

# Choose Your Own Quest



**A Communications Campaign  
For Quest Adventure Ranch**

**October 2009  
Leading Light Communications**



# Leading Light Communications

Spotlighting Your Communication Needs™

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October 26, 2009

Whitney Wolff  
Quest Adventure Ranch  
561 E. Lindo Ave., Suite 1  
Chico, CA 95926

Dear Ms. Wolff:

Leading Light Communications would like to thank you for the opportunity to work with you on promoting Quest Adventure Ranch and we want to take this opportunity to submit our “Choose Your Own Quest” campaign for review. This campaign seeks to overcome the communication challenges Quest faces, while spreading knowledge of Quest’s mission as a company.

In order to meet the needs of Quest prior to its grand opening, Leading Light Communications has developed three primary strategies. Our first strategy is a program titled, “Empower Yourself 2010.” This program will help individuals start off the new year right and stick to their New Year’s resolutions for physical changes and personal improvement. Our second strategy is a charity hike called “Quest Through Nature,” and it will help promote Quest while raising money for The Sunshine Kids Club. Our final strategy is aimed at attracting more investors for Quest by producing informational materials to give out and outlining a step-by-step presentation to give to potential investors.

After implementing these three strategies, we think Quest will have done an excellent job of creating budding relationships with many segments of its publics and will have many people excited to become more involved with all Quest has to offer.

The “Choose Your Own Quest” campaign introduction beginning on page 1 of the plan book, and carefully outlines what Leading Light Communications sees as Quest’s strengths, weaknesses, threats and opportunities as well as showcases the campaign’s target audiences, slogan and key messages.

If you have any questions, comments or concerns regarding the “Choose Your Own Quest” campaign feel free to contact Michelle McIntosh our media relations director at 916-847-0447 or by e-mail at [leadinglightcommunications@gmail.com](mailto:leadinglightcommunications@gmail.com).

Thank you again for the opportunity to work with Quest. We at Leading Light Communications envision a bright future for Quest and it is has been our pleasure to spotlight your communications needs.

Sincerely,

Leading Light Communications

\_\_\_\_\_  
\_\_\_\_\_



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## Campaign Introduction

### Situation

Quest Adventure Ranch is a brand-new business combining fitness and self-development at an adventure ranch in Chico. Quest is trying to promote its business and gain commitment to get off the ground. The adventure ranch hopes to open in spring 2010 and needs to generate excitement before then.

### Strengths

Quest may be a new business, but it is beginning with many internal strengths. Quest is founded by two enthusiastic people. Whitney Wolff and Adrian Heym are passionate about this project and it creates a strong foundation for the business.

Quest offers a variety of activities and resources. The activities are unique, such as having zip lines and ropes courses. These things are not commonly found everywhere. It makes Quest a desirable place to go and will attract the public.

Quest already has local businesses investing in it, as well as partnerships with similar organizations. This is a great start for a new business and will give Quest access to a variety of resources and potential customers.

Quest is local and has the potential to gain local support. It is also being built on a 170 acre site with plenty of space for development. The land is still a blank canvas, but offers a lot of potential for things to be done.

Quest is offering educational opportunities, which make it an appealing business. It also has the desire to help people, rather than just make money. Quest has the potential to build a good reputation with these qualities.

## **Weaknesses**

Quest is still in the early construction phases. This means that there is much more to be done and more potential for wrong to happen. Nothing is for certain yet, and that is a risky situation to be in.

Quest is brand-new and it can be difficult to introduce a new business to the public, especially one this complex. Starting fresh is a hard task.

Quest also doesn't have much funding. Its main goal is to focusing on promotion, but only has a \$1,000 budget to do so. This is limiting in what can be done. Quest is a broad concept. It has many things to offer and it may be difficult to sell the whole package to the public. It is also hard to gain interest in all of what Quest has to offer when most attractions won't be finished in the near future.

## **Opportunities**

Health care costs and obesity are two major issues in California currently. These issues may create a greater interest in people to exercise and take care of themselves. Quest wants to help create healthier lifestyles. There is also an increase in people using gyms or fitness programs. Quest already has partnerships with local gyms and will offer fitness programs.

Technology and the use of internet is becoming more accessible to people. Quest can utilize their online-based program to get public attention and gather a following. Everything is online and it is a great source for reaching the public.

Budget cuts in California schools have created huge holes in the education system. This can be an opportunity for Quest to fill in the holes. Quest is offering services in outdoor science and education programs to local community schools.

Quest founder Whitney Wolff is well-known in the fitness community. She has many connections with local gyms and self-development programs. This creates the potential for partnerships. Quest has already created alliances with similar programs such as Odyssey, which will help attract customers and gain a positive reputation.

### **Threats**

The economy is a threat to the success of Quest. The current economy in California is unstable and is difficult to predict how this will affect a new business. The public may not wish to spend money on Quest's facilities because they cannot afford to.

Although Quest offers a variety of activities and opportunities, making it unique, there are potential competitors. Smaller businesses focusing on fitness or self-development exist and may oppose Quest for creating competition.

The Chico area is environmentally conscious and even if Quest gets approval from environmental organizations, there may still be opposition. There are also Chico residents that may be antis. They are simply against anything new and it doesn't matter if it poses as a threat to them.

### **Target Audiences**

Leading Light Communications has chosen two primary target audiences. These are women age 35-55 and investors. Women age 35-55 are those we feel would be most interested in using Quest and its Web site. This is also an important audience because it incorporates a secondary audience, children. We're hoping that in targeting women, we will also be targeting mothers. Mothers are the best way to get children involved in Quest as well. Investors are important at Quest's current development stage. We want to gain investors' support and interest, so they will contribute to Quest's growth as a business.

## Key Messages

Our campaign slogan is “Life is an adventure, choose your own Quest.” We feel illustrates Quest with its goals and objectives. Our key messages for our target audiences incorporate this slogan as well.

### **Break away, choose to invest in yourself and be transformed.**

Women especially mothers seem to find themselves stuck in a rut. They don’t find time to take care of themselves, both mentally and physically. Quest can help women like this. We want to help them make the choice to change their lives.

### **Choose to invest in Quest.**

Quest has many goals as a new business and it wants to make a difference in the community. We want investors to know that investing in Quest is more than investing in a business; it is investing in the community. We want to show that investing with Quest will result in a higher Return on Investment by more than 6 percent.

## What to Expect

In this plan book, all aspects of our campaign can be found. We have developed three action strategies incorporating each target audience and included various tactics to implement each strategy. We have also included a detailed timeline covering each tactic. In the appendix section there is the necessary paperwork for our tactics, if one is chosen to be used. All information can be used to help promote Quest between now and April 2010.



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## Research Results

### Executive Summary

Leading Light Communications completed 150 surveys of our proposed target audiences between Sept. 17 and Sept. 23 to get a better understanding of who would be most interested in Quest Adventure Ranch. We divided our potential target audiences within the group, so that we could get a variety of answers.

The first target audience we focused on was people between the ages of 35 to 50. We decided on this group because they generally have disposable income, enjoy working out, have children, and may be interested in using Quest for their children. The surveys were completed at Thursday Night Market on Sept. 17, Saturday morning farmers market on Sept. 19, Lower Bidwell Park by One-Mile Recreation Area on Sept. 19 and At the Chico World Music Festival on Sunday, Sept. 20.

The second target audience we wanted to focus on was college students because they are generally active and enjoy working out. Also, college students are tech savvy enough to understand and use the Quest Web site. To reach the college students we conducted surveys on the Chico State campus and around downtown Chico.

Through our research process we feel that we have a good idea about what our potential target audiences are interested in. One of our best discoveries was that people seem interested about the idea of the Quest Web site with the challenges and fitness tips. 75 of the 150 people surveyed said they would be interested in using the Web site to track their personal fitness growth and in the challenges that will be

available on the site. The people interested were generally younger, and from our experience, the older people we surveyed did not understand the concept of the Web site or care to use the Internet to track their personal fitness.

139 of the 150 people we surveyed believed that keeping children active and in shape was very important. This is good for Quest because if we can find a way to reach parents, then we can capitalize on the interest in the physical health of their children. If people are as interested in the health of their children as they said, they will likely be excited to get their children involved in the Quest Web site and in the summer camps that Quest has said they would like to run.

Going off the interest in children's fitness, 135 people out of the 150 surveyed were interested in the children's educational adventure camps that Quest would offer. From this information we can conclude that Quest should go ahead with the planning of their summer camps and start them as soon as possible.

When surveyed about their interest in personal improvement programs, 84 people said that they would be interested in participating in one. This helps us out because we are going to focus one of our action strategies on a personal improvement program after the New Year. We will tap into people's need for a program to keep them on track with their New Year's resolutions. This program will highlight the personal growth aspect of Quest along with the physical fitness part of Quest.

Through our research we feel that we have collected enough information that will give us good insight into what our target audiences are looking for when they get involved with a fitness and growth program. We believe people are interested in Quest and we hope the programs that we come up with will increase that interest and create a buzz about Quest.



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## Research Results

### Survey Results

1. Gender:

Male – 50

Female – 100

2. Live in Butte County:

Yes – 134

No – 16

3. Age:

15-24: 56

25-34: 28

35-44: 19

45-54: 28

55-64: 14

65+: 5

4. Marital Status

Married with Children – 51

Married w/o children – 13

Single – 84

Domestic Partnership – 2

6. Do you currently have a gym membership?

Yes – 105

No – 45

7. On a scale of 1 – 5 how interested in fitness are you? (1 being not interested and 5 being very interested)

1 – 4 Not Interested

2 – 5

3 – 21

4 – 51

5 – 69 Very Interested

8. Would you be interested in a personal improvement program for body and mind?

Yes – 84

No – 66

10. Have you or are you currently taking any classes for self-development focusing on self-esteem, career and prosperity, or relationship?

Yes – 34

No – 116

11. Would you be involved in using an online-based personal improvement program?

Yes – 75

No – 75

12. Children learning the importance of personal fitness and being active is something I see as...

A. Unimportant: 1

B. Somewhat Important: 10

C. Very Important: 139

13. What is your level of interest in sending your children to educational adventure camps in the Chico area?

A. Uninterested: 15

B. Somewhat interested: 45

C. Very interested: 56

D. I don't have children: 34

14. Have you participated in physical activities that encourage teamwork? Such as rope courses, rock climbing, or zip lines?

Yes – 80

No – 70

15. Where do you most often hear about community news, events and programs?

Word-of-Mouth – 59

Local Newspapers – 37

Internet – 27

TV – 22

Fliers – 5



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## Goals & Objectives

### Goals

1. To increase number of potential investors by providing investor relation materials
2. To inform target audience about multifaceted approach to personal health that Quest will offer to its customers without relying on the use of mainstream media

### Objectives

#### Goal # 1

Awareness: To increase target audience understanding of investment opportunities by 50 percent by Feb. 2010

Acceptance: To increase positive attitudes and open discussion towards investing with Quest among target audience by 30 percent by March 2010

Action: To increase the number of investors by 15 percent by April 2010

#### Goal # 2

Awareness: To increase awareness of Quest among middle-aged women in Butte County by 60 percent by Feb. 2010

Acceptance: To increase positive attitudes about healthy living among middle-aged women in Butte County by 30 percent by March 2010

Action: To increase the number of middle-aged women using Quest's Web site to track their health and fitness goals by 20 percent by April 2010



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## Action Strategy #1: “Empower Yourself 2010”

### Strategy Description

Some of the most common New Year’s resolutions made by individuals within our target audience of women between the ages of 35 and 55 involve losing weight and personal improvement. These resolutions are rarely kept.

By taking part in Quest’s “Empower Yourself 2010” program, individuals will be given the support and encouragement needed to stick by their resolutions to improve their bodies and minds. The program encompasses the goals of cleansing, renewing, finding balance in your life, making commitments, starting the year right, getting rid of the toxins, and loving yourself. The program is primarily targeted toward women, but men are a secondary audience. Both sexes can benefit from this program.

“Empower Yourself 2010” will also create awareness regarding Quest’s mission as a company and what Quest has to offer individuals both on-site and on the Web site. Improving one’s body and mind as a part of personal development is a core aspect of Quest’s mission, and starting off the new year with “Empower Yourself 2010” will encourage individuals to stay true to their New Year’s resolutions while becoming a part of Quest as well.

## **Program Details**

“Empower Yourself 2010” will be offered as a six-week program. Each week will have a specific fitness focus as well as a belief-changing component. A suggested program outline for the six weeks is outlined as follows:

Week 1: Cardio Tennis / Career and prosperity

Week 2: Fitness yoga / Spirituality

Week 3: Super core / Health and body

Week 4: Bands, balls and bells / Self-esteem

Week 5: Martial art mix / Relationships

Week 6: Full body boot camp / Personal power

### **Days, Time and Cost:**

“Empower Yourself 2010” will begin sessions Jan. 11, 2010 at the Chico Racquet Club. There will be a new class location at the beginning of every week, but all session sites will be in Chico. Each session will be an hour and a half long and will be held Mondays, Wednesdays and Fridays at 9 a.m. and 6:30 p.m. Participants will choose between the morning sessions or evening sessions for the duration of the program. The cost for being part of “Empower Yourself 2010” is \$200.



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## **Action Strategy #1: Program Tactics for “Empower Yourself 2010”**

### **Tactic #1: Coordinating Class Session Locations and Instructors**

The first step in coordinating “Empower Yourself 2010” will be to communicate with Quest’s partners and see which week partners are able to give some of their time to host and instruct the classes. Quest has developed an extensive list of partners who want to help the company be successful. By working with many of those partners to create “Empower Yourself 2010.” Quest is strengthening those relationships and also helping its partners in business as well. “Empower Yourself 2010” will serve as good publicity for Quest’s partners and help its partners attract more regular clients. Each instructor will be compensated \$300 total for each week of their time spent with “Empower Yourself 2010.”

The partners that Quest will likely want to work with on this program include: Chico Racquet Club, Blue Lotus Yoga Studio, Azad’s Martial Arts, Personal Search and Growth Center, Micah’s Boot Camp and Alpha Co. Fitness, The CORE, Fit One, Angelo Poli, Dr. James Nagel, Suzanne Strisower and Dennis Culley.

Potential “Empower Yourself 2010” partners should be contacted by Nov. 16, 2009, so they will have enough time to plan session outlines and set aside time in their schedules to coach the week session they commit to. The six-week program outline may have to be altered to fit the expertise of the partners who participate in the program.

## **Tactic #2: Advertisements on Quest partner Web sites**

This tactic involves contacting the webmaster for the Chico Racquet Club, Blue Lotus Yoga Studio, Personal Search and Growth Center, and Micah's Boot Camp and Alpha Co. Fitness Web sites and request to have a post put up announcing details about "Empower Yourself 2010." These partners were chosen to advertise "Empower Yourself 2010" because they are partners whose Web pages have event and workshop information.

On the Chico Racquet Club Web site, visitors will be able to find out about the program by clicking on the "Coming Events" tab on the left sidebar of the homepage. On the Blue Lotus Yoga Studio Web site, visitors will be able to find out about the program by clicking on the "Workshops" tab on the top navigation bar of the homepage. On the Personal Search and Growth Center Web site, visitors will be able to find out about the program by clicking on the "Workshop/Events" tab on the top navigation bar of the homepage. On the Micah's Boot Camp & Alpha Co. Fitness Web site, visitors will be able to find out about the program by clicking on the "Programs" tab on the top navigation bar of the homepage.

Program description for Web sites: "Empower Yourself 2010' is a three session per week, six-week program encouraging people to keep their New Year's resolution by encompassing the goals of cleansing, renewing, finding balance in life, making commitments, getting rid of the toxins, and loving oneself. The program will include fitness yoga, cardio tennis, super core, boot camp, bands, balls and bells, and martial arts while providing self-development and improvement. The program starts Jan. 11, 2010. E-mail Whitney Wolff at [whitneywolff@comcast.net](mailto:whitneywolff@comcast.net) to sign up today!"

### **Tactic #3: E-mails**

The third tactic for this strategy is part of creating awareness about the “Empower Yourself 2010” program. This e-mail will be sent out Nov. 27, 2009. The e-mail will include all the necessary information about this program, and will try to persuade recipients to register. In the e-mail we will attach a PDF of the poster discussed in the fourth tactic.

The e-mail will be sent out to Whitney’s friends, co-workers and people she has established relationships with. The connections that Whitney has will benefit and promote this program by having her name behind the effort and thus create awareness regarding Quest.

A second e-mail will be sent out Dec. 30, 2009 if program is not filled up This e-mail will be a reminder about the program. The information will remain the same, but will have how many spots are still available and how many days there are left to sign up. This follow-up e-mail will attract clients to act fast and sign up.

This tactic will support the mission of the program and Quest as a whole because the mission of the program is part of Quest’s overall goal of changing lives. Sending out e-mails will directly target individuals and will make recipients’ feel like they are already part of the Quest organization.

#### **Tactic #4: Posters**

The fourth tactic for this strategy is to develop posters to promote the “Empower Yourself 2010” program. The posters will include reasons why people will want to participate in the program and what “Empower Yourself 2010” is all about. The posters will provide all the necessary information regarding signing up for the program and will be eye-catching to attract participants.

The posters will be displayed at Quest’s partners’ business locations such as: Chico Racquet Club, Azad’s Martial Arts, Blue Lotus Yoga Studio, The CORE, Fit One, Micah’s Boot Camp and Alpha Co. Fitness, Cyclesport, Fleet Feet, and the Personal Search and Growth Center. We plan to print 20 posters.

This tactic will support the mission of the program and thus Quest as a whole because it involves promoting Quest’s overall goal of changing lives. Displaying posters with Quest’s logo on them will also work toward eliminating communication challenges for Quest, as the posters will generate advertising.

## **Tactic #5 – Sign-up process for event**

Registration for “Empower Yourself 2010” will begin Monday, Nov. 30, 2009 and end Wednesday, Jan. 7, 2010. We think starting registration the week after Thanksgiving is an ideal time because most people have fully taken on the holiday season mindset, which includes thinking about their goals for the new year. Ending registration a week into the new year gives people some time to think about how they want to make personal changes for the new year, but the Jan. 7 deadline does not give people enough time to lose their New Year’s inspired motivation for change.

In order to sign up for “Empower Yourself 2010” individuals will be instructed to e-mail Whitney Wolff at [whitneywolff@comcast.net](mailto:whitneywolff@comcast.net). Participants will be informed they can either pay by cash or check. The deadline for payment will be at the first class session on Jan. 11, 2010. The number of participants will be limited to 30 in the morning session and 30 in the evening session.

This is a crucial tactic in getting people involved with the beginnings of Quest. By thinking strategically and doing registration between Nov. 30, 2009 and Jan. 11, 2010, we are taking into consideration what time of the year people would be most inclined to sign up for such a program.

## **Tactic #6: “Empower Yourself 2010” T-shirts**

On the first day of class the participants will be shown the design for the “Empower Yourself 2010” T-shirts they will all be receiving and each participant will decide which size of shirt they want. The T-shirts will be distributed to participants the last day of the program. The T-shirt design will not only give credit to the partners involved with the program, but will also serve as a visual reminder to participants about everything they will be accomplishing in the six-week program.

Quest wants people to feel rejuvenated, proud of themselves and changed through the programs it will be offering and the “Empower Yourself 2010” T-shirt is an excellent way for those involved with Quest programs to remember what Quest helped them accomplish.

The T-shirts will also serve as a method of advertising for Quest. Each instructor will receive a T-shirt too. By program participants wearing their “Empower Yourself 2010” T-shirts, it will help get the name Quest Adventure Ranch out in the public eye.

# “Empower Yourself 2010” Instructor Sign-ups

Partner	Phone Number	Area of Expertise	Contacted (Y/N)	1 <sup>st</sup> Choice Week	2 <sup>nd</sup> Choice Week	Week Assigned
Chico Racquet Club	530-895-1881					
Blue Lotus Yoga Studio	530-895-9642					
Azad's Martial Arts	530-896-0777					
Personal Search & Growth Center	530-895-3387					
Micah's Bootcamp	530-774-3902					
THE CORE	530-828-2680					
Angelo Poli	530-321-3028					
Dr. James Nagel	530-566-9700					
Suzanne Strisower	530-990-3720					
Dennis Culley	530-327-7337					
Fit One Athletic Club	530-898-8348					



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## Action Strategy #1: E-mail to Partner(s) for “Empower Yourself 2010”

Dear (Partner/Business Name),

I want to personally invite you to be part of creating awareness for Quest Adventure Ranch. We have developed a program that will benefit your business and inform people about ours. I would like to introduce to you “Empower Yourself 2010.”

The “Empower Yourself 2010” program allows individuals to be given the support and encouragement needed to stick by their resolutions to improve their bodies and minds. The program encompasses the goals of cleansing, renewing, finding balance in your life, making commitments, starting the year right, getting rid of the toxins, and loving yourself. With your organizations help we can make this program possible.

This program lasts for six weeks and has class three days a week starting Jan. 11, 2010. The specific times for each session are Monday, Wednesday and Friday at 9 a.m. and 6:30 p.m. Each will last an hour and a half long.

What I am asking of you is your participation and support. For this program we are planning on having different venues host each week and have a different belief-changing coach every week as well. Thus, at every class session there will be one fitness coach and one belief-changing coach. If you could volunteer three hours, for three days a week to implement this program it would be greatly appreciated. You will be compensated \$100 each day, totaling in \$300 for your week.

If you are interested please set aside time in your schedules to coach a week session you can commit to. The program starts the week of Jan. 11, 2010 and ends the week of Feb. 15, 2010. Please pick out two weeks that would work for your schedule and note which is your first choice week and which is your second.

I would like to thank you for your time and consideration. I look forward to talking to you soon.

Sincerely,

Whitney Wolff



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## Action Strategy #1: E-mail for “Empower Yourself 2010”

Hello friends,

I wanted to personally invite to you take part in Quest Adventure Ranch’s “Empower Yourself 2010” program.

By participating in this program you will be given the support and encouragement needed to stick by your New Year’s resolutions to improve yourself physically and mentally. The program encompasses the goals of cleansing, renewing, finding balance in your life, making commitments, starting the year right, getting rid of the toxins, and loving yourself.

Week #1 of the program will be held at Chico Racquet Club and the following weeks will be held at a variety of different locations in Chico. Each week will have a fitness component and a belief-changing aspect. A tentative program outline is as follows:

- Week 1: Cardio tennis / Career and prosperity
- Week 2: Fitness yoga / Spirituality
- Week 3: Super core / Health and body
- Week 4: Band, balls and bells / Self-esteem
- Week 5: Martial art mix / Relationships
- Week 6: Full body boot camp / Personal power

The program begins Jan. 11, 2010 with a fee of \$200. Participants can choose between morning sessions at 9 a.m. or evening sessions at 6:30 p.m. Classes are one and a half hours long and are held on Mondays, Wednesdays and Fridays.

I hope to see you all on Jan. 11, 2010. You will not want to miss out on this life-altering program.

Sincerely,

Whitney Wolff



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## Action Strategy #1: E-mail Reminder for “Empower Yourself 2010”

Hello friends,

I want to remind you to take part in Quest Adventure Ranch’s “Empower Yourself 2010” program. There are only (# fill in how many) spots remaining and only nine days until sign-ups end. Hurry and get your spot today!

Here again is the information about this program.

By participating in this program you will be given the support and encouragement needed to stick by your New Year’s resolutions to improve yourself physically and mentally. The program encompasses the goals of cleansing, renewing, finding balance in your life, making commitments, starting the year right, getting rid of the toxins, and loving yourself.

Week one of the program will be held at Chico Racquet Club and the following weeks will be held at a variety of different locations in Chico. Each week will have a fitness component and a belief-changing aspect. A tentative program outline is as follows:

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The program begins Jan. 11, 2010 with a fee of \$200. Participants can choose between morning sessions at 9 a.m. or evening sessions at 6:30 p.m. Classes are an hour and a half long and are held on Mondays, Wednesdays and Fridays.

I hope to see you all on Jan. 11, 2010. You will not want to miss out on this life-altering program.

Sincerely,

Whitney Wolff

**18 Sessions...**  
**6 Weeks...**  
**1 Life-Altering Experience.**

# **Empower Yourself**



# **2010!**



Created by Quest Adventure Ranch, this program is designed to help you stick by your New Year's resolutions of fitness and personal growth while cleansing, renewing, finding balance in your life and loving yourself!

**Week 1: Cardio tennis / Career and prosperity**

**Week 2: Fitness yoga / Spirituality**

**Week 3: Super core / Health and body**

**Week 4: Bands, balls and bells / Self-esteem**

**Week 5: Martial art mix / Relationships**

**Week 6: Full body boot camp / Personal power**

Sessions last 1.5 hours and are offered Monday, Wednesday and Friday at 10:00 a.m. or at 6:30 p.m.

The first week's sessions will be held at Chico Racquet Club and the following weeks' locations remain T.B.A.

The total cost of the program is \$200

**E-mail Whitney Wolff by Jan. 7 at [Whitneywolff@comcast.net](mailto:Whitneywolff@comcast.net)**

# “Empower Yourself 2010” T-Shirt Design



**Front**



# **EMPOWER YOURSELF 2010**

**Back**

**I pushed my limits at Micah's Boot camp  
and Alpha Co. Fitness.**

**I am a better partner because of Relationships 123.**

**I improved my quality of life with  
Dr. James Nagel.**

**I made plans for a healthy lifestyle with Angelo Poli.**

**I awakened my spirituality with  
the Personal Search & Growth Center.**

**I learned fitness asanas at the Blue Lotus yoga  
studio.**

**I discovered my personal strength at  
Azad's Martial Arts studio.**

**I changed my fitness practices with The Core.**



**I CHANGED MY LIFE  
WITH QUEST.**





# Leading Light Communications

Spotlighting Your Communication Needs™

400 West First Avenue  
Chico, CA 95929  
916.847.0447

[LeadingLightCommunications@gmail.com](mailto:LeadingLightCommunications@gmail.com)

## Action Strategy #2: “Quest Through Nature”

### Strategy Description

Quest Adventure Ranch in partnership with The Sunshine Kids Club will host a charity hike and barbecue event called “Quest Through Nature” at Bidwell Park on April 10, 2010. Proceeds from this event will go to support The Sunshine Kids Club and its many programs. There is also the possibility of creating an on-going partnership with The Sunshine Kids Club for future summer camps or group events.

The Sunshine Kids Club is a local non-profit organization focused on serving children with or without disabilities. It wants to create a place where all kids are equal and feel like they belong. Programs work on building self-esteem, empowerment, and advocacy. These key messages are very similar to Quest’s, and we feel it is a good organization to work with in reaching out to the community.

### Program Details

The event will have the option of two different level hikes and a barbecue. There will be a moderate hike and an advanced hike. Participants can choose which, “Quest Through Nature” they would like to take. These hikes will allow participants of all ages and abilities to explore Upper Bidwell Park and discover nature. Quest and The Sunshine Kids Club want everyone to have the opportunity to be included and enjoy this fun activity. The barbecue will consist of hot dogs, chips, and a variety of non-alcoholic drinks.

Participants will be able to sign up for the event at The Sunshine Kids Club office, the Chico Racquet Club, and possibly Fleet Feet. There is a potential to have more businesses involved in promoting the event, but we do want to keep it small because we have limited space for participants. We have included an example sign-up sheet in our plan book. This sheet provides basic contact information of participants as well as which hike they would like to do.

### **Cost and Time**

Entry fees for the hike will be \$20 for adults and free entry for children under age 8. Five dollars from entry fees will be used to offset the cost of Quest creating T-shirts. The remaining \$15 will go toward The Sunshine Kids Club. We want to register 100 people at most, but the ideal number of participants is between 50 and 75. With 50 paying participants we will be donating \$750, with 75 participants we will be donating \$1125, and with our maximum 100 participants we will be donating \$1500. We also need to consider that half of the participants are likely to be children and they will not be paying an entry fee. We hope to donate at least \$750 to the club.

The event will begin at 9 a.m. with registration. There will be an event introduction by Whitney Wolff at 9:30 a.m. The advance hike will begin at 10 a.m., while the beginner hike will start at 10:15 a.m. The hikes will end at 12:30 p.m. A post-hike barbecue will take place from 12:30 p.m. to 2 p.m.

### **More Details and Considerations**

The Sunshine Kids Club volunteers can help at the event. They can help barbecue and distribute food as well as assist the hike leaders during the hike. Leading Light Communications wants to promote Quest, but also involve children because we learned through our surveys that the well-being of children is important to the community. The Sunshine Kids Club also shares similar goals as Quest in promoting healthy lifestyles both mentally and physically.

This event is taking place in April and there is a chance it will rain. If it does rain, the event will be rescheduled to a later date. Weather will be monitored the week before the event and participants will be notified two days in advance if there is a cancellation. We also feel this event has the potential to grow if more funds become available. We envision the barbecue including a band and perhaps turning it into an all-day festival. We unfortunately have a limited budget as of now, but encourage implementing any additional activities if possible.



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## **Action Strategy #2: Program Tactics for “Quest Through Nature”**

### **Tactic #1: Paperwork and permits**

To hold the hike in Bidwell Park, we need to file paperwork for permits to hold an event. We have to pay a \$57 fee for use of the park and \$37.50 for liability insurance from the City of Chico. The payments and paperwork need to be filed together along with a \$100 damage deposit. When the permit paperwork is turned in, we will also include a letter explaining why the fee to use the park should be waived because this is a charity event.

Quest is a new business and it is important to establish good relationships with the community.

Following the necessary procedure to use Bidwell Park as an event location, will help in building a good reputation for the Quest organization.

## **Tactic #2: Letter to waive fees**

We will send a letter to Bidwell Park to have some of the fees waived. This will be a charity event, not a big party. The park allows some fees to be waived if the event is for a good cause. Quest has a limited budget and eliminating some costs will be helpful. We will send this letter by Feb. 15 to allow ample time for all paperwork to be processed.

Leading Light Communications included a sample letter with this strategy and it can be used to send to Bidwell Park.

### **Tactic #3: Motivational Signs and Trail Markers**

We will work with The Sunshine Kids Club in creating signs and trail markers for the hike. The signs will have motivational sayings on them as well as inform hikers the distance they have traveled and how far away they are from reaching the end.

Motivational signs will incorporate one of Quest's visions in mixing physical activity with spirituality. We want to encourage participants to challenge themselves and meet their goals. These signs will help make each hike a personal "Quest Through Nature."

Trail markers will be made once trails have been finalized. Upper Bidwell Park has many trails and the exact trails used in our event will not be decided until March 2, 2010. This will allow time to see how the winter weather may have affected certain trails.

Trail markers will be retrieved by volunteers after the barbecue concludes and the event is over. We want to leave the trails clean.

#### **Tactic #4: Create Flier**

A simple flier for “Quest Through Nature” will be created. It is an informational flier for people to see what the event is, and when and where it is happening. We don’t plan to have these handed out, but they will be posted at local businesses such as Fleet Feet, Chico Racquet Club, and The Sunshine Kids Club main office.

This flier will help promote our event to our publics, particularly those interested in helping The Sunshine Kids Club. The selected locations will help attract our desired audience of kids and those interested in fitness. We don’t want to randomly hand out fliers to everyone because we are trying to keep this event small and focused.

Leading Light Communications has included a sample flier with this tactic to illustrate what can be done. If desired, the information used in our flier can be made into a poster or other visual medium. Even with narrowly-selected locations, a flier for this event will get the Quest name and logo out in the public.

## **Tactic #5: Participant T-Shirts**

T-shirts will be created for all participants over age 8. The shirts will have the Quest logo on them along with the name of the event, but final designs will not be decided until closer to the event. T-shirts will be screen printed by Dragon Graphics in Chico. Each shirt cost \$6 and \$5 from each participant's entry fee will go toward their shirts, to lessen the cost. We will order standard shirt sizes and it will be first-come, first-serve basis during registration the morning of the event.

T-shirts will not have a final design until closer to event when further planning is done with The Sunshine Kids Club. We will not order T-shirts until sign-ups are complete and we have an estimate of how many people will attend.

These shirts will generate automatic advertising for Quest. We also feel it will be a memento for participants to keep and remember their fun experience. We feel this will be a good way to get the Quest name and logo out in the public.

## **Tactic #6: Post-race Barbecue**

We will have a barbecue after the hike at Five-Mile Recreation Area for all hike participants and volunteers. We will begin cooking at 11:30 a.m. with the barbecue lit by 11 a.m. We will have hot dogs, chips, and drinks. We will shop for barbecue supplies on Friday, April 9 at Costco. A grocery list has been included with our strategy. Everything will be packed and ready for Saturday morning.

This will be a picnic event, if participants want to bring their own food or picnic activities they are welcome to do so. We want participants to feel welcome and gain interest in Quest. There will be an opportunity at the barbecue for representatives from both organizations to speak to the crowd. Quest can speak to the public and answer any questions they may have about the new business.

Leading Light Communications feels this tactic can be expanded and has many possibilities. We have outlined a standard event to meet our campaign budget, but encourage other additions to be explored.



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## Action Strategy #2: "Quest Through Nature" Mock Letter Format

To Bidwell Park:

Quest Adventure Ranch would like to rent Five-Mile Recreation Area on April 10, 2010 from 9 a.m. to 3:30 p.m.

We will be holding a charity hike and barbecue event in partnership with The Sunshine Kids Club. Money earned from the event will be donated to The Sunshine Kids Club.

We feel this event is for a good cause and therefore the fees should be waived for use of the facility.  
Thank you for your time.

Sincerely,

Whitney Wolff

Quest Adventure Ranch

# Quest Through Nature

## Example of Hike Sign

“Believe that life is worth living and your belief will help create the fact!”

~William James

YOU ROCK!

.5 mile to go!



## Quest Through Nature

Join us for a Hike and BBQ in Bidwell Park!

April 10, 2010

9 a.m.

\$20 for Adults

Kids under 8 hike free!

Take your own Quest through nature and help support The Sunshine Kids Club!

There will be beginner and advanced hikes for you to choose.

T-shirts and Barbecue are included in signing up!

Proceeds from the event will go toward funding the Sunshine Kids Club, a local non-profit organization where all kids belong.





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## Action Strategy #2: "Quest Through Nature" Shopping List

### Barbecue Shopping List: Costco

- Water – Kirkland Brand – Count: 35 - \$3.49 - 4 Cases
- Soda – Shasta Assorted Case – Count: 24 - \$4.59 – 2 Cases
- Sports Drink – Kirkland Brand – Count 24 - \$9.99 – 2 Cases
- Plates – Hefty – Count: 200 - \$8.59 – 1 Case
- Cutlery – Kirkland Brand Assorted Forks, Knives, Spoons – Count: 360 - \$8.99 – 1 Case
- Charcoal-Kingsford Brand- 20 lbs.- \$6.50 – 2 Bags
- Ketchup- Heinz- Count: 4 - \$6.79 – 1 Case
- Mustard – French's – Count: 2 - \$4.69 – 1 Case
- Foil – Kirkland Brand – 500 Sheets - \$8.49 – 1 Case
- Hot Dogs – Ball Park Hot Dogs – Count: 36 - \$ 8.99 – 3 Cases
- Chips – Assorted Frito Lays Chips – Count: 50 - \$10.99 – 2 Cases
- Buns – Kirkland Brand – Count 24 - \$1.99 – 4 Cases



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## Action Strategy #3: Build Investor Relations

### Strategy Description

This strategy is aimed at attracting potential investors to the Quest Adventure Ranch. One of Quest's goals is to be able to use developed materials from this campaign for ongoing sales, which makes investor relations a key component. Strengthening the ties between our client and financial supporters and persuading new investors to join in support of Quest—will allow the organization to implement more pre-programs and pre-sell memberships. We will provide actual materials, such as a brochure and PowerPoint presentation, to be used during investor presentations and give Quest the added edge it needs as a brand-new business venture.

Our client is extremely interested in furthering the existing relationships with investors, and the characteristics of this action strategy will offer options for continuing those relationships. Leading Light Communications believes a clear picture of Quest's organization will be presented through this strategy. The use of 'leave-away' materials will increase investors' awareness of Quest and encourage even more interpersonal communication.

Through the use of an appealing informational brochure, and a comprehensive PowerPoint presentation, Quest will have the building blocks to attract and encourage the support of investors. Visual communication and aesthetics will be essential for this action strategy and the materials included in the tactics will demonstrate this. Furthermore, Leading Light Communications also believes utilizing Quest's downtown Chico office will be an added benefit in presenting materials to investors. The office boasts a

large classroom complete with a movie screen and conference room, making it an ideal location for investors to learn about the organization.

In the breakdown of the tactics to this strategy, Leading Light Communications has included a step-by-step presentation the client will be able to use as a resource. It will illustrate how the information should be presented to investors and give the client a foundation to work off of. There will be adequate room left for any particular changes or inserts the client may wish to incorporate, depending on the audience being presented to. The goals and objectives set out by Leading Light Communications are realized by this action strategy, and through the combination of tactics, Quest will be given the opportunity to leave an indelible impression on potential and future financiers.



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## Action Strategy #3: Program Tactics for Investor Relations

### Tactic # 1: Informational Brochure

One of the first materials developed for investors will be the informational brochure. The content included will cover the basic details regarding Quest's goals, mission, contact information, and a few biographical facts about our client, Whitney Wolff. This brochure will be given to investors upon the conclusion of the presentations, so audience members may have something to look back upon and refer to.

Another important aspect of the brochure will be the design itself. Leading Light Communications has come up with a design scheme incorporating Quest's spirit of adventure while still providing useful information investors want to see. The three-fold, full-color format will stand out and be a useful material in giving out to potential investors if a request is made. Once the Web site for Quest is up and running, its information will also be incorporated on the brochure. So much of the world is digital now, and it would make it easier for individuals interested in Quest to have online access to it.

## **Tactic# 2 Investor PowerPoint**

A useful tool for Quest to use when presenting to potential investors is to have an interactive PowerPoint presentation. The PowerPoint is designed to give the investors a general breakdown of what Quest has to offer for its members and the benefits included for investors.

The introduction of the PowerPoint would begin with Whitney Wolff introducing Quest's mission and social mission and what it means to Whitney herself. Including some personal background will allow her to connect with audience members in highlighting the community benefits of Quest. The passion she has for this business venture will also stand out to potential financiers.

The slides that will make up much of the presentation will incorporate information about the current state of the property and its potential, the amount of land and its location, phases of development, and programs and activities Quest will offer. These include self-improvement activities and programs. By presenting information about Quest that highlights its distinctiveness as a new business in Butte County, investors will be able to see its potential.

Once potential investors have been given a better idea of Quest and Whitney's goals, the next step would be to discuss the financial side of Quest. This would include mentioning the partners Quest has attained, financial outlooks for the business, information about Butte County, and why Quest will be a successful venture. Examples of this include the appeal of Cycle Cross and free riding around the nation, and statistics about Chico as a cycling and mountain biking city.

### **Tactic # 3: Downtown Office Presentations**

When materials have been produced, it will be in the hands of our client to distribute them to potential investors, or those interested in Quest. In order to build upon this foundation, Leading Light Communications has come up with a step-by-step presentation format for the client to follow during scheduled discussions and meetings. It is understood that each presentation may differ, and this format is simply a basic arrangement to be built upon.

Ideally, it would first be useful to have the Quest Web site up and running prior to any future presentations Quest may make. It would provide a useful tool in communicating Quest's goals and reach more of the target audience. The next important step would be to get the brochures printed and available at the downtown office. Having the materials present will be key in establishing an atmosphere during presentations and answering any questions investors might have. Leading Light Communications has noted in the budget the most ideal location(s) to get the brochures printed at a reasonable cost.

Once the materials have been gathered, the client will be able to organize the office in a suitable way for the presentation. Leading Light Communications feels it would be effective for the client to start the discussions with an introduction regarding background, how the idea for Quest came about, and what the client would like to see Quest accomplish as a new business. Utilizing these interpersonal tactics will make for a smooth transition into the PowerPoint presentation where specific areas of interest will be covered. These areas include who Quest's partners are, information about the project being conducted, and general information about the land.

When the PowerPoint presentation has been concluded, leaving open time for a question and answer period would allow potential investors to vocalize their thoughts. This would give Quest feedback on progress the organization has made, or what it still needs to do. Finally, passing out the brochures will conclude the presentation and leave audience members with a physical reminder of Quest Adventure Ranch.

# What is Quest Adventure Ranch?



Quest is a brand new business venture and unique fitness and self-development concept, cofounded and developed by Whitney Wolff and Adrian Heym.

Located six miles up Highway 32 from Chico off of Santos Road, Quest encompasses self-discovery, exploration, fitness and many other aspects on 170 acres of natural landscape. Nestled in the Little Chico Creek Canyon, Quest has the feel of being miles away from civilization.

**Quest Adventure Ranch**  
561 E. Lindo Ave., Suite 1



**Whitney Wolff**  
530.520.3793

[whitneywolff@comcast.net](mailto:whitneywolff@comcast.net)

**Adrian Heym**  
530.774.7985

[adrianheym@yahoo.com](mailto:adrianheym@yahoo.com)

# Life is an Adventure



# Choose Your Own

# Quest

# Invest in Yourself, With **Quest**

## The Mission



- To improve the quality of life for individuals and groups of all ages
- Providing adventurous, entertaining, healthy, fun and educational opportunities while maintaining and improving the beauty of the natural setting
- To provide a home base for Discovery Canyon, a non-profit outdoor school, and support the efforts of Discovery Canyon through additional funding, scholarships and use of its facilities
- Easily accessed by individuals, schools, teams, groups, public and private organizations and staff and emergency personnel

## The Features



- Dual 1,000-foot zip lines
- Obstacle Courses
- High/Low Ropes Courses
- Natural & Manufactured Rock Climbing
- Outdoor Amphitheater
- Basketball, Tennis, Volleyball Courts
- Mountain Biking & Fitness Trails
- Quest Center
- Children's Activity Park
- Quest Art Studio
- Quest Nature Center
- Observatory
- Nature & Exploratorium Tours
- Birthday Parties
- Team Building & Leadership Activities
- Concert & Guest Speaker Services
- Kids Summer, Outdoor & Sports Camps
- Adult & Youth Personal Growth Programs

## Whitney Wolff



- With over 15 years of experience in the fitness industry, and extensive background in business management, and marketing and sales, Whitney Wolff brings more than just wisdom as the executive director of Quest.
- She has always been a passionate outdoor enthusiast and Quest represents a business venture that is the accumulation of her career and interests.
- A risk taker with an entrepreneurial spirit, Whitney feels blessed to facilitate this project while working with many dynamic and caring individuals.

Promoting Life Change for Butte County

Life is an Adventure.  
Choose Your Own Quest



Quest Adventure Ranch

*Choose to invest in Quest*

# What is Quest Adventure Ranch?

- ❖ Quest is a brand-new business venture and unique fitness and self-development concept, co-founded and developed by Whitney Wolff and Adrian Heym.

# Quest Mission

- ❖ To improve the quality of lives for individuals and groups of all ages by facilitating adventurous, entertaining, healthy, fun and educational opportunities while maintaining and improving the beauty of the natural setting.

# Quest Social Mission

❖ To provide a home base for Discovery Canyon, a non-profit outdoor school, and support the efforts of Discovery Canyon through additional funding, scholarships and use of its facilities.

# **A Little About Whitney**

- ❖ **BA in Journalism, option in Public Relations, Minor in French**
- ❖ **Owned and operated businesses in Chico since 1989, including a business consulting and public relations firm**
- ❖ **Worked in the fitness industry for 15 years**
  - Worked as an outdoor survival skills and backpacking teacher**
  - Personal fitness trainer**
  - Sales Director for three area health clubs**
  - General Manager for one local club**

# Where is Quest?

- ❖ Currently Quest is an underdeveloped adventure ranch located six miles up Highway 32 from Chico off of Santos Ranch Road.
- ❖ The Quest property is 170 acres of natural landscape located in the Little Chico Creek Canyon

**Quest has the feel of being miles away from civilization, but is easily accessible**



# The View

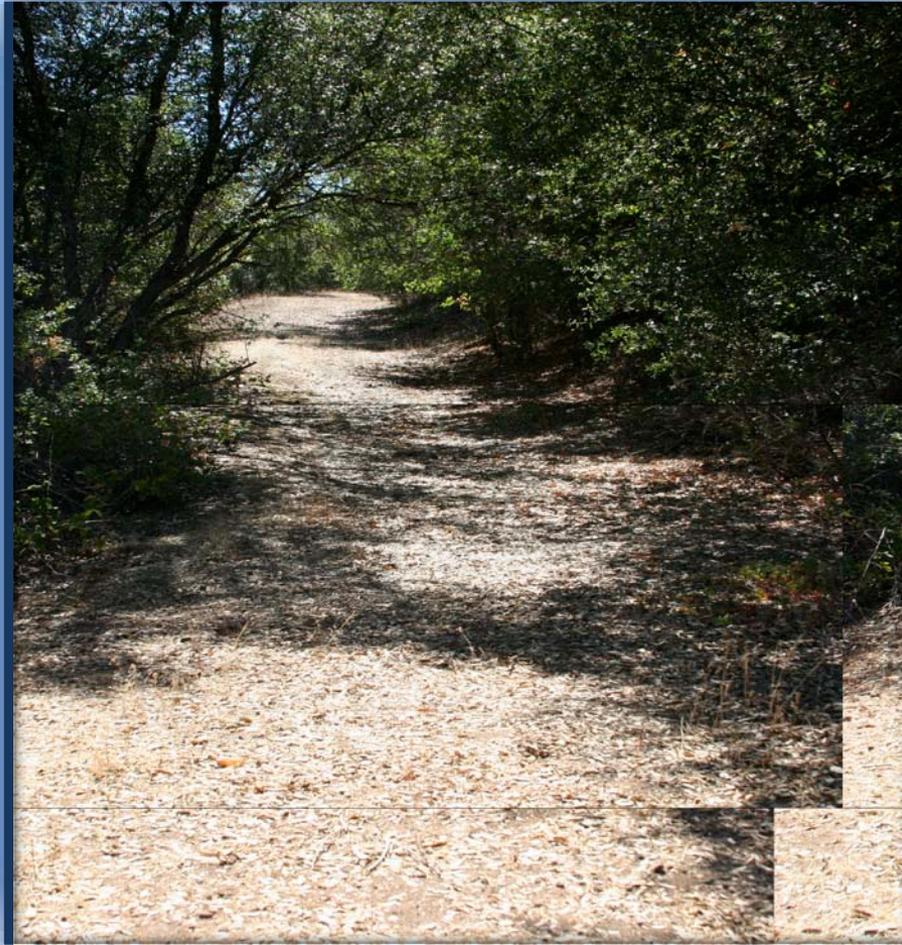
**170 Acres of Natural Landscape**



# The Lake



# The Trails



# Phase One Development Plan

- ❖ Dual 1,000-foot zip lines for adults and youth
- ❖ High and low ropes courses
- ❖ Outdoor Amphitheater
- ❖ Three hills of extensive mountain biking and fitness trails
- ❖ Quest Center
- ❖ 4,000-square foot ranch converted into an information center, banquet room and meeting hall

# Phase One cont.

## ❖ Spa Room

- Massages
- Therapeutic treatments

## ❖ Children's Activity Park

- 50-foot zip line
- Low ropes courses
- Swings and play structures

# Programs & Activities

- ❖ Adult and youth ongoing fitness programs
- ❖ Adult and youth competitions and challenges
- ❖ Outdoor adventure fitness training/camps/travel
- ❖ Adult and youth personal growth programs and challenges
- ❖ Kids summer, outdoor and sports camps

# Programs & Activities cont.

- ❖ Team building and leadership programs
- ❖ Concert and guest speaker series
- ❖ Music and fitness festivals
- ❖ Birthday parties
- ❖ Zip line rides
- ❖ Nature and exploration tours

# Future Plans & Development

- ❖ Further development of Discovery Canyon
- ❖ Building and development of over night accommodations
- ❖ Construction of a zip line nature canopy tour
- ❖ Adding a beer and wine bar at the Quest Center, including food and concessions
- ❖ Developing and constructing an outdoor trapeze course and program

# Cross Cycling Across the Nation

- ❖ USA Cycling is the official governing body for all disciplines of competitive cycling in the United States
- ❖ USA Cycling consists of 64,000+ members
- ❖ USA Cycling holds 2500 events around nation annually
- ❖ USA Cycling licensees totaled 63,819 as of September 4, 2009

\*Source: [www.usacycling.org](http://www.usacycling.org)

# Cycling in Chico

- ❖ Starting in July 2009 The Chico Velo Cycling Club began offering mountain bike rides through the Chico Area
- ❖ Three local teams
  - California State University Chico
  - Chico Corsa Cycling Team
  - Team Chico/ R.A.C.E.

# Relationship with Odyssey

- ❖ Opened their doors in 1991 – offer ropes courses and outdoor recreational adventures
- ❖ Bill John & Lain Hensley – co-owners
- ❖ Helped to train top executives and employees from some of the world's largest organizations
- ❖ Odysessy will be working with Quest in building the ropes courses and assisting with team-building activities

# Extra Slide

# Extra Slide

# November 2009

■ "Quest Through Nature" Strategy

■ "Empower Your Self 2010" Strategy

■ Investor Relation Strategy

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10 -Go to Mr. Kopy order brochures*	11	12	13 -Pick up bro- chures @ Mr. Kopy	14
15	16 -E-mail/ Call Partners involved*	17	18 -Inform partners about dates*	19	20	21
22	23	24 -Finalize Partners Week*	25 -Inform partners on their week*	26	27 -Send out e -mail*	28 -Order Posters to print*
29 -Pick up posters*	30 -Post Posters at locations* -Sign-ups begin		*- See timeline for more information			

*"Choose your own Quest"*



# December 2009

■ "Quest Through Nature" Strategy ■ "Empower Your Self 2010" Strategy ■ \*- See timeline for more information

SUN	MON	TUE	WED	THU	FRI	SAT
		1 -Contact Web- masters*	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18 -Evaluate sign-ups	19
20	21	22	23	24	25	26
27	28	29	30 -Send out e -mail reminder if we don't have 58*	31		

*"Choose your own Quest"*



# January 2010

■ “Quest Through Nature” Strategy ■ “Empower Your Self 2010” Strategy ■ \*- See timeline for more information

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
				-Sign-ups end	-Print out T-shirt sign-up sheet	
10	11	12	13	14	15	16
-Get excited “Empower Yourself 2010” starts Tomorrow!	-Program Begins! -Get T-shirt sizes -Class @ 9 a.m. -Class @ 6:30p.m.		-Class @ 9 a.m. -Class @ 6:30p.m.		-Class @ 9 a.m. -Class @ 6:30p.m.	
17	18	19	20	21	22	23
	-Class @ 9 a.m. -Class @ 6:30p.m.		-Class @ 9 a.m. -Class @ 6:30p.m.		-Class @ 9 a.m. -Class @ 6:30p.m.	
24	25	26	27	28	29	30
	-Class @ 9 a.m. -Class @ 6:30p.m.		-Class @ 9 a.m. -Class @ 6:30p.m.		-Midway Evaluation -Class @ 9 a.m. -Class @ 6:30p.m.	

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“Choose your own Quest”



# February 2010

■ “Quest Through Nature” Strategy ■ “Empower Your Self 2010” Strategy ■ \*- See timeline for more information

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
	-1st Meeting* -Fill out Permit* -Class @ 9 a.m.		-Order T-shirts -Class @ 9 a.m. -Class @ 6:30p.m		-Class @ 9 a.m. -Class @ 6:30p.m	
7	8	9	10	11	12	13
	-Class @ 9 a.m. -Class @ 6:30p.m		-Class @ 9 a.m. -Class @ 6:30p.m		-Class @ 9 a.m. -Class @ 6:30p.m	
14	15	16	17	18	19	20
	-File paper work* -Pay down payment for park -Send letter* -Class @ 9 a.m. -Class @ 6:30p.m	-Print registration form	-Post posters* -Post registration forms* -Post on Web site* -Class @ 9 a.m. -Class @ 6:30p.m	-Print out Evaluation Surveys	-“Empower yourself 2010” Ends -Distribute T-shirts -Hand out surveys -Class @ 9 a.m. -Class @ 6:30p.m	
21	22	23	24	25	26	27
			-File insurance paper work* -Pay fee for insurance*			

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“Choose your own Quest”



# March 2010

■ "Quest Through Nature" Strategy ■ "Empower Your Self 2010" Strategy ■ \*- See timeline for more information

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 -Map out trails*	3	4	5 -Finish T-shirt designs*	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26 -Order T-shirts*	27
28	29	30	31			

*"Choose your own Quest"*



# April 2010

■ "Quest Through Nature" Strategy ■ "Empower Your Self 2010" Strategy ■ \*- See timeline for more information

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
					-Monitor weather for event*	
4	5	6	7	8	9	10
			-Signs for the course*		-Shop at Costco for supplies* -Get excited "Quest Through Nature" is Tomorrow!	-"Quest Through Nature" Event -Begin set up @ 7 a.m.*
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

*"Choose your own Quest"*





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## Campaign Timeline

### Timeline Implementation

The timeline provides what day a task is supposed to be completed for each tactic to be completed. Each of the tactics is part of the overall strategy in making our event and program being successful. The description will include what has to be done to complete each tactic. For most of the tactics we have provided the material needed to accomplish it.

- “Empower Yourself 2010” Strategy is in green
- “Quest Through Nature” Strategy is in orange
- Investor Relation Strategy

Date	Task	Description	Material Provided	Check Off
November 10, 2009	Order brochures	Go to Mr. Kopy and order 200 brochures and pay	Investor relations brochure	
November 13, 2009	Pick up brochures	Go to Mr. Kopy and pick up brochures		
November 16, 2009	Contact partners	Contact the partners who will be involved in “Empower Yourself 2010.” Inform them of the program and what it will offer their company.	E-mail to partners	
November 18, 2009	Inform partners	Tell partners about the dates and times for the program, allow them to take time to figure out what week works best for them. Deadline for sign-ups: 11/24/2009	Partner sign-up sheet	
November 24, 2009	Finalize partners week	Collect all the information from partners deciding their week.	Partner sign-up sheet	
November 25, 2009	Inform partners of their week	After analyzing which partners would prefer which weeks, contact each partner and inform them on their week.		

Date	Tactic	Description	Materials Provided	Check Off
November 27, 2009	E-mail potential clients	Whitney will send out an e-mail to her contacts who she believes will want to be involved in this program.	E-mail to clients	
November 28, 2009	Order posters	Go to Mr. Kopy and order 20 full colored tabloid posters; pay at this time.	Poster for "Empower Yourself 2010"	
November 29, 2009	Pick up posters	Pick up posters from Mr. Kopy.		
November 30, 2009	Put posters up	At the following locations post: - Chico Racquet Club -Curves -Azad's Martial Arts -Blue Lotus Yoga Studio -Micah's Boot Camp -Alpha Co. Fitness -Cycle Sport -Fleet Feet -The Personal Search and Growth Center	Poster for "Empower Yourself 2010"	
November 30, 2009	Sign-ups begin	Clients will be allowed to start signing up for the "Empower Yourself 2010" program today.		
December 1, 2009	Contact webmasters	On each of our partners Web sites the webmasters will be informed to post the provided information.	Program description for Web sites	
December 18, 2009	Evaluate sign-ups	Tally up how many people have signed up for program	Client sign-up sheet	
December 30, 2009	Reminder e-mail	Send out a reminder e-mail about the program if spots are still open, list how many spots are left.	Reminder e-mail	
January 7, 2010	Sign-ups end	This is the last day when clients can sign-up.		
January 8, 2010	Print sign-up sheet	Print off the T-shirt sign-up sheet to have at the first day of class	T-shirt sign-up sheet	
January 10, 2010	Mentally prepare	Tomorrow "Empower Yourself 2010" start getting excited!!		
January 11, 2010	"Empower Yourself 2010" starts	The first day of classes begins today.		
January 11, 2010	T-shirt sign-ups	Get the T-shirt sizes from each individual.	T-shirt sign-up sheet	
January 11, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
January 13, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		

Date	Tactic	Description	Materials Provided	Check Off
January 15, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
January 18, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
January 20, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
January 22, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
January 25, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
January 27, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
January 29, 2009	Midway evaluation	Check and see how many clients are still participating in the classes.		
January 29, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
February 1, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
February 1, 2010	First meeting	Begin planning the "Quest through Nature" with The Sunshine Kids Club.		
February 1, 2010	Fill out permit	Begin filling out the Bidwell Park application permit paper.	An example of the application is provided	
February 3, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
February 3, 2010	Order T-shirts	Go to Dragon Graphics and place your order with the client's sizes.	-T-shirt example -T-shirt sign-up sheet	
February 5, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
February 8, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
February 10, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
February 12, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
February 15, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		

Date	Tactic	Description	Materials Provided	Check Off
February 15, 2010	File paper work	File the necessary paper work needed to reserve Five-Mile Recreation Area.		
February 15, 2010	Payment	Pay the down-payment fees to park department with the letter.		
February 15, 2010	Letter	Turn in a letter with the payment fees explaining why the fees should be waived.	Letter for fees being waived	
February 16, 2010	Registration form	Print off registration form applicants will fill out for "Quest Through Nature" event	Registration form	
February 17, 2010	Class	Class @ 9 a.m. Class @ 6:30 p.m.		
February 17, 2010	Print out posters	Post at the following locations: -Fleet feet -Chico Racquet Club -The Sunshine Kids Club location		
February 17, 2010	Contact Webmaster	Have webmaster post for The Sunshine Kids Club on their Web site.	Web site information	
February 18, 2010	Print evaluation survey	Go to Mr.Kopy and print off 60 evaluation surveys for classes tomorrow.	Evaluation survey	
February 19, 2010	Distribute T-shirt	On the last day of class reward the clients with the T-shirt they have earned since they have completed the class today.		
February 19, 2010	"Empower Yourself 2010" ends	Class @ 9 a.m. Class @ 6:30 p.m.		
February 24, 2010	File insurance paper work	File the Risk Management City of Chico insurance paper work to and pay the fee of \$37.50 at the Parks Department.	An example of paper work	
March 2, 2010	Map out trails	Go to Bidwell Park and map out the trails that will be used for the hike. Mark on the map and figure out how groups will get to the beginning of the trails.	Map of Bidwell Park	
March 5, 2010	Design T-shirt	This day create a T-shirt for the event with The Sunshine Kids Club.		
March 26, 2010	Order T-shirts	Go to Dragon Graphics with the design you have created. Based off of the sign-up sheet this will tell you what sizes and how many to order.		

Date	Tactic	Description	Materials Provided	Check Off
April 1, 2010	Monitor weather	Start monitoring the weather for the event.		
April 7, 2010	Make signs	The Sunshine Kids Club will make signs for the course.	Example of motivational sign	
April 9, 2010	Mentally prepare	"Quest Through Nature" is tomorrow start getting excited!!		
April 9, 2010	Shop at Costco	Get the supplies at Costco for your barbeque.	Grocery list	
April 10, 2010	"Quest Through Nature" Event	Event is today	Detailed to-do list	

**April 10, 2010**

**"Quest Through Nature" EVENT**

Time	Description
7 a.m.	Get to Bidwell Park
7:45 a.m.	Set up the signs on the trails
8:15 a.m.	Start setting up for sign-ins
9:00 a.m.	Sign in begins
9:30 a.m.	Whitney address group, thanks them for participating
10 a.m.	The advanced hike will begin
10:15 a.m.	The beginner hike will begin
11 a.m.	The barbecue will be lit to begin warming up for lunch
11:30 a.m.	The food will start being cooked
12:30 p.m.	Post race barbecue will start
2 p.m.	Event will end
2:30 p.m.	Clean up of the site will begin
2:30 p.m.	Volunteers will hike the trails to remove all signs that were posted
3:30 p.m.	Post race clean up will be completed



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Chico, CA 95929  
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## Overall Campaign Budget

### Budget Overview

The budget for our whole campaign was \$1000 and we have come up with three action strategies that will turn a profit for Quest if they are implemented correctly. We will be making \$6,818.24 in profit for our entire campaign if “Empower Yourself 2010” reaches its max capacity. Along with making a profit for Quest we will also be donating money to The Sunshine Kids Club which is a non-profit organization in Chico. While we may be spending more money than the original budget calls for, our profits will offset all of the money that goes over the original \$1000. We will not be spending more money than we have at any time, such as waiting to order T-shirts until all dues are paid for events. The itemized budget in the table below shows an overall look at the campaign costs and revenue and in the pages following you will be able to see each strategy broken down by cost and revenue.

Description	Cost	Revenue
Strategy 1	\$4132.86	\$11,600
Strategy 2	\$449.72	
Strategy 3	\$199.18	
<b>Totals</b>	<b>\$4781.76</b>	<b>\$11,600</b>

**Total Revenue – Total Cost = Total Profit**

\$11,600.00	\$4781.76	\$6818.24
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## Action Strategy #1 Itemized Budget for “Empower Yourself 2010:

Description	Cost	Sales Tax	Revenue
Sign-up Charge for Class			\$200 x 58 (open spots)= \$11,600
Paying Instructors for Coaching Classes	\$100 (per day) x 3 (sessions per week)= \$300 \$300x 2(instructors per week)= \$600 \$600x 6(week sessions)= <b>\$3,600</b>		
T-shirts	70 (T-shirt)x\$6.57= <b>\$497.95</b>	+\$37.95	
Fliers	20(full color, 11x17)x \$1.28= <b>\$27.71</b>	+\$2.11	
Evaluation Surveys	60(surveys) x 12¢= <b>\$7.20</b>	+59¢	
Total	\$4,132.86		\$11,600
Overall generated Revenue	<b>(\$11,600-\$4,132.86)= \$7,467.14</b>		



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## Action Strategy #2: Itemized Budget for “Quest Through Nature”

### Costco Items for Barbecue

Item	Description	Unit Price	Quantity	Total Price
Water	Kirkland	\$3.49	4 (35)	\$13.96
Soda	Shasta Assorted Case	\$4.59	2 (24)	\$11.18
Sport Drinks	Kirkland	\$9.99	2 (24)	\$19.98
Plates	Hefty	\$8.59	1 (200)	\$ 8.59
Cutlery	Kirkland Brand Assorted Forks, Knives, Spoons	\$8.99	1 (360)	\$ 8.99
Charcoal	Kingsford Brand	\$6.50	2 (20lbs)	\$13.00
Ketchup	Heinz	\$6.79	1 (1)	\$ 6.79
Mustard	French’s	\$4.69	1 (2)	\$ 4.69
Foil	Kirkland Brand	\$8.49	1 (500)	\$8.49
<b>Total for Costco Items</b>				<b>\$103.56</b>

### Food Items

Item	Description	Unit Price	Quantity	Total Price
Hot Dogs	Ball Park Hot Dogs	\$8.99	3(36)	\$26.97
Chips	Assorted Frito Lays Chips	\$10.99	2(50)	\$21.98
Buns	Kirkland Brand	\$1.99	4(24)	\$7.96
<b>Total for Food</b>				<b>\$160.47</b>

### Rental Budget

Item	Fee
Rental Fee*	\$57
Insurance	\$37.50
Damage Deposit**	\$100
<b>Total</b>	<b>\$194.50</b>

### T-Shirts

Quantity	Unit Price	Total Price	Total Price w/ Tax
50	\$6.00	\$300	\$324.75

Portion of Entry Fee from Charity Hike X Number of Participants = Total Revenue

\$5.00 X 50 Participants = \$250 Profit

\$324.75 (Cost) - \$250 (Profit) = **\$74.75 Total Cost**

Miscellaneous

Sign and flier materials=\$20

**Total=\$20**

**Grand Total: \$449.72**

\*Indicates fee that could be waived by parks department because event is for charity.

\*\*Indicates a deposit that will be returned after event if clean up is done properly and nothing is broken at the site.



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## Action Strategy #3: Itemized Budget for Investor Relations

### Brochures

Quantity	Unit Price	Folding Costs	Sales Tax	Total Cost
200	.88¢	.04¢	8.25 percent	\$199.18



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## Action Strategy #1: Evaluation for “Empower Yourself 2010”

### Overall Evaluation

There are two primary ways the “Empower Yourself 2010” program can be evaluated. The program can be evaluated before classes begin, midway through the program and at the end of the program.

Before “Empower Yourself 2010” begins on Jan. 11, 2010, the program can be evaluated in terms of whether we reached our goal of 58 people signing up. We are giving two class spots free of charge to Whitney’s attorney and his wife, as a gift Whitney requested we give. That is why we are only trying to fill 58 spots, not 60. At the end of week three of “Empower Yourself 2010” we will evaluate the success of the program by seeing how many of our original participants are still coming to the sessions. At the end of program we can evaluate its success in two ways. The first way is by asking participants if and how they think they benefitted from participating in the program and if they would like to participate in a similar program. Additionally, we can evaluate the program by seeing if the participants are interested in becoming more involved with Quest and are interested in taking part in the Web site component of Quest. We can find the answers to these questions by asking all participants to fill out a survey at the end of the program.

### **Tactic #1: Coordinating Class Session Locations and Instructors**

Our first tactic can be evaluated by seeing how swiftly Quest is able to get instructors to confirm their time commitment to “Empower Yourself 2010.” If businesses/instructors respond rapidly to the e-mails we send out without having to ask many questions we will know that our coordinating efforts and e-mail sent out were well crafted. Also, if the partners who help with “Empower Yourself 2010” have no complaints about their \$300 compensation for their time, we will know we chose an adequate payment for their time helping Quest.

### **Tactic #2: Advertisements on Quest Partner Web sites**

We can measure the success of tactic #2 by seeing if on the end of program surveys participants list Web site advertisements as a way they heard about “Empower Yourself 2010.”

### **Tactic #3: E-mails**

One way the success of the e-mails sent out can be measured is if when participants take the end of program survey, they list an e-mail from Whitney as the primary way they heard about “Empower Yourself 2010.” Also, this tactic’s success can be measured by how Whitney quickly receives e-mails back with responses of people wanting to sign up for the program.

### **Tactic #4: Posters**

Effectiveness of the posters created can be measured by participants taking the end of program survey and they mention seeing posters advertising the program in the weeks preceding the start of “Empower Yourself 2010.” The effectiveness of the posters can also be measured by if people respond saying the posters did an excellent job of making them interested in signing up for the program. The aesthetic and size aspects of the posters can be measured by Quest’s partners actually displaying the posters we deliver to them.

### **Tactic #5: Sign-up Process for Event**

The sign-up process for “Empower Yourself 2010” can be evaluated by seeing if we have reached our target of 30 sign-ups by Dec. 18, 2009. Additionally, if we have not reached our goal of 58 sign ups by the time we reach Dec. 30, we will send out a second e-mail to Whitney’s e-mail list reminding people that they only have about a week left before registration for the program ends. If all the individuals who sign up for “Empower Yourself 2010” are present on the first day of classes, we can conclude our outreach efforts to get people to sign up were successful.

### **Tactic #6: “Empower Yourself 2010” T-shirts**

The “Empower Yourself 2010” T-shirts can be evaluated by if people are excited to get the shirts on the last day of the program and they can also be considered successful if people are seen wearing their shirts. Another way to measure the success of the T-shirts is if the businesses/people involved with putting on “Empower Yourself 2010” like how they are portrayed on the back of the shirt. This will include how the logo is displayed and/or the sentence reflecting what participants accomplished with the event.



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## Action Strategy #1: Evaluation Survey for “Empower Yourself 2010”

### “Empower Yourself 2010” End of Program Survey

Name: \_\_\_\_\_

Sex: M / F

Age: \_\_\_\_\_

On a scale of 1 – 5 Please rate the following... (1- Not Helpful/ 5- Very Helpful)

- Week 1 fitness component \_\_\_\_ Week 1 belief-changing component \_\_\_\_
- Week 2 fitness component \_\_\_\_ Week 2 belief-changing component \_\_\_\_
- Week 3 fitness component \_\_\_\_ Week 3 belief-changing component \_\_\_\_
- Week 4 fitness component \_\_\_\_ Week 4 belief-changing component \_\_\_\_
- Week 5 fitness component \_\_\_\_ Week 5 belief-changing component \_\_\_\_
- Week 6 fitness component \_\_\_\_ Week 6 belief-changing component \_\_\_\_

My favorite part of the “Empower Yourself 2010” program was \_\_\_\_\_

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My least favorite part of the “Empower Yourself 2010” program was \_\_\_\_\_

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I am interested in hearing more about what Quest Adventure Ranch has to offer...

Yes / No If yes, my e-mail address is \_\_\_\_\_

Would you be interested in any of the following programs? Circle all that apply

Kids Camps

Group Team Building Workshops

Adult Fitness Programs

Mountain Biking Events at Quest

Adult Self-Improvement Programs

Web Based Self-Improvement Programs

I first heard about "Empower Yourself 2010" through \_\_\_\_\_

I heard about "Empower Yourself 2010" through (circle all that apply)...

Web site postings, if so which Web site \_\_\_\_\_

E-mail from Whitney Wolff

Posters, if so where \_\_\_\_\_

Other: \_\_\_\_\_

Any additional comments regarding "Empower Yourself 2010"

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## **Action Strategy #2: Evaluation for “Quest Through Nature”**

### **Overall Evaluation**

This strategy can be evaluated when sign-ups begin. We are trying to get at least 50 participants. If we can meet this minimum goal, it will show people may have an interest in Quest. It will also show that our event has the potential to be a success. This event can also be evaluated the day of. The best measurement of our success for this specific strategy will be if people actually come and stay for the barbecue.

Our event will involve fliers with the Quest logo as well as T-shirts with the Quest logo. Whitney will be at the event as well speaking at various times. We want this to help reach our objectives of making people aware of Quest. We can evaluate if people’s awareness and interest have increased by tracking the Web site after our charity hike. We want this strategy to increase the amount of visitors to the Quest site.

### **Tactic #1: Paperwork and permits**

Filling out paperwork will be evaluated by everything being submitted on time and filled out correctly by Feb. 15. If the paperwork is accepted, the tactic was successful and the process of planning the event can continue.

### **Tactic #2: Letter to waive fees**

This tactic involves writing a letter to waive the fees because we are holding a charity event. This will be evaluated on if we get fees waived.

### **Tactic #3: Motivational Signs and Trail Markers**

Motivational signs and distance trackers can be evaluated the day of the event. We want the motivational signs to encourage hikers and this success can be judged by participants' reactions at the event.

### **Tactic #4: Create Flier**

Fliers will be evaluated by their ability in getting participants interested in the event and having individuals sign up. Our sign-ups will show how effective the flier was in advertising the event.

### **Tactic #5: Participant T-Shirts**

We can evaluate T-shirts by seeing if participants actually wear the shirts after the event. These shirts will help promote Quest. Its effectiveness can also be measured by people's reactions in getting the shirt. If participants are excited to get a T-shirt for the event, we know it is a good tactic.

### **Tactic #6: Post-race Barbecue**

The barbecue can be evaluated by its success. This will include how many people stay for the barbecue after the hike, as well as how much food is eaten at the event. If we bought enough food or too much food can also be looked at. We want to make sure we have enough for all our participants, but we don't want to buy an excess of food either. The best way to evaluate the success of this event is to see if people are enjoying themselves at the event.



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## Action Strategy #3 Evaluation for Investor Relations

### Overall Evaluation

A basic way to see if the Investor Relation strategy is effective will be to monitor the increase in number of investors Quest acquires. The number of scheduled presentations that are held each month until Quest's grand opening will be determined by the client's availability--the more Whitney Wolff holds, the greater the opportunity for drawing in more investors.

When these presentations are first initiated, it will be the task of Quest to invite potential investors to come listen and participate. If the tactics outlined by this strategy accomplish their goal of increasing the number of Quest investors, our client will be the one receiving inquiries from investors. The amount of money potential financiers are willing to invest will also determine how effective the action strategy is.

### Tactic # 1: Informational Brochure

Initially, Leading Light Communication has budgeted for the printing of 200 brochures. The success of this tactic will be evaluated by the amount given away during presentations and whether or not more brochures will need to be printed. The brochures will also be utilized by the client as general information during events. The more distributed will increase promotion and awareness of Quest in the Butte County community.

## **Tactic# 2 Investor PowerPoint**

The success of the PowerPoint presentation will be determined by how interactive audience members are while the client is speaking. Facial expressions, active listening, and thoughts/comments will give the client an idea of how the PowerPoint is coming across to the audience. Based upon this response, the client will be able to see if the presentation is fulfilling expectations or if particular details need to be reworked.

## **Tactic # 3: Downtown Office Presentations**

Judging on how many investors sign up with Quest after the presentation, the success of this tactic will depend upon multiple factors. If the presentation goes well, more participation will be noticed in the question and answer session and a greater understanding of Quest will have been attained. The number of brochures requested and the number of business cards left will also be determinants of success. The greatest measure of success will show how many new investors have joined in support of the Quest organization.



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## Campaign Personnel



### **Melissa Duralia – Account Supervisor**

Melissa is the account supervisor for Leading Light Communications. Her position made her responsible for making sure everyone in Leading Light Communications was meeting deadlines, helping all the positions with their work wherever needed and coordinating all group meetings. A few of her hobbies include: traveling, reading, spending time at Shasta Lake and learning. Melissa will be studying abroad in Torino, Italy next semester and she cannot wait to immerse herself in a new culture, as she thinks it will be a life changing experience.



### **Patrick Dorn – Research Director**

Patrick is a 22 year old senior and when not in school, he likes to be outdoors. His main hobbies are golfing, wakeboarding, and playing softball with his friends. Patrick hopes to some day be able to work for a professional sports franchise doing Public Relations. As the research director he compiled the data the group collected from our surveys and wrote the executive summary.



### **Kelley Smithey – Editorial Director**

Kelley is editorial director for Leading Light Communications. She edited all incoming work and assisted the team in creating polished pieces of writing. Kelley is a dedicated, hard worker and she hopes it shows in this plan book. She is a senior at Chico State, majoring in public relations. Last spring she studied in Italy and it was one of the best experiences of her life. Outside of school, Kelley loves riding her bike through Bidwell Park, playing board games, reading, and cooking delicious food.



### **Michelle McIntosh – Media Relations Director**

Michelle is the media relations director for Leading Light Communications. Her position responsibilities included gathering all the important information regarding media outlets concerning the campaign strategy. A few of her hobbies include: sports, travelling and spending time at Folsom Lake during the summers. She will be graduating in spring 2010, and her new goal in life is to find a job when she graduates. Wish her luck!



### **Tiffany Harrison – Production Director**

Tiffany is a fourth-year journalism public relations major. She was responsible in overseeing the overall look and feel of the plan book. In addition to designing and developing a logo and corporate identity, Tiffany was also accountable for coordinating the creation of collateral materials such as brochures, fliers, and ads. For the 2008-2009 academic year, Tiffany lived and studied in Stirling, Scotland. She would like to live in Scotland again someday, and in her spare time, she enjoys reading, travelling and baking. After she graduates in the spring, Tiffany hopes to work in PR for a study abroad agency.



### **Ashley Engstrom – Business Director**

Ashley is the business director for Leading Light Communications. Her job responsibilities included keeping the budget on track and contacting businesses for the strategies in our campaign. She is currently a senior at CSU, Chico majoring in public relations with a minor in marketing. Her dream job when she graduates is to work for a high-end cosmetics company. Outside of school Ashley works at Red Robin as a server in Yuba City. She loves to laugh with her best friends, and enjoys going shopping and to the beach.



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## Action Strategy #1: "Empower Yourself 2010" Contact Information

- Angelo Poli  
Whole Body Fitness  
2954 Highway 32  
Suite 600  
Chico CA 95973  
Phone- 530-321-3028  
Web- <http://www.wholebodyfit.net/index.php>  
Email- [info@polifitness.com](mailto:info@polifitness.com)
- Azad's Martial Arts Family Center  
313 Walnut St. Suite #150  
Chico, CA 95928  
Phone- 530-896-0777  
Web- <http://www.azadsmartialarts.com/~fazad/?q=home>  
Email- [main@azadsmartialarts.com](mailto:main@azadsmartialarts.com)
- Chico Racquet Club  
1629 Manzanita Avenue  
Chico, CA 95926  
Phone- 530-895-1881  
Web- <http://www.chicoracquetclub.com/>  
Email- [info@chicoracquetclub.com](mailto:info@chicoracquetclub.com)
- Cyclesport  
222 West 2nd Street  
Chico, CA 95928  
Phone- 530-345-1910  
Web- <http://www.chicocyclesport.net/index.html>
- Dennis Culley  
Relationships 123  
P.O. Box 3386  
Paradise, CA 95967-3386  
Phone- 408-847-7487  
Web- <http://www.relationships123.com/index.php>

- Dragon Graphics  
1465 Mangrove Ave Ste B  
Chico, CA 95926  
Phone- 530-879-9666  
Web- <http://www.dgprints.com/>  
Email- [jeff@dgprints.com](mailto:jeff@dgprints.com)
- Fleet Feet  
241 Main Street  
Chico, CA 95928  
Phone- 530-345-1000  
Web- <http://www.fleetfeetchico.com/>
- James S. Nagel, MD  
Quality of Life Institute  
70 Declaration Drive  
Chico, CA 95973  
Phone- 530-566-9700  
Web- <http://www.drnagel.com/>  
Email- [marie@drnagel.com](mailto:marie@drnagel.com)
- Lisa Gorman  
Blue Lotus  
973 East Avenue, Suite F  
Chico, CA 95926  
Phone- 530-895-9642  
Web- [http://www.yogabluelotus.com/b\\_Philosophy.htm](http://www.yogabluelotus.com/b_Philosophy.htm)  
Email- [bluelotusyoga@gmail.com](mailto:bluelotusyoga@gmail.com)
- Micah's Bootcamp and Alpha Co Fitness  
2954 Highway 32  
Suite #2200  
Chico, CA 95973  
Phone- 530-774-3902  
Web- <http://www.alphacofitness.com/>  
Email- [info@alphacofitness.com](mailto:info@alphacofitness.com)
- Mr. Kopy  
119 Main Street  
Chico, CA 95928  
Phone- 530- 896-1804  
Web- <http://mrkopy.com/index.php>  
Email- [contactus@mrkopy.com](mailto:contactus@mrkopy.com)

- Stephen Thompson  
Personal Search and Growth Center  
561 E Lindo Ave. #2  
Chico, CA. 95926  
Phone: 530-895-3387  
Web: [www.PositiveBeliefs.net](http://www.PositiveBeliefs.net)  
Email: [info@PositiveBeliefs.net](mailto:info@PositiveBeliefs.net)
- Steven Williams  
THE CORE  
3880 Morrow Lane Ste 50  
Chico, CA 95928  
Phone- 530-828-2680  
Web- [http://web.me.com/chicocore/THE\\_CORE/The\\_Core.html](http://web.me.com/chicocore/THE_CORE/The_Core.html)  
Email- [chicocore@gmail.com](mailto:chicocore@gmail.com)
- Suzanne Strisower  
Your Catalyst Coach  
10 B Williamsburg Lane  
Chico, CA 95928  
Phone: 530-990-3720  
Web: [http://yourcatalystcoach.com/contact\\_us.html](http://yourcatalystcoach.com/contact_us.html)  
Email: [suzanne@yourcatalystcoach.com](mailto:suzanne@yourcatalystcoach.com)
- The Sunshine Kids Club  
568 Manzanita Ave. #7  
Chico, CA 95926  
Phone Number (530) 776-5095  
E-mail: [sunshinekidsclub@att.net](mailto:sunshinekidsclub@att.net)  
Contact Person: Faelin Klein



# Leading Light Communications

Spotlighting Your Communication Needs ™

400 West First Avenue  
Chico, CA 95929  
916.847.0447

[LeadingLightCommunications@gmail.com](mailto:LeadingLightCommunications@gmail.com)

## Action Strategy #2: “Quest Through Nature” Contact Information

- Faelin Klein  
The Sunshine Kids Club  
568 Manzanita Ave. #7  
Chico, CA 95926  
Phone Number (530) 776-5095  
E-mail: [sunshinekidsclub@att.net](mailto:sunshinekidsclub@att.net)

# City of Chico

## APPLICATION & PERMIT FOR PARK USE

General Services Department - Park Division  
965 Fir Street/ P.O. Box 3420  
Chico, CA 95927-3420  
(530) 896-7800 Fax: (530) 895-4731

### SECTION 1 - APPLICANT INFORMATION

Must be 18 or older • No glass beverage containers • Application fee due upon submittal •

**THIS RESERVATION IS NOT VALID UNTIL APPROVED BY THE PARK DIVISION.**

**PLEASE PRINT:**

Name of Applicant/Contact Person

Employment/Organization Named on Certificate of Insurance

Home/Mailing Address

Organization/Company Address

City, State, Zip

(\_\_\_\_\_) (\_\_\_\_\_) \_\_\_\_\_  
Home Phone Work Phone

Day/Date of Activity

From: \_\_\_\_\_ To: \_\_\_\_\_  
Time of Event Number of people

Type of Event: PUBLIC  PRIVATE

From: \_\_\_\_\_ To: \_\_\_\_\_  
Total Time Needed for Set-up, Event and Clean-up:

**AREA REQUESTED:** (Please check if requested)

**One Mile Picnic/Barbeque Area (mark below) - Water available**

Bidwell Bowl Amphitheater

Oak Grove A  Oak Grove B

Electricity (15 amp)

Sycamore Way Parking Lot Closure

**Note: Special conditions apply for amplified sound (12R.08.263 CMC)**

Cedar Grove Picnic Area

Meadow

Electricity (15 amp)

Electricity (15 amp)  100 amp Electrical Service  
 Water (public events only)

BBQ-Pick up key on: \_\_\_\_\_ between 8:00 AM - 4:30 PM

Children's Playground

**Note: Park gates will not remain closed for any event with less than 1,000 people. All races must start before 8:30am.**

Electricity (15 amp)-Pick up key on: \_\_\_\_\_ between 8:00 AM-4:30 PM

**Wildwood Park (mark below) - Electricity and Water available**

Water (public events only)  100 amp Electrical Service

Blue Oak (South Side)  Red Bud (North Side)

City Plaza

Ball Fields

Ball Field Lights

Electricity (15 amp)

100 amp Electrical Service

Depot Park

Event Restrooms

Water (public events only)

Electricity (15 amp)

On  Off - Fountain

Meter Bags # \_\_\_\_\_

Lower Bidwell Park: \_\_\_\_\_

Council Ring

Fire Permit

Upper Bidwell Park: \_\_\_\_\_

Five Mile Picnic Area

Other (specify): \_\_\_\_\_

Description of Event: \_\_\_\_\_

### SECTION 2 – OFFICE USE ONLY

**STAFF COORDINATOR:** \_\_\_\_\_

**OPEN:** \_\_\_\_\_

**CLOSE:** \_\_\_\_\_

**Electricity: On**

**Electricity: Off**

**Water: On**  **Quick Coupler Key**

**Water: Off**  **Quick Coupler Key**

**Event Restrooms: Open**

**Event Restrooms: Close**

**100 amp Electrical Service: On**

**100 amp Electrical Service: Off**

**Fountain: On**  **Off**

**Fountain: On**  **Off**

**Early Park Entrance: Yes**

**Evaluation Required: Yes**  **No**

**Comments:** \_\_\_\_\_

Office Permit File (original) Park Ranger 1 Senior Park Ranger Applicant Fax (various)  
Distribution: Park Field Supervisor Park Ranger 2 Landscape Inspector. Risk Management (e-mail)

## SECTION 3 – INSURANCE

(to be determined by Park Office)

[ ] Required, **Certificate of Insurance**, meeting City standards must be received by: \_\_\_\_\_ [ ] Not Required

Permittee shall supply, at least two (2) weeks in advance of the scheduled event, a Certificate of Insurance issued by a company licensed to do business in California with a Best's Insurance Guide rating of "B" or better ("A" rated if Company is unlicensed) which provides evidence of comprehensive and general liability coverage in the amount of \$1,000,000 combined single limit, with policy endorsements as follows:

- (1) Identification of permit applicant, identification of event, date of event.

**NOTE: NUMBERS 2 AND 3 MUST BE SEPARATE ENDORSEMENTS:**

- (2) The City of Chico, its officers, boards and commissions, and members thereof, its employees and agents are covered as additional insureds as respects to any liability arising out of the activities of the named insured.
- (3) The insurance coverages afforded by this policy shall be primary insurance as respects to the City of Chico, its officers, employees, or agents. Any insurance or self-insurance maintained by the City of Chico, its officers, employees, or agents shall be in excess of the insurance afforded to the named insured by this policy and shall not contribute to it.
- (4) An unqualified statement that "The insurer will provide the City at least ten (10) days prior notice of cancellation or material change in coverage", standard Certificate of Insurance cancellation language is not acceptable

**THESE INSURANCE REQUIREMENTS ARE APPLICABLE TO:**

- (1) Public Assemblages per Title 12R.08.240, or
- (2) Exclusive use where:
- (a) Amplified sound is used, or (b) The number of people participating amount to 100 or more.

If insurance is required for your event, please contact Risk Management office at 879-7903. Insurance may also be purchased through the City.

**Please Note:** Your reservation may be cancelled if the insurance is not approved at least two weeks prior to the scheduled event

## SECTION 4 - PERMIT FEES

- [ ] Application Fee \$ 17.50 (Non-Refundable)
- [ ] Reservation Fee \$ \_\_\_\_\_ (\$10.50 minimum, please call for quote)
- [ ] Insurance Fee \$ \_\_\_\_\_ (\$37.50 to process outside insurance)
- [ ] Vendor Fee \$ \_\_\_\_\_ (\$5 per vendor)
- [ ] Wildwood Ball Field \$ \_\_\_\_\_ (\$5 per every 1.5 hrs.)
- [ ] Wildwood Lights \$ \_\_\_\_\_ (\$26 per hr.)
- [ ] Damage Deposit \$ \_\_\_\_\_ (\$100.00 refundable following acceptable clean-up of park)

Additional fees for City Plaza use:

Event Restrooms _____ x (\$88.50) = \$ _____
#days
100 amp Electrical _____ x (\$28) = \$ _____
#days

(Call Park Office for availability and fee schedule) Total Fee Required: \$ \_\_\_\_\_

Fee due upon submittal of application \* *Make Checks Payable to: City of Chico*

City of Chico Cash Receipt No. \_\_\_\_\_ Paid: \_\_\_\_\_ Date: \_\_\_\_\_ Received By: \_\_\_\_\_

## SECTION 5 - ACCEPTANCE OF CONDITIONS

In signing this Permit, I agree to indemnify and hold the City of Chico and/or the Bidwell Park and Playground Commission free and clear of all claims of damage for injury to persons or property occurring in, upon or about Bidwell Park, and arising from my use of the park as noted above, and to defend any action against the City of Chico resulting from any such claim, without cost to the City.

*\*I certify that I have read this application thoroughly, followed any and all instructions, understand its contents, will comply with the attached "Conditions for Park Use", will adhere to any additional conditions set forth by this permit, and supplied true and correct information herein to the best of my knowledge and belief.*

**X** \_\_\_\_\_ **X** \_\_\_\_\_  
Signature of Applicant Date

RETURN THIS FORM TO:

**City of Chico - Park Division**  
965 Fir Street  
P.O. Box 3420  
Chico, CA 95927-3420  
(530) 896-7800  
FAX: (530) 895-4731  
[www.ci.chico.ca.us](http://www.ci.chico.ca.us)

**THIS RESERVATION IS NOT VALID UNTIL APPROVED BY THE PARK DIVISION.**  
**A copy of the approved application will be returned to you.**

**SECTION 6 – GENERAL SERVICES DIRECTOR AUTHORIZATION**

I certify that I have carefully reviewed this application pursuant to Title 12 and 12R of the Chico Municipal Code and hereby recommend that this permit be:

- Approved.
- Approved subject to listed additional condition(s) \_\_\_\_\_
- Denied by the General Services Director. Reason: \_\_\_\_\_
- Application fee waived (12R.08.100 free speech).
- Insurance fee waived (12R.08.240b free speech; event under 10 hours in length).
- Application approved by the Bidwell Park & Playground Commission. Date: \_\_\_\_\_
- Application denied by the Bidwell Park & Playground Commission. Reason: \_\_\_\_\_  
Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of General Services Director

\_\_\_\_\_  
Date

**City of Chico**  
**Fire Prevention & Life Safety Bureau**  
**FIRE PERMIT**

**Site:** BIDWELL PARK CAMP FIRE COUNCIL RING (fee waived per C1)  
**Description:** Permit to use the Council Fire Ring in Bidwell Park. Applicant must have either a fire extinguisher (2A 10 BC rating) or a 3-gallon bucket full of water and a shovel present during activity. Fire must be completely extinguished prior to leaving area. Permit is for a one-time use only.

**THIS PERMIT IS ISSUED AND ACCEPTED ON CONDITIONS THAT ALL REGULATIONS NOW ADOPTED, OR THAT MAY BE ADOPTED, SHALL BE COMPLIED WITH**

**THIS PERMIT DOES NOT TAKE THE PLACE OF ANY LICENSE REQUIRED BY LAW AND IS NOT TRANSFERABLE**

**THIS PERMIT IS GOOD FOR THE EVENT DATE \_\_\_\_\_ ONLY AND MUST BE CARRIED ONSITE DURING THE EVENT.**

**Signature of Applicant:** \_\_\_\_\_ **Approved:** \_\_\_\_\_

# EVENT INFORMATION

**Please answer the following questions by circling "Yes" or "No"**

Is this an annual event? How many years have you been holding this event? _____	Yes	No
Is there a patron admission, entry or participant fee(s) required? If yes please provide amounts: _____	Yes	No
Will there be amplified sound/music at event? (Please see 'Conditions For Park Use') Specify type (microphone, band, radio, etc): _____ When will amplified sound/music be heard? Time from: _____ until: _____ amps needed _____ <b>Note: 100 amp electrical service requires a certified electrician.</b> Please describe the sound equipment that will be used for your event _____	Yes	No
Will there be any entertainment apparatus? (Operator to provide proof of insurance) [ ] Bounce house [ ] Dunk tank [ ] Climbing wall [ ] Ropes Course [ ] Other: _____ Name of Operator: _____	Yes	No
Will there be any vendors at this event? (No glass or alcohol permitted) If "yes" please note the number of vendors anticipated: _____ (submit a, separate, complete list) Does your event include food concession and/or preparation areas? If yes, please describe how food will be served and/or prepared: _____ _____	Yes	No
Will event require that any part of the Park remain closed beyond the normal time of opening? <b>Note: Park will not remain closed for any event with less than 1000 people. All races must start before 8:30am.</b> <b>(Subject to approval by the General Services Department Director and/or Senior Park Ranger.)</b> If "yes" please state which gate(s): _____ Time of closure from: _____ until: _____	Yes	No
Will there be early entrance into the Park for setup? If "yes" when will monitors be at their position(s)? Time from: _____ until: _____ <b>Note: Gate Monitors are required at the entrances and exits for early Park entrance.</b>	Yes	No
Will event require over night camping for security purposes? (authorized for a maximum of two people, 12R.04.340 CMC) If "yes" how many security personnel will be required? _____	Yes	No
<b>Portable Restrooms:</b> You are required to provide portable restroom for events with 200+ participants at your event, in the immediate area of the event site which will be available to the public during your event. Restroom Company _____ Phone Number _____ Location of portable restrooms _____ <b>Note: Restrooms shall be removed within 24 hrs after conclusion of event.</b>	Yes	No
<b>Sanitation and Recycling:</b> As an event organizer, you must properly dispose of waste and garbage throughout the term of your event and immediately upon conclusion of the event the area must be returned to a clean condition. For events with 200+ participants, additional trash and recycling cans are required. Number of Trash Cans _____ Number of Recycling Containers _____ Sanitation Company _____ Phone Number _____ <b>Note: Sanitation containers shall be removed within 24 hrs after conclusion of event.</b>	Yes	No
Will your event include the use of any signs, banners or decorations? (Please see 'Conditions For Park Use') If yes, please describe type and location: _____ <b>Note: All signs and banners shall be free standing and not affixed to Park property.</b>	Yes	No
Will water be needed during your event? Please provide your own hose and on/off switch. <b>Note: Please request a water coupler key for City Plaza, Children's Playground and Cedar Grove.</b>	Yes	No
Do you request irrigation to be turned off before and during your event?	Yes	No
<b>CITY PLAZA ONLY:</b> Vehicles are not allowed in City Plaza. Loading and unloading must occur from the streets. Meter bags may be obtained from the City by calling (530) 896-7800.		
Will vendors be placed on the perimeter sidewalks? <b>If yes, a Vend, Peddle, Hawk permit must be obtained from the Engineering Division at 411 Main St, Chico, (530) 879-6900.</b>	Yes	No
Will City street closure(s) be needed? <b>A separate permit must be obtained from the Engineering Division at 411 Main Street, Chico, (530) 879-6900.</b>	Yes	No

# CONDITIONS FOR PARK USE

## You Are Responsible for Knowing the Park Rules. Please Observe the Following:

<b>Alcohol</b>	Alcohol is not permitted in any City Park or Playground.
<b>BBQ's</b>	Portable BBQ's may only be used next to existing BBQ's in Lower Bidwell Park and Five Mile Recreation Areas.
<b>Bicycles</b>	Must observe all California vehicular codes including one-way streets. Riders are expected to be courteous and yield to equestrian and pedestrian traffic. Helmets must be worn at all times in Upper Park, except when on pavement. Riders must stay on designated trails. Bicycle riding is not allowed in Caper Acres or on the pool deck.
<b>Bounce Houses</b>	Bounce houses and other similar play equipment, such as dunk tanks or water slides, are only permitted with a reservation and upon approval by the Park Division. The operators of this equipment must provide proof of insurance. Bounce houses are not allowed at Wildwood Park or Caper Acres.
<b>Campfires</b>	No campfires allowed.
<b>Camping</b>	No overnight camping allowed. Bidwell Park is a "day use park" only.
<b>Clean up</b>	Permittee is required to completely clean up area at the conclusion of event. Additional garbage bags may be obtained from the General Services Department at time of reservation. (12R.04.180 CMC)
<b>Damages</b>	Any damage to City property as a result of this event will be repaired at permittee's expense.
<b>Dogs</b>	Dogs may be off leash from 5:30 AM until 8:30 AM in Lower Park -- All other times <b>dogs must be on a leash</b> . Along the north side of Upper Park Road, dogs may be "off leash" anytime. While "off leash," dogs must remain under control via master's voice. Dogs are not allowed in One-Mile or Five-Mile swimming areas, or designated swimming holes in Upper Park.
<b>Electrical</b>	All power extension cords, sound amplification equipment, and staging to be supplied by permittee. Permittee shall provide "tripping" prevention devices over power cords crossing any pathway.
<b>Fishing</b>	Check California Fish and Game Regulations <a href="http://www.dfg.ca.gov/regulations/08-09-inland-fish-regs.pdf">http://www.dfg.ca.gov/regulations/08-09-inland-fish-regs.pdf</a> , page30, for fishing in Big Chico Creek. Horseshoe Lake: age 14 and over, catch and release; under 14: catch and keep.
<b>Gate Closures</b>	Vehicle gates are closed one hour after sunset every night. Upper Park gates are closed on Sundays and Mondays and during seasonal wet periods.
<b>Glass</b>	No glass beverage containers allowed in any City Park or Playground.
<b>Horses</b>	Horses must stay on designated trails. Horses are not allowed in One-Mile or Five-Mile Recreation Areas. Horses must cross the creek at approved crossings. Safe and courteous riding is the Park standard.
<b>Noise</b>	No loud or unusual noises are allowed, including: radios and headsets that can be heard over 50' away. Music/Amplified Sound at One-Mile Recreation Area, please, face all speakers away from Woodland Ave.
<b>Park Closures</b>	Lower Park is closed from 12:00 am (midnight) until 5:00 am every day, unless directly and actively proceeding to a destination outside of the park. Upper Park is closed between the hours of 11:00 pm and 60 minutes before sunrise every day, unless posted otherwise.
<b>Signs/Defacing</b>	Defacing of trees, benches, tables, any park fixtures, open ground, or paved roads/paths with markings, staples, tacks, or signs is prohibited. No pinatas, or accessories shall be affixed to trees. Only barricades, cones, or self standing devices may be used for these purposes.
<b>Smoking</b>	No smoking in Upper Park from May 1st - November 1 <sup>st</sup> or in Caper Acres at any time.
<b>Swimming</b>	While in the 1-Mile swim area compliance with lifeguards is required for public safety. Pool is open and lifeguards are on duty from Memorial Day through Labor Day.
<b>Vegetation</b>	No taking, cutting or injury of any vegetation in the Park is allowed.
<b>Vehicle Traffic</b>	<ul style="list-style-type: none"><li>• While gates are closed, limited use of vehicles to set up for event is permitted. Vehicles must be in compliance with the one-way designation of the roadway, must yield to all other activities (walking, jogging, bicycling, and horseback riding), must travel with flashers on and may not exceed ten (10) miles per hour.</li><li>• Permittee shall provide adequate signs and supervision to avoid conflicts between vehicles, bicycles, equestrians, and general public.</li><li>• Only emergency vehicles will be allowed access through the area of South Park Drive which has been closed to motor vehicles.</li><li>• No vehicles are permitted to travel or park on grass areas.</li></ul>

**\*I have read and agree to conform to the above rules and conditions:**

Signed: \_\_\_\_\_



**GENERAL SERVICES DEPARTMENT**

965 Fir Street  
P.O. Box 3420  
Chico, CA 95927-3420

(530) 896-7800  
Fax (530) 895-4731  
<http://www.ci.chico.ca.us>

Instructions for completing Application and Permit for Park Use:

1. Complete Section 1 thoroughly, including date and time of activity, the number of people expected, and type of event. Check the requested use area and indicate any additional needs, such as electricity, water, etc.
2. Insurance (Section 3) needs to be approved at least two weeks prior to your event, therefore a Certificate of Insurance needs to be received by our Risk Management Department as soon as possible and is required if one or all of the following conditions occur:
  - a. the number of people participating amount to 101 or more,
  - b. amplified sound is used
  - c. Public Event

3. Read and sign Section 5 and 'Conditions for Park Use'.

4. Complete Event Information. (May not be applicable for Private Events.)

5. Private Event fees:

1-100 people:	\$28.00	(\$17.50 application fee; \$10.50 reservation fee)
If more than 100 people:		
101-250 people:	\$45.50	(\$17.50 application fee; \$28.00 reservation fee, + fees below)
251-500 people:	\$86.00	(\$17.50 application fee; \$68.50 reservation fee, + fees below)

plus

\$37.50 insurance processing fee

plus

\$100.00 damage deposit (refundable after event)

6. Public Event fees:

**DO NOT CHARGE** Spectators/Participants:

1-100 people:	\$28.00	(\$17.50 application fee; \$10.50 reservation fee, + fees below)
101-250 people:	\$45.50	(\$17.50 application fee; \$28.00 reservation fee, + fees below)
251-500 people:	\$86.00	(\$17.50 application fee; \$68.50 reservation fee, + fees below)

or

**CHARGE** Spectators/Participants:

1-25	\$28.00	(\$17.50 application fee; \$10.50 reservation fee, + fees below)
26-50	\$32.00	(\$17.50 application fee; \$14.50 reservation fee, + fees below)
51-75	\$45.50	(\$17.50 application fee; \$28.00 reservation fee, + fees below)
76-100	\$59.00	(\$17.50 application fee; \$41.50 reservation fee, + fees below)
101-150	\$73.50	(\$17.50 application fee; \$56.00 reservation fee, + fees below)
151-200	\$101.50	(\$17.50 application fee; \$84.00 reservation fee, + fees below)
201-250	\$128.50	(\$17.50 application fee; \$111.00 reservation fee, + fees below)
251-300	\$156.50	(\$17.50 application fee; \$139.00 reservation fee, + fees below)
301-500	\$184.50	(\$17.50 application fee; \$167.00 reservation fee, + fees below)
501-750	\$297.00	(\$17.50 application fee; \$279.50 reservation fee, + fees below)
751-1000	\$435.50	(\$17.50 application fee; \$418.00 reservation fee, + fees below)
1001-1250	\$575.00	(\$17.50 application fee; \$557.50 reservation fee, + fees below)
1251 +	\$575.00 +	(\$17.50 application fee; \$557.50 + .50¢ per participant exceeding 1251 reservation fee, + fees below)

plus

\$37.50 insurance processing fee

plus

\$100.00 damage deposit (refundable after event)

**Please return ALL the pages of the application.** When the completed application, fees, and insurance (if required) are received, the General Services Director will review the application. When the application is approved, you will receive a copy of it, along with a receipt of payment, for your records.

Insurance needs to be approved at least two weeks before your event, therefore a Certificate of Insurance needs to be received by our Risk Management Department as soon as possible. If you have any questions, please call the General Services Department-Park Division at (530) 896-7800. Thank you.



## City of Chico - General Services Department - Park Division

# Park Permit Insurance Requirements - Information Sheet

Following is a summary of the insurance requirements for the issuance of a Park Permit pursuant to Section 12R.08.240 Chico Municipal Code and City Risk Management Office procedures:

An applicant for a Park Permit shall obtain and provide to the City evidence that the applicant has a commercial general liability insurance policy from a U.S. domiciled insurance company licensed to do business in the State of California with a Best rating of “B” or better, or an unlicensed U.S. domiciled company with a rating of “A”; providing coverage against all liabilities for death, personal injury or property damage. Only an Occurrence policy is acceptable.

The commercial general liability insurance obtained shall be in an amount of at least \$1,000,000 for each occurrence, and \$2,000,000 in the aggregate, with a maximum policy deductible of \$500, except in the event of a Bidwell Park and Playground Commission permit authorizing a public event which exposes the City to liabilities in excess of \$1,000,000, then the insurance shall be in an amount which the Bidwell Park and Playground Commission determines necessary, based on the City’s Risk Management recommendation, to fully cover the City’s exposure to all such risks.

Applicants for a Park Permit must submit evidence of coverage in the form of an original **certificate of insurance with policy endorsements** executed by an authorized official of the insurer. The policy endorsements to be attached to the certificate shall provide that:

1. The City of Chico, its officers, boards and commission, and members thereof, its employees and agents are covered as **additional insureds** as respects to **any** liability arising out of the activities of the named insured. **A CG 2012 endorsement form or equivalent is required.**
2. The insurance coverages afforded by this policy shall be **primary** insurance as respects the additional insured. Any insurance or self-insurance available to the additional insureds shall be excess and non-contributing to any loss.

In addition, the certificate of insurance or endorsement must provide to the City at least **thirty (30) days prior notice of cancellation** or material change in coverage.

Your reservation may be canceled if the insurance is not approved at least two weeks prior to the scheduled event.

Please provide this information sheet to your insurance agent or broker and request that he or she issue the certificate, with endorsements, to the City of Chico, Attention: Risk Management, P.O. Box 3420, Chico, CA 95927. The City will not issue the Permit until the evidence of insurance is approved. If your agent or broker has questions regarding these insurance requirements, he or she should call the Risk Management office at (530) 879-7903.

Scale  
1 inch = Approx. 1,300 feet / 0.33 miles



# Bidwell Park

## Chico, California

**LOWER BIDWELL PARK**

Scale  
1 inch = Approx. 625 feet / 0.12 miles



SYMBOLS		TRAIL INFO		TRAIL DIFFICULTY	
	Entrance/Exit		Pedestrians Only		Easy
	General Parking		Minor Trails		Moderate
	Designated Parking		Bike Path (Class I)		Difficult
	Call Box		Bike Lanes (Class II)		Most Difficult
	Bridge		Bike Routes (Class III)		
	Picnic Site		Connector (Class IV)		
	Restroom		Unpaved Connector (Class IV)		

All trails listed below are unpaved and require the use of a helmet when mountain biking.

Multi-Use: Many of the trails in Bidwell Park are considered multi-use and may be utilized by pedestrians, bicycles, and equestrians, where designated.

Helmets: Within Upper Bidwell Park, cyclists are required to wear helmets on all non-paved trails and roads.

Road & Trail Closures: The non-paved portion of Upper Park Road is closed on Sundays and Mondays, with the exception of holidays. All non-paved trails and roads are closed to mountain bikes during and after periods of rain. Check the City of Chico website for current trail status <http://www.chico.ca.us>