



# RECREATIONAL TREE CLIMBING @ RIVEREDGE

Start-up & 1<sup>st</sup> Year Implementation, November 2013- November 2014

## START-UP

### EXPENSES

Fee for Trainers (9 students)	\$4,500
Travel for Trainers	\$1,856
Equipment (12 ropes/climbers at a time)	\$5,446
<b>Total</b>	<b>\$11,802</b>

### REVENUE

Designated gifts/donations	3,102
Training Fees*	1,500
<b>Total</b>	<b>\$4,602</b>

\*2 of the 9 facilitators trained were from outside organizations. We charged \$750 each to participate in the facilitator course which helped covered the \$500 program fee (per person) and a portion of the travel costs for the trainers.

## CLIMBING SEASON 1: JUNE – OCTOBER 2014

During our first climbing season, we hosted:

- 37 climbs (open climbs, youth tree climbing club, group climbs, and birthday parties)
- 448 total climbers (363 youth & 70 adults)

### EXPENSES (OUTSIDE OF START-UP COSTS)

Program Supplies	\$186
Liability Insurance (supplement)	\$1,025
Charge Card/Bank Fee	\$199
<b>Total</b>	<b>\$1,410</b>

### REVENUE COLLECTED

**\$6,630 of program fees**

## SUMMARY

### REVENUE & EXPENSES

By combining the start-up and first season program revenues, we realized a total of \$11,232 of income for the program. Our total direct expenses (not including staff time) were \$13,212 – **resulting in a net loss of -\$1,980.**

### FUTURE ESTIMATES

To determine pricing structure, we have used these figures for per climb expenses:

Staff, 2 @ \$50 each	\$100	
Equipment	\$45	*estimate of total equipment replacement every 3 years and averaging 40 facilitated climbs per year
Insurance	\$26	*estimate 40 climbs per year divided by annual cost for liability insurance
<b>Total</b>	<b>\$171</b>	<b>Minimum Revenue needed per climb: \$200</b>

### TAKE AWAY THOUGHTS

- We've had a HUGE demand for the programs and need more capacity (more trainers and equipment) to meet the demand.
- We've received a lot of good publicity and have attracted participants from hours away.
- Look for sponsorships/donations to help start a tree climbing program. Estimate that you'll need about \$10,000 to implement a recreational program. The closer you are to trainers, the less expensive training will be, and you'll be able to add more facilitators easier. We will be looking for program sponsors to help us expand tree climbing @ Riveredge.
- We had 7 staff trained, but one left the organization soon after completing the training. Training is a big investment. Either know you are taking a risk when training staff or determine a way that they are required to facilitate "x #" of programs in return for the training.