Audit marketing for accuracy

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☐ *Build a Protect / Fix / Improve / Explore list*

Month 3 — Improve with Purpose

- ☐ Make data-driven rate decisions
- ☐ Begin visible cosmetic improvements
- ☐ Sharpen marketing around your strengths
- ☐ Review first-90-days financials
- ☐ Build your 12-month plan
- ☐ Build a capital priority list