



BUSINESS PLAN



ATHLETIC
F A C I L I T Y



INTRODUCTION

A1 Athletic Facility (A1AF) has \$3 million in shareholder capital and \$4 million in contributed capital by way of a vendor take back mortgage on the land. A1AF is seeking an \$11 million senior debt facility.

Executive Summary



A1 Athletics facility is a multi-purpose space equipped with:

- State-of-the-art workout gym
- One indoor CFL and FIFA regulation size pro grade artificial turf
- Two outdoor CFL and FIFA regulation size pro grade artificial turf fields
- 2 indoor basketball courts (future expansion)

Executive Summary

A desperate increasing need for a multi-purpose facility has been expressed by many associations. Currently Edmonton has a population of approximately 1 million people and it's estimated to grow by 1.60-2.02% per year from 2020-2030 and 1.29-1.65% from 2030-2040. (Edmonton Growth Study, 2018)

ATHLETIC
FACILITY

Executive Summary

In addition, A1 Athletics facility will also have multiple streams of income in-addition to indoor field space which include:

Executive Summary

- Outdoor field rentals
- Basketball court rentals
- Ad space throughout entire facility
- Sports academy
- Rental income from vendors (Physiotherapy, Restaurant, juice bar, personal trainers)
- Gym memberships for the public
- Strength and conditioning development program

Executive Summary

8

A1 Athletics aims to provide affordable pricing to low-income families to help young athletes have the ability to train. A1 Athletics will provide a sponsorship program each quarter sponsoring 10 student-athletes for free training for a year.

Letters Of Intent

Several letters of endorsement have been produced by various leagues, associations and High schools in the capital city ranging from Principals to Presidents.

With the demand for facility use high, nearly 10 associations in Edmonton have committed to a combined minimum of 320 hours per week of indoor field space alone!



Edmonton Huskies
Football Club



Edmonton Minor
Soccer Association



St. Albert Soccer
Association



MacEwan
UNIVERSITY

Grant MacEwan
University



M.E LaZerte
High School



Ross Sheppard
High School



Edmonton Interdistrict
Youth
Soccer Association



NAIT Ooks
Football Club



Sherwood Park
District Soccer



Archbishop O'Leary
High School



Alberta Academy
Soccer League

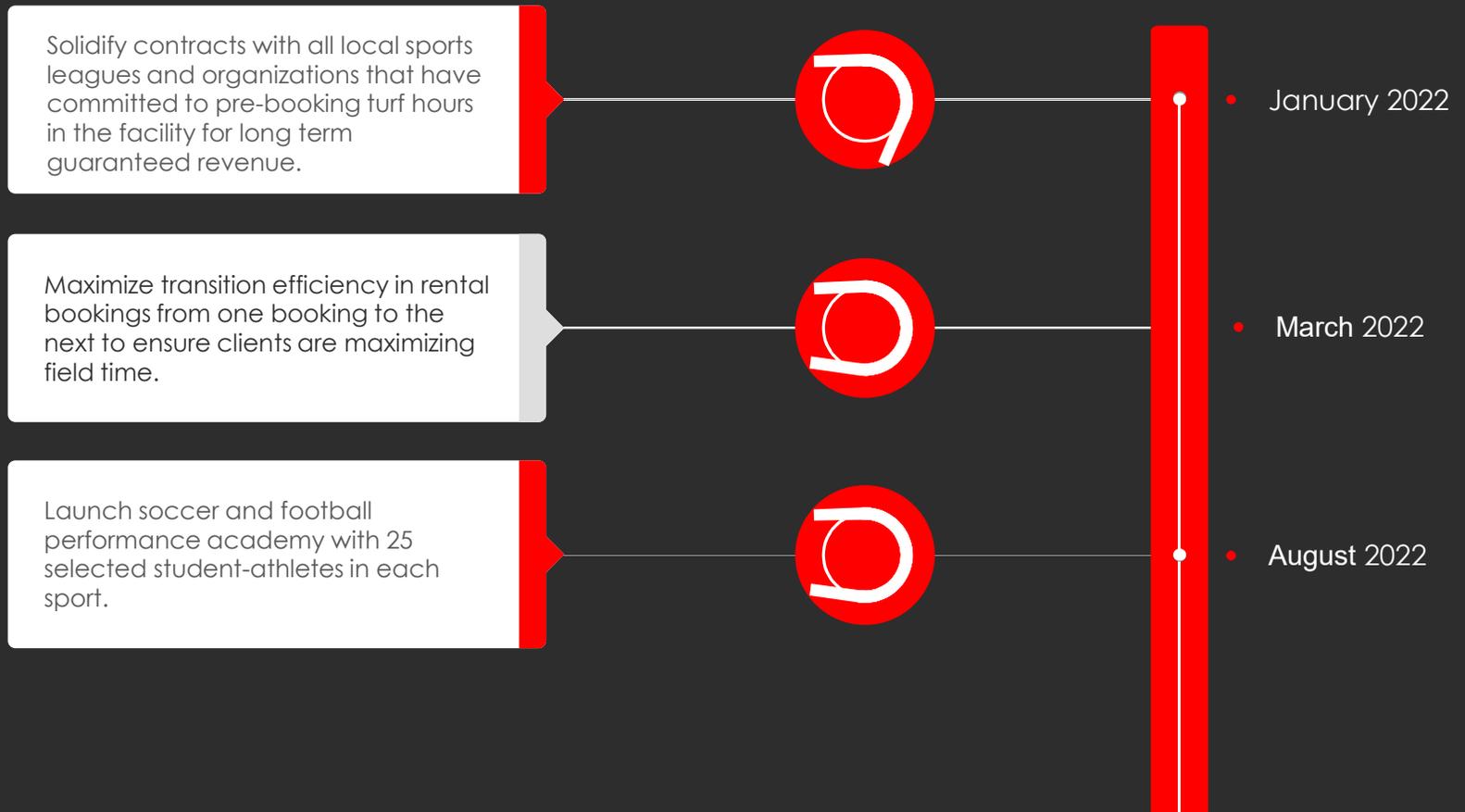


University of Calgary
Dinos Soccer Club

GOALS AND OBJECTIVES

- Provide an affordable high performance training facility
- Assist parents with lower income
- Provide tools to become a high caliber athlete
- Mirror D1 training in the United States
- Using high profile athletes to endorse and market the facility through social media
- Provide quarterly sponsorship's for children to receive free training for a year
- Targeting ages 14-20 of both genders, providing equal opportunity to develop high caliber performers
- Ensure equal field usage for all sports

A1 OBJECTIVE TIMELINE



Launch basketball academy with 25 select student-athletes and set goal to register 1000 gym memberships by end of Q4



• February 2023

Begin in-classroom video game film breakdown for each sport.



• February 2023

Begin construction on expansion of 2 indoor basketball courts attached to the facility



• February 2023

Begin in-classroom video game film breakdown for each sport.



• February 2023

Launch basketball academy with 25 select student-athletes and set goal to register 1000 gym memberships by end of Q4



• February 2023

Host leagues in A1 Facility year 2 including:
7v7 Indoor/Outdoor Football
7v7 Indoor/Outdoor Soccer
9v9 Indoor/Outdoor Soccer
Indoor winter & summer basketball



• February 2023

Launch referral program to incentivize members to bring in new members and drive business towards Pivotal Physiotherapy.



• February 2023

OUR MISSION

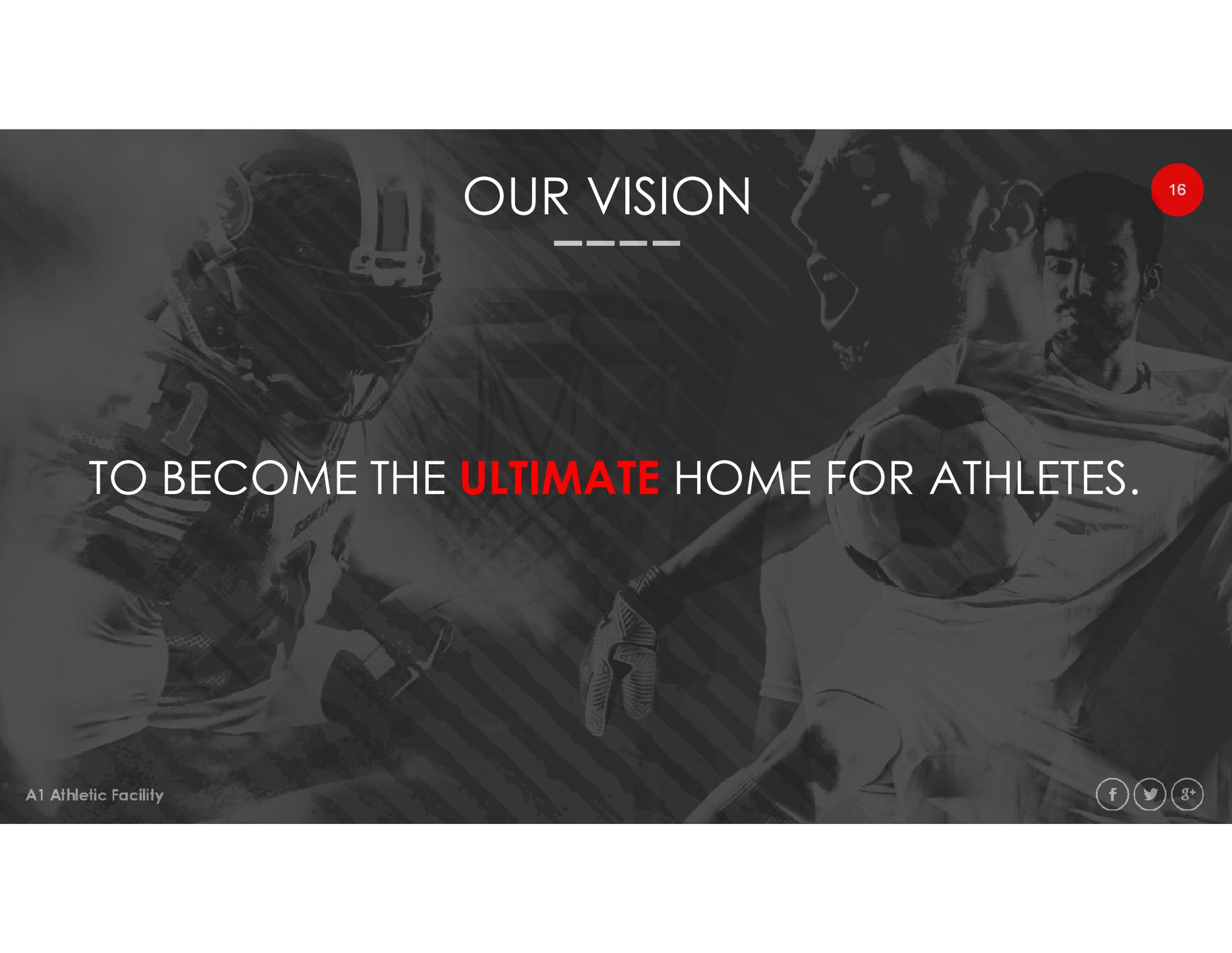
A1 Athletics aims to provide a multi-sport state of the art performance facility located in North Edmonton. Our mission is to create a space that will alleviate the bottlenecks in facility rentals across the city and provide athletes and citizens a space to train and perform in working towards their personal or athletic goals.

**EQUAL OPPORTUNITIES
FOR ALL**

**STATE OF THE ART
AND PROFITABLE**

**PROFESSIONAL
TRAINING
FOR SERIOUS ATHLETES**

**COMMUNITY
ORIENTED AND
AFFORDABLE**



OUR VISION

TO BECOME THE **ULTIMATE** HOME FOR ATHLETES.

KEYS TO SUCCESS

EFFECTIVE MARKETING

Training with professionals, athletes and champions. Using High profile athletes such as Alphonso Davies & Chuba Hubbard in conjunction with Social Media

M

MARKETING

A

ATMOSPHER
E

FACILITY ATMOSPHERE

Tools provided to become a high caliber athlete working with high performance experience and professional excellence.

BUILDING PARTNERSHIPS

Solidify commitments and rental bookings
Becoming a recognized brand
Create sponsorship opportunities through local businesses

P

PARTNERSHIPS

A1
ATHLETIC
FACILITY



PARTNERSHIPS

We must partner and solidify commitments with all our local clubs and leagues that have expressed their overwhelming demand for booking facility space at A1 Athletic Facility.

A hand holding a glowing rocket ship icon, symbolizing growth and marketing. The background features a dark, textured pattern with faint images of athletes.

MARKETING

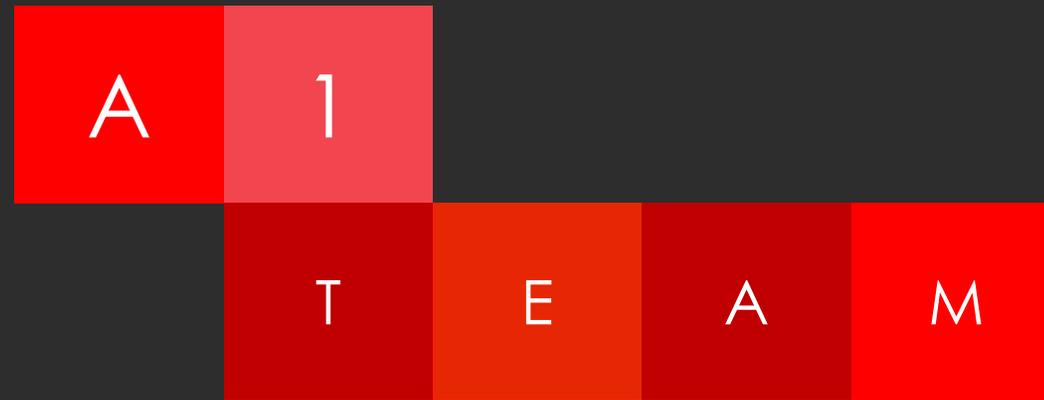
Marketing the facility and all its amenities will continuously bring gym memberships. Marketing the high-performance atmosphere with the ability to train with professionals like Odell Willis will attract the community of high-performance athletes that are training to become professional athletes or compete in post-secondary institutions.

With our target age group, social media marketing will also lead to enormous exposure throughout the sports world.



ATMOSPHERE

A1 Athletic Facility will have an unmatched atmosphere where athletes will feel that they are a part of something great. This experience is key to long term retention of members and the continuous attraction of new members that want to be a part of such a professional environment both mentally and physically.



OWNERSHIP • INVESTORS • MANAGEMENT

Location and Accessibility





A1 AF will be located just north of Manning Town Center and just before the Henday; directly visible from Anthony Henday in both east and west bound directions.

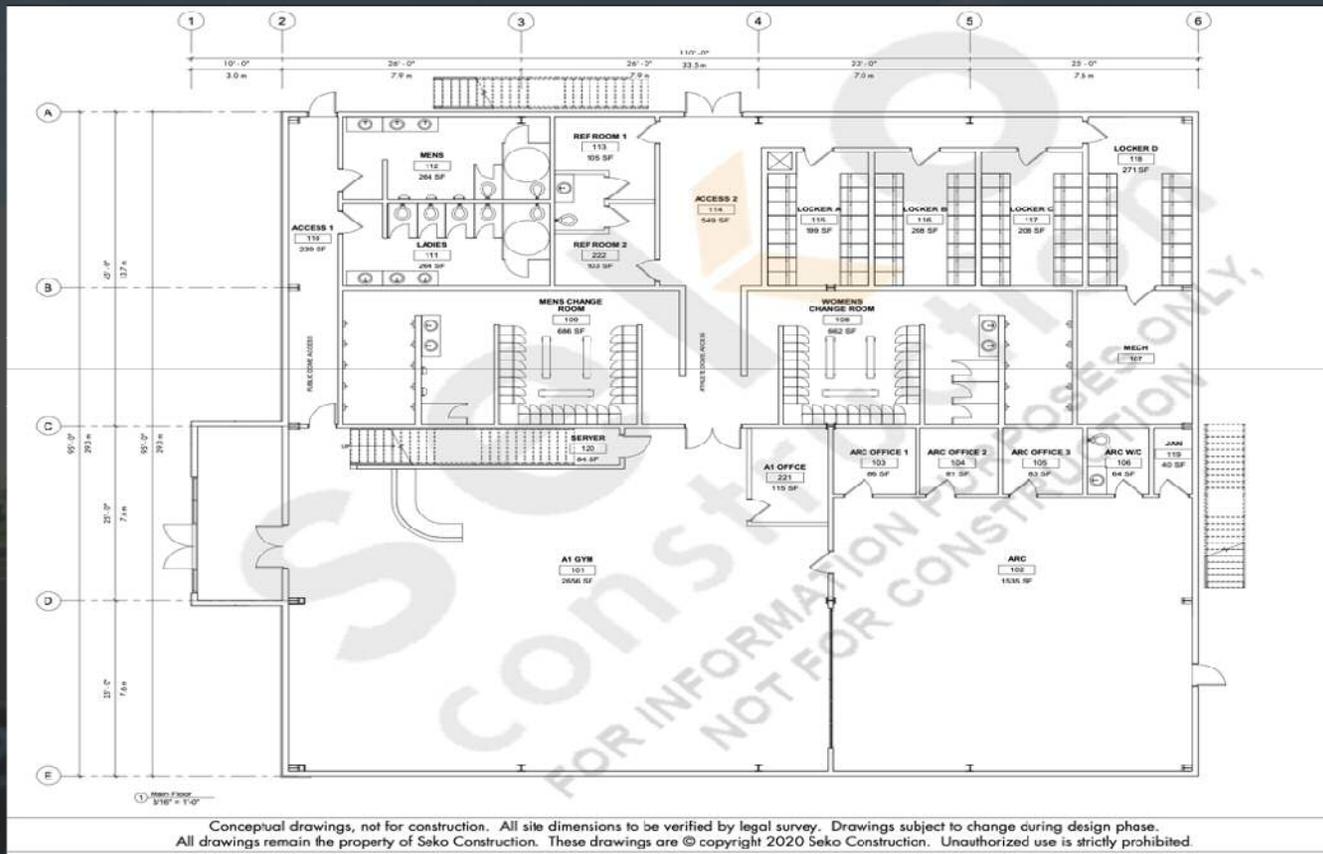
This facility will have massive opportunity for ad space on the dome as well as signage posted on both the indoor and outdoor fields.

FACILITY BLUEPRINTS

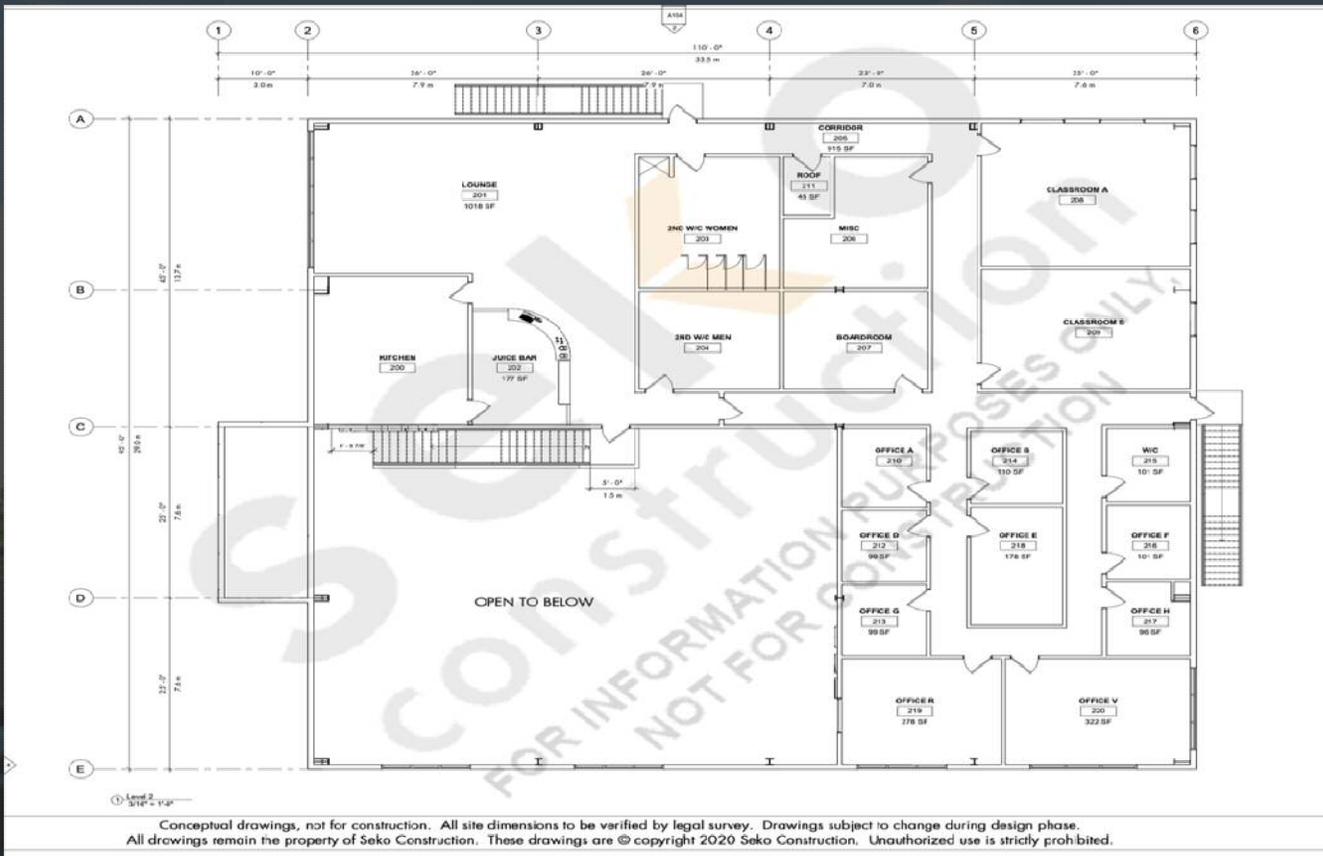


A1 Athletic Facility

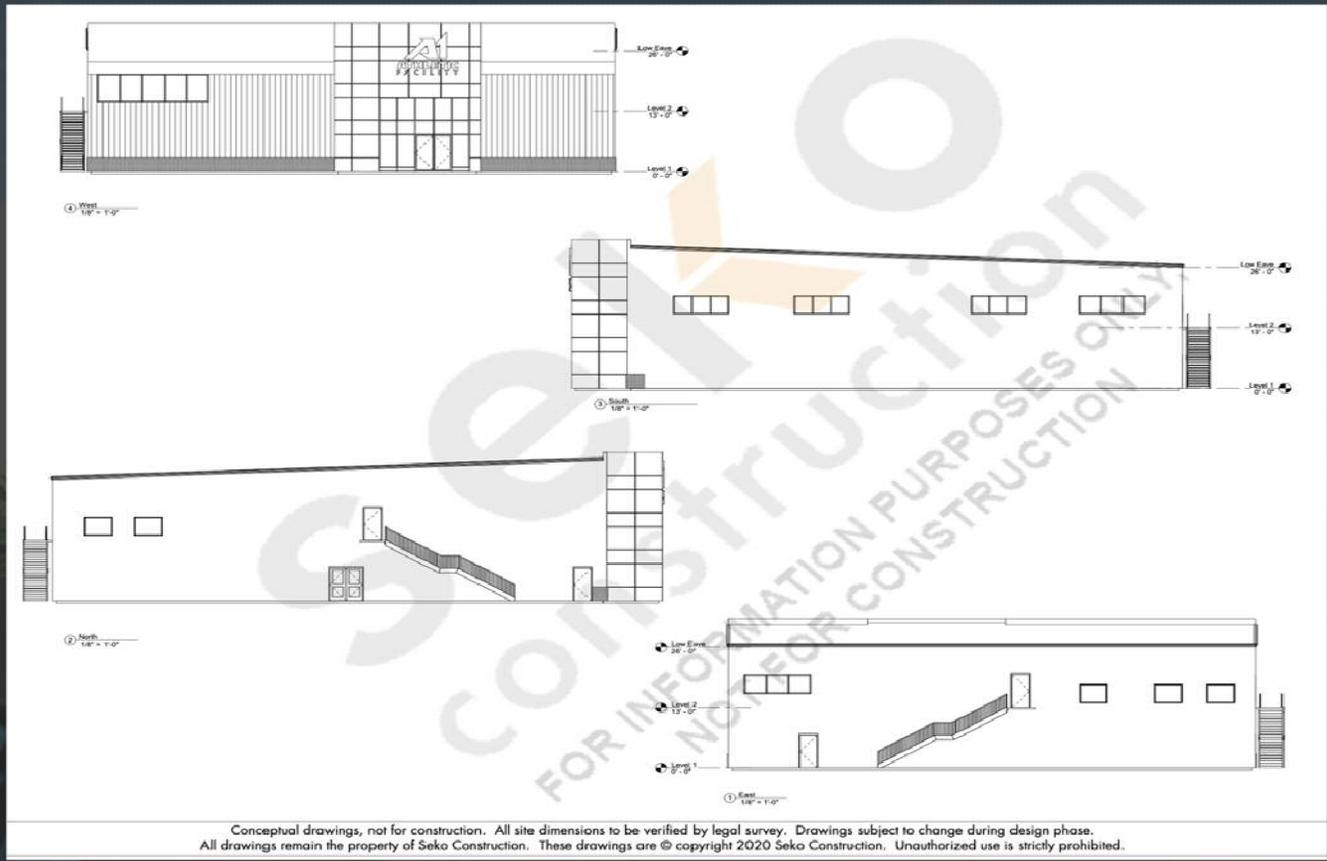
Lower Level



Upper Level



Exterior Elevations



Conceptual drawings, not for construction. All site dimensions to be verified by legal survey. Drawings subject to change during design phase. All drawings remain the property of Seko Construction. These drawings are © copyright 2020 Seko Construction. Unauthorized use is strictly prohibited.

SERVICES AT A1 ATHLETIC FACILITY

- A1AF will be hosting 2 high performance academies one for soccer and for football. The academy will operate for the duration of the school year 5 days a week approximately 2-3 hours of in facility training.
- Students will receive credits for their core subjects and a designated teacher will be on site at A1AF to help provide additional study hours and assistance in coursework material for students where it is needed.
- A1AF will also provide academy athlete's access to guidance from former professional athletes such as: CFL champion Odell Willis, Adarius Bowman, Brock Ralph and CFL Hall-of-Fame member Henry "Gizmo" Williams for football.

ALL INCLUSIVE

A1AF does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression (LGBTQ), age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.

FACILITY ACCESS

A1AF will provide adequate access for disabled people, and to make reasonable adjustments to allow them to access all services, premises and resources. This includes providing reasonable means of avoiding physical features or attitudinal barriers that make it difficult for anyone with a disability to use a service or to be employed.

Additionally, A1AF will provide ample parking for all guests and staff to enjoy the facility including, 4(four) handicap stalls which will be located directly out front of the west main entrance.

PLAN 4344hw
AREA = 55.07 Ac.

NOTES:
MINIMUM SITE AREA 8ha
MAX BUILDING HEIGHT 10m
TIER 1 PARKING (1 STALL PER 10m2)
DISCRETIONARY USE; OUTDOOR PARTICIPATION RECREATION SERVICES

ATHLETIC DEVELOPMENT

BEGINNER, INTERMEDIATE AND ADVANCED

SPEED

Increase agility and change of direction
Intermediate
plyometric training
Linear acceleration and max velocity development

STRENGTH

Expansion of functional movement profile.
Increase student's ability to load force.
Progressions of lifting and strength.

SKILL

Increase agility and change of direction
Intermediate
plyometric training
Linear acceleration and max velocity development

PUBLIC GYM USE

Another key aspect of revenue for the A1AF is the public gym space. Although our primary focus is to train athletes from 14-20, we realize that having a public gym brings more awareness and revenue to our facility.

PHASED IN BY 2024

- FOOTBALL LEAGUE (7v7)
- SOCCER LEAGUE (7v7 & 9v9)
- BASKETBALL LEAGUE (14 teams)
- BOOSTER JUICE
- JUGO JUICE
- STRIDE SPORTS & PHYSIOTHERAPY
- PIVOTAL PHYSIO (Letter of Intent)

MARKET ANALYSIS SUMMARY

Market Segmentation

A1AF is focused on providing affordable pricing for low income families to help grow talented athletic children in a high-performance setting.

A1AF focuses on improving speed, power, agility, and game-day readiness for young athletes. Our clients will be surrounded by professional athletes from local professional team's such as the Edmonton Stinger, Edmonton EE's and FC Edmonton giving them an opportunity to learn from professionals who have paved the path before them.

DEMOGRAPHICS

A1AF targeted demographic consists of 3 categories:

- 1. Children ages 14-20
- 2. Sports associations and school sports academies
- 3. Gym members looking to maintain a healthy and active lifestyle

PSYCHOGRAPHIC

VALUES, ATTITUDES, INTERESTS, LIFESTYLES

A1AF aims to facilitate in making athletic development and sport affordable for low income families. We value giving every child an equal opportunity to get elite level training.

GEOGRAPHIC

CITY, AREA, CLIMATE

A1AF has specifically selected northside Edmonton, Alberta. This is due to the lack of athletic facilities in North Edmonton.

Edmonton has only 2 FIFA and CFL regulated indoor turf facilities, all of which experience an overwhelming demand of sports teams looking to train year-round.

BEHAVIORAL

SPENDING, BROWSING, INTERACTIONS WITH BRANDS

We are giving our clients a high-performance facility equipped with pro-grade artificial turf, affordable pricing, and a high-performance center rather than a leisure center. We will surround kids with athletes who can prepare them for university level sports, while offering a sponsorship program for kids who are unable to pay for the facility.

TARGET MARKET SEGMENT STRATEGY

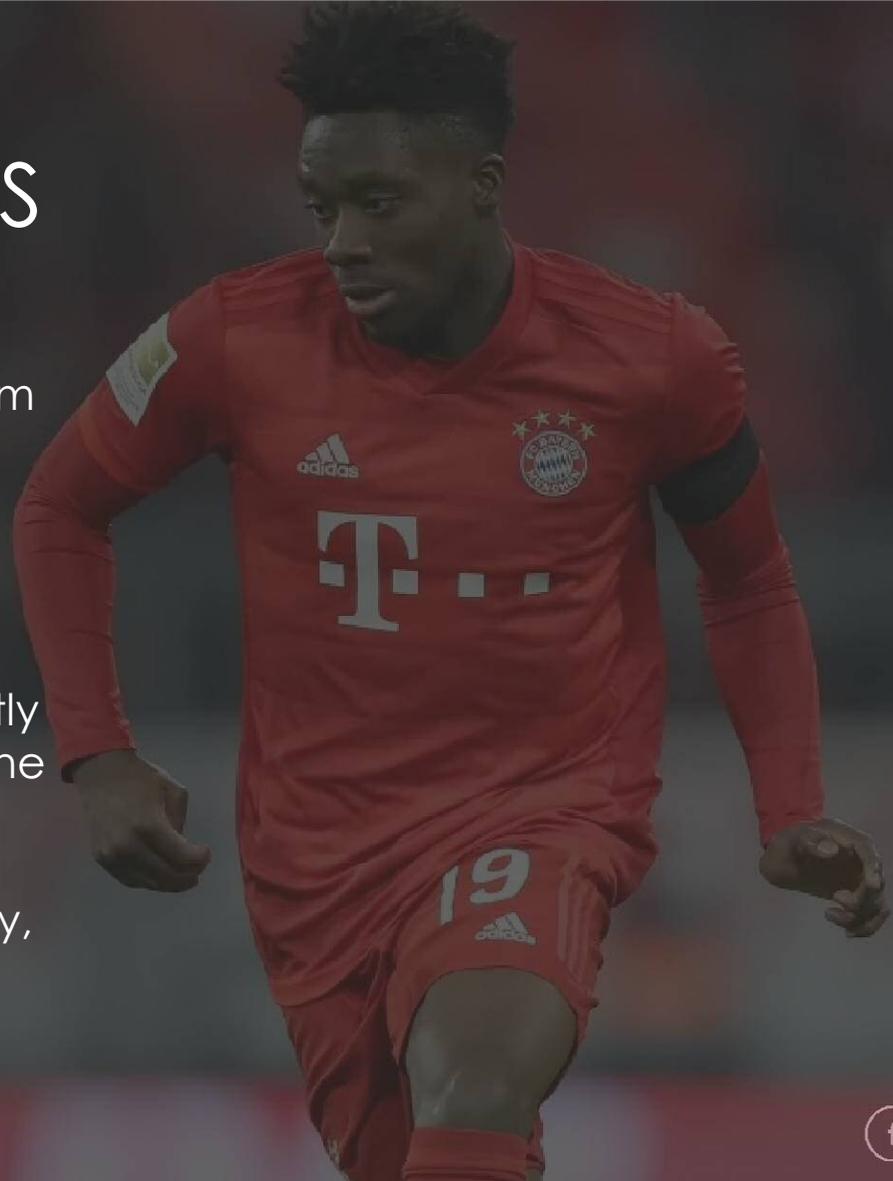
- 1. Low Income Families
- 2. Rentals From External Associations (see letters of intent)
- 3. Gym Users From Other Locations

BRAND MARKETING STRATEGIES

A1AF has high level connections with many professional athletes in a variety of sports. Effectively using their resources and connections to market the facility on social media platforms such as: Instagram, Snapchat, and Facebook. Advertising will be done on these platforms using well known athletes such as:

ALPHONSO DAVIES

Alphonso Davies is an Edmonton native that grew up in a neighbourhood just blocks away from where the location of A1AF will be built. He is a Canadian professional soccer player who plays as a left-back or winger for Bundesliga Club Bayern Munich and the Canadian National Team. Alphonso has recently been voted as the top left-back in the world due to his combination of his explosive pace, acceleration, dribbling, flair, agility, feints, creativity, passing, and vision.



WHITECAPS ACADEMY

Vancouver Whitecaps FC is a Canadian professional soccer team based in Vancouver, British Columbia. The Whitecaps FC compete in Major League Soccer (MLS) as a member club of the league's Western Conference.

The Whitecaps FC were the 17th team to enter Major League Soccer and replaced the USSF Division 2 team of the same name in the city. In the 2012 season, the team became the first Canadian team to qualify for the MLS Cup Playoffs.

A1AF is very proud to be teaming up with such a prestigious institution and our students will undoubtedly benefit from this partnership in the quality of their training.



Furthermore, A1AF marketing team will also invest in Google and Facebook ads to target our ideal clients. With the help of professional athletes and use of digital marketing, A1AF can strategically captivate a high number of impressions through its brand awareness and utilization.

Additionally, the Canadian Football League (CFL) has agreed to host its yearly combine at A1AF as well as Alberta Soccer who has also agreed to host their nationals at A1AF.

Strategy and Implementation

The A1AF has unlimited potential due to some key factors. With a limited number of full-sized indoor turf fields in the city of Edmonton (2 in total), and **none** located north of the North Saskatchewan river, the demand for such a complex is justified.

Competitive Advantage

The A1AF presents a competitive edge in some major ways. First, this will be the only sports facility in the city of Edmonton consisting of both indoor and 2 outdoor FIFA regulation turf fields catering to both football and soccer training.

The full gym/weight training center, 3 FIFA regulation sized fields, basketball courts only represent our physical training amenities and already puts A1AF ahead of its competitors.

Finally, A1AF has access to video technology that no other sports facility in Edmonton is using. This technology allows athletes to record and showcase their skills for universities and colleges that they are interested in attending. It gives coaches and scouts an early look at the players strengths to help with the recruiting process.

Sales Strategies

- Offering competitive rates similar to basic gyms, which will encourage transfer of new members to our facility
- Existing commitments from multiple sports organizations pre booking hours at the facility
- Strategic partnerships through local businesses
- Fitness/sales experts at facility who provide tours and information on our facility to sign-up walk-in members
- Free weekly trial member
- Provide “bring a friend or family member” incentives for existing members

SWOT ANALYSIS



STRENGTHS

- FIFA & CFL regulation size soccer field
- No competition in north Edmonton for indoor field space
- Multi sport use: Soccer, Football, Rugby, Baseball, Ultimate frisbee & more
- Promotes youth & diversified athletic talent from Edmonton
- Endorsed by globally recognized professional athletes
- Affordable pricing
- 1 on 1, group & team training opportunities
- Host CFL combine and Canadian Soccer Nationals
- Major events will provide exposure to businesses in the city
- High level connections to Division 1 and U-Sport Universities
- Video technology for coaches and athletes to review
- Year-round training facility for soccer and football
- Strong networking connections within the industry
- Outdoor turf field will extend associations practices as far as November

WEAKNESSES

- Time management between rental times to ensure maximized use of field time per client
- Being fully booked creating difficulties to run in house leagues
- Potential wait times could lead to upset customers
- Not enough indoor field space to satisfy the demand to accommodate city needs
- Not expanding a second facility in Edmonton to meet the high demand for indoor field use

OPPORTUNITIES

- A1 Athletics has the opportunity to build a facility to meet the overwhelming demand expressed in letters on intent
- Our outdoor fields are limited to the summer months based on weather in Edmonton Alberta creating higher demand for winter clients
- Future opportunities to build youth programs for youth from low income families
- Expanding to other major cities across Canada
- Providing scholarship opportunities through our network to coaches across Canada and The United States
- Highlight upcoming/prominent athletes from Edmonton area

THREATS

- Competitors copying our model in terms of offering high performance development and video recording for recruitment purposes.
- Potential competitors opening up similar locations in different parts of the city
- Competitors price matching to retain clients
- Facing another global pandemic and having members cancel memberships or government restrictions imposed to limit capacity.

Contingency Plan

In the unlikely event of another pandemic, A1AF has taken a proactive approach to operational continuity. A1AF will do the following:

- Reduced hours
- Reduced capacity for each time slots available
- Hourly sanitizing protocols
- Invest money into Launching a mobile app to help eliminate booking backlogs and bottlenecks
- Email updates for staff, members and programs using the facilities on new protocols being established
- Provide masks or PPE for each athlete or patron that arrives to ensure that they are using clean masks and no germs are being spread.
- Reduce the amount of equipment in facility to encourage social distancing but not taking away from workout options based on numbers
- Applying for grants both provincial and federal to help subsidize

Conclusion

A1AF is dedicated to providing a multi-purpose facility to accommodate all sports. Many associations in Edmonton have expressed the need to have more indoor field space during the winter months. A1AF will not only be a solution to this existing problem in our city but will also create a high-performance environment that a variety of people in north Edmonton can use.

A1AF has many streams of income which yields over \$4.5 million in projected revenue. Through this, A1AF is able to offset its price structure to aid low-income families and create opportunities for young athletes through affordable pricing and sponsorship programs.



**ATHLETIC
FACILITY**

Thank You For Your Time!