



Kids in Parks TRACK Trails

Startup Costs

This budget document represents the startup cost to “franchise” into the TRACK Trail system. **The document shows the cost Kids in Parks charges its partner groups versus the “value” of the items** (i.e. the approximate amount it would cost to hire someone else to design, produce and install similar materials).

Some of the prices (kiosk construction, brochures, shipping fees, etc...) in this document will fluctuate based on several factors: kiosk (the partnering agencies ability to construct and install the kiosk on their own), brochures (larger print runs for larger parks), and shipping fees (weight and distance items need to be shipped).

Materials / Deliverables	Description	Partner Cost	Value
Trailhead Sign / Kiosk			
Trailhead Sign	10 year warranty. High Pressure Laminate	700.00	2,000.00
Trailhead Sign Shipping	Approximate price, varies on location	100.00	100.00
Kiosk	6x6's, hardware, etc...	500.00	500.00
Kiosk Shipping/Delivery	Price may vary depending upon location	100.00	100.00
Partnership Plaque	metal plaque with logo	50.00	50.00
Brochure Holders	4 brochure holders	150.00	150.00
Brochure Holder Shipping	4 boxes at \$12.50 ea	50.00	50.00
Total		1,650.00	2,950.00

Self-Guided Brochures			
Brochure 1	2000 copies	400.00	2,400.00
Brochure 2	2000 copies	400.00	2,400.00
Brochure 3	2000 copies	400.00	2,400.00
Brochure 4	2000 copies	400.00	2,400.00
Brochure Shipping	4 boxes @ \$50 each	200.00	200.00
Total		1,800.00	9,800.00

Site Integration			
Website Integration	create and maintain trail webpage	500.00	500.00
Trails Sticker	Custom design, x 1000	200.00	400.00
Data Reports	Quarterly		100.00
Total		700.00	1,000.00

Other Funds			
Small Grants Fund		400.00	
Travel		400.00	400.00
Trail Blazes	5 Trail Blazes, shipping	50.00	50.00
Administrative Overhead	10% program start-up cost	1,500.00	3,000.00
Total		2,350.00	3,450.00

Total Start Up Costs	kiosk, brochures, integration, other	6,500.00	17,200.00
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In addition to our standard trail package, we offer other services that can add more value for visitors to your trail. Site specific brochures and interpretive panels can help visitors have a more meaningful connection to your site, while trail markers help with way finding. TRACK Packs are backpacks that are stuffed with gear (field guides, compass, binoculars, magnifying lens and more) designed to enhance the visitor's experience along the trail. Our community integration kit provides you and your community partners with 4 miniature kiosks and 10,000 generic brochure / rack cards that can be placed in various locations (doctor offices, libraries, schools, etc) to advertise your site's TRACK Trail.

Additional Options			
Custom Brochure	Prices vary depending upon level of research, number of custom illustrations, print run size, shipping, etc.	~2,500.00	2,500.00
Interpretive Panels	Prices vary (as above). Design, fabrication, base, shipping, etc.	~3,000.00	3,000.00
Trail Markers	Additional Markers @ \$7.50 each x 10	75.00	100.00
TRACK Packs	Backpack stuffed with gear (binoculars, magnifying lens, field guides, etc) that visitors can check out	250.00	250.00
Community Integration Kit	4 miniature "community" kiosks and 10,000 generic brochures/rack cards	2,500.00	2,500.00