

## Dear CREATE Parents:

Welcome to CREATE CITY! Your student is currently enrolled in my Marketing class and will become an entrepreneur in our CREATE CITY marketplace this 9-weeks. He or she will develop a business plan, produce a product/service to market, create marketing materials to advertise his/her innovative idea, and then operate his/her business in our marketplace 1 day a week for 3 weeks. All of our marketing students will learn about banking, buying, selling, and much more as well!

After 5 weeks of intense training and planning, we will begin our marketplace simulation activity. Each student will produce an item to sell based on his/her own market analysis. These items can be anything you are willing to fund as part of this learning process. Here are some examples of products sold in the past: lemonade, cookies, brownies, any food items, hand-made gift tags, book marks, stationary, magnets, door signs, pet accessories or treats, hair bows, duct tape creations, etc. Pinterest makes a great resource for finding innovative ideas! As long as your student is able to make the product, he/she can sell it. Of course, I expect many of them will need assistance, especially if their product is created in the kitchen. **HOWEVER, it should NOT be a project that the parents have to do for the students.** Also, any food items must be individually packaged in a closed bag or box since our customers will be purchasing many items during a short amount of time. When brainstorming ideas for products, students should keep that in mind. If any student needs assistance with materials to create a product that is not a food item, please ask. We are glad to give you what we have (paper, markers, glue sticks, etc.)!

**Please find the dates that our marketplace will operate listed below.  
Find your student's class and mark these dates on your calendar!**

Class	Week 1 Sell Date	Week 2 Sell Date	Week 3 Sell Date
A Day	Thursday, November 20 <sup>th</sup>	Thursday, December 4 <sup>th</sup>	Thursday, December 11 <sup>th</sup>
B Day	Friday, November 21 <sup>st</sup>	Friday, December 5 <sup>th</sup>	Friday, December 12 <sup>th</sup>

**Class Times: 6<sup>th</sup> Grade (10:35-11:35) 7<sup>th</sup> Grade (12:25-1:35)**

Each week, students will buy and sell products, be assessed simple income tax, pay their bills using banking stationary, balance their checkbooks, and reflect on his/her entrepreneurial experience. Students ALL want to become rich, but please understand that they only need to make enough money to pay their expenses (about \$8-\$10 per week in CREATE dollars). Some students will create a product to sell that will make them rich, but that is not necessary. You should only spend the amount that you think these lessons are worth for your child.

There are only dollars in our currency so students should not set a price for which they will be unable to make change. Students should not try to set a price in CREATE dollars commensurate with its value in American dollars. **\$1 in American money is equal to \$10 in CREATE CITY.** When deciding on a price for your product, keep in mind that shoppers will only have between \$10-\$20 to spend with everyone in the entire marketplace. Tremendous learning will be achieved regardless of whether money is tight or plentiful.

Each student should bring all of the supplies necessary (cups, plates, napkins, crock pot, extension cords, displays, etc.) to sell his/her product. I do have some sample cups and spoons that they can purchase from me using their CREATE dollars if they would like to do that. When deciding on a product, keep in mind how difficult it might be for the child to haul that into school each week. Students should have a container to keep their money in (pencil box, shoe box, etc.) as well as their storefront poster (provided for them) each week. Students will create a logo for their products, advertisements to hang in school, coupons, and/or other marketing materials to distribute to teachers, students, and other customers. Students advertisements cost money in CREATE dollars and can only be hung in the building on tack strips. Please do not use tape.

Students will earn a credit that they can use toward Future Business Leaders of America field trips and/or in our Reward Room at the end of the 9-weeks. **For every \$15 they NET (money still in their account at the end of the 9-weeks after bills are paid), they will gain \$1.00 in their CREATE Credit Account.** Items in the Reward Room will be practical items such as school supplies, DMS spirit wear, snacks, etc. Other money in left in our CREATE CITY account at the end of the 9-weeks will go to fund additional technology and supplies for our CREATE lab.

Our marketplace will be open to shoppers for a limited time each day (see class times above). We encourage parents, grandparents, and friends to come & shop with us! **If you have any questions, please feel free to e-mail me at [Keri\\_Beth\\_Jones@gwinnett.k12.ga.us](mailto:Keri_Beth_Jones@gwinnett.k12.ga.us).** Thanks in advance for your support! ~ Keri Beth Jones ~

**\*\*\*Please understand all bills students pay will be paid with CREATE money... NOT real money. ☺ \*\*\***