

**Competitive Edge**  
***Actions by September 2018***

1. Plan for the Facility (i.e. bids from contractors, vendors, etc...)
2. Use the summer to research the cost & details of the specialty
3. Explore Core Values as they relate to your camp and the specialty. What is the connection? What are the values? (See handouts from NY session)
4. Answer who, why, what, and how (see handouts from NY session)
5. Begin to create camper profiles to help better define the “who” (a template will be provided to help with this)
6. Schedule a call and summer visit with Mike Mellen [michael@michaelmellen.com](mailto:michael@michaelmellen.com)
7. Shoot B-roll video footage and photos of the specialty for future social media and promo video.
8. Research SME (Subject Matter Experts) to help develop the curriculum of the specialty
9. Create a list of raving fans (inside and outside the organization), that can be helpful before and after launch to spread the word.
10. Submit revised budgets to Rebecca by Tuesday, September 4<sup>th</sup>, 2018.