

# **Forevergreen Athletics Business Plan**

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**Entrepreneurship**

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## **I--Executive Summary**

Coming from Iowa City, Iowa, one major issue that I've run across in the tennis community is that there are not enough indoor tennis facilities to accommodate all the tennis players. Numerous players aren't getting the opportunities to better themselves in this prestigious sport. Along with that, there are no actual pickleball courts within 100 miles radius. As of now, six are under construction but it may take a couple years for those to be ready. Most facilities paint lines on their tennis courts to use them for pickleball. For a couple years, USTA (United States Tennis Association) didn't allow for tournaments to be held in facilities where lines were painted on tennis courts to accommodate pickleball players. At the Hawkeye Tennis and Recreational Center (HTRC), they are not allowed to paint lines for pickleball because of the NCAA rules (HTRC has collegiate tennis courts). Another court shortage we have here in the Iowa City/Coralville/North Liberty area, are racquetball courts. There is only one facility that has two racquetball courts, within the 100 mile radius. As that sport is becoming more popular, we need to provide more courts to sustain the players interest.

My solution would be to open a private club called Forevergreen Athletics. Forevergreen Athletics will have five indoor tennis courts, five outdoor tennis courts, eight indoor pickleball courts, eight outdoor pickleball courts, and five indoor racquetball courts. This facility will be located off of I380's Exit 2 on Forevergreen Rd in North Liberty, Iowa. This additional space in a developing location will support the high demand in these facilities. Forevergreen Athletics is committed to promoting the wellness and exceptional practice habits of tennis, pickleball, and racquetball players. Forevergreen Athletics is requesting \$22,004,778.00 to start business.

## **II--Description of Proposed Business**

Iowa is known for cold temperatures and inches of snow during the winter months. This increases the demand for indoor tennis courts. In Iowa City, we have two indoor tennis facilities, the HTRC which has eight indoor courts, and North Dodge Athletic Club (NDAC), which has four tennis courts. Hourly court prices range from \$18 + \$7.50 guest fee at NDAC and \$25 + \$3.50 guest fee at HTRC.

During their offseason, athletes need a place to practice and with the limited infrastructure provided for this sport, it is crucial that we provide another facility. Alongside, we will be providing outdoor tennis courts because tennis is most known as an outdoor sport. During the summer months, players favor the outdoor courts, leaving the indoor courts empty. To keep sales up, we would like to supply to the customers needs and this means providing outdoor tennis courts.

Aside from tennis, Forevergreen Athletics would like to accommodate pickleball and racquetball players. Due to the shortage of courts and increasing popularity/demand for these sports, we would like to add sixteen pickleball courts (eight inside and eight outside) and five racquetball courts.

This private club will offer many different monthly memberships to match everyone's needs. There will be full club, tennis, pickleball, and racquetball memberships and they will

come with the options of family, individual, senior (65+), and junior memberships (18 and under). All these membership prices are determined by averaging out the prices at other private clubs in Iowa. As of now there are five private clubs and the HTRC to take account for (NDAC, Westfield Tennis Club, Quad City Tennis Club, Ames Fitness Center, and Genesis Health Club). After averaging the prices, this is what Forevergreen Athletics will offer:

<b>Forevergreen Athletics</b>	<b>Membership Pricing</b>			
	<b>Family</b>	<b>Individual</b>	<b>Senior (65+)</b>	<b>Junior (18 &amp; under)</b>
Full Club	\$75.00	\$51.00	\$46.00	\$28.00
Tennis	-	\$45.00	\$40.00	\$27.00
Pickleball	-	\$35.00	-	-
Racquetball	-	\$35.00	-	-
	<b>Members</b>	<b>Non Members</b>		
Court Fees (1 hr)	\$22.00	\$26.00		
Private Lessons (1 hr)	\$55.00	\$65.00		
Court Fees (1/2 hr)	\$12.00	\$15.00		
Private Lessons (1/2 hr)	\$35.00	\$40.00		
Guest fees	\$10.00	-		

Forevergreen Athletics will be located off of I380's Exit 2 on Forevergreen Rd in North Liberty, Iowa. This is the chosen location because it is a prime developing place with a bright future. With all the empty land, it is predicted that within the next five-ten years, residential areas and schools will develop rapidly. Additionally, the new University of Iowa hospital is being built on Forevergreen Rd as well, so this will account for more evening traffic. Having a location off a highway/interstate is ideal because it's easily accessible for people coming from out of town or people who commute on highways. Exit 2 is the perfect location because it is intertwined with Amana Colonies, Iowa City, North Liberty, Coralville, Tiffin, Swisher, Hills, and Cedar Rapids. Having a location that is easily accessible to numerous towns allows for more customers, sales, and demand.

### **III--Objectives of the Business**

The mission of Forevergreen Athletics is to provide opportunities for tennis, pickleball, and racquetball players to get in as much practice as needed, whether it's through clinics, lessons, tournaments, or hitting with other players by booking a court. Another mission is to allow the nearby health care workers, students, and other employees to relax and spend their evenings exercising and mingling with others. The additional sports facility in the area will allow for more practice, a healthy lifestyle, various leagues to form, more nearby coaching, and tournaments to be held more often. All these opportunities will help further these athletes to perform their best in season and help recreational players to stay in shape and healthy. It will lower the burden of not finding court space and having to travel a farther distance just to play these racquet sports.

**Mission Statement:** Forevergreen Athletics strives to provide nourishing opportunities for athletes and recreational players competing in tennis, pickleball, and racquetball. Alongside, we promote a healthy lifestyle through exercise whether it's through tennis, pickleball, or racquetball. We aim to remove the roadblock that athletes and recreational players have with inconsistent facility use and space.

**Vision Statement:** Forevergreen Athletics will be positioned in a prime developing location. A short term vision is to start up clinics for tennis, pickleball, and racquetball after the first six months of opening, which will ultimately to draw a larger crowd and provide more opportunities for athletes to improve in their sport. Over the next 10-15 years, we aim to expand and build a fitness center, a gymnasium, a swimming pool, a cafe, and an indoor soccer/football field.

### **IV--Proposed Business Strategies**

For any good business, goals are a must, both long and short term. Forevergreen Athletics short term goals consist of selling 400 memberships within the first year of opening. We will kick off the opening by offering a walk-in day where people are able to tour the place. This will increase exposure of this new facility which can help boost our potential memberships. We'll be offering memberships for 20% off for the first two months of opening to attract the target population of tennis, pickleball, and racquetball players. We will build partnerships with local businesses such as Racquetmaster and Get Fresh Cafe to offer coupons at least thrice a year. This will help reach numerous people in the community and provide exposure to Forevergreen Athletics. Offering coupons/discounts will attract the athletes/recreational players who invest in products from the given stores. In the long run, Forevergreen Athletics goals consist of gaining a large following on social media and raising memberships from 400, to at least 1,000 - all within three years. Eventually we want to expand and add an indoor gymnasium, a fitness center with cardio machines and weight training equipment, a swimming pool, a cafe, and an indoor soccer/football field.

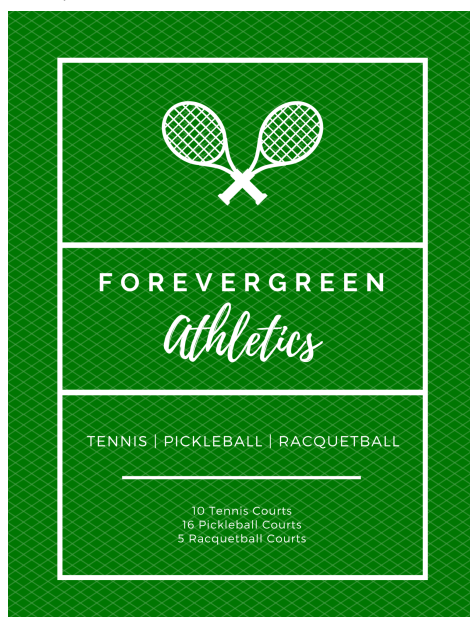
Because of the huge startup cost, Forevergreen Athletics will be getting a two million dollar business loan from the bank. For the remaining twenty million dollars, we will need to

find investors and strategies to help pay for the athletic club. Some other strategies besides the business loan are crowdfunding, angel investments, personal contacts, and venture capitalists. We will use GoFundMe, Kickstarter, and Indiegogo. Using these sites will essentially help us create a “scene,” which will attract more attention to the business. We will present our business idea to angel investors in hopes of persuading them to be a part of the opening for Forevergreen Athletics. Personal contacts is another way Forevergreen Athletics will open. Asking friends and family may be stressful and intimidating, but according to Fundable, personal contacts have helped 38% of startup founders. Our last business strategy is to have a venture capitalist. They invest in more mature companies which is what Forevergreen Athletics is considered as. We will contact venture capitalists and pitch our business ideas.

Due to the immense start-up cost, I understand that it may not be possible to operate Forevergreen Athletics at ideal conditions. However, my dream is to open Forevergreen Athletics and eventually have at least ten tennis courts, sixteen pickleball courts, and five racquetball courts. That may mean that we have to start small by removing some of the courts to kickoff the opening of the athletic club.

### **V--Products and/or Services to be Provided**

Forevergreen Athletics offers court space for tennis, pickleball, and racquetball. As of now, the Iowa City/Coralville/North Liberty area is lacking racquet sports facilities. Adding a place that accommodates all three sports will allow for a bigger target audience whose needs will be fulfilled. We will offer thrice a year discounts by partnering with Get Fresh Cafe and Racquet Master. Comparing Forevergreen Athletics to the other private clubs within Iowa, we provide all three racquet sports in one facility. Forevergreen Athletics will dominate over the other private clubs due to the immense space offered for all three racquet sports: tennis, pickleball, and racquetball. We will also dominate with our heartwarming employees’ greetings at the front desk, and the ease of access to the club.



**VI--Management and Ownership of the Business**

Name	Title	Responsibilities	Qualifications
Mohana Sunkara	Owner and Manager	The owner will overlook the operations at the club. They will conduct business deals and future expansion. The manager will assist the head coach in scheduling tournaments and clinics, and they will hire new employees as needed.	Mohana loves tennis as she is a tennis player herself. She knows the scarcity and demand for tennis courts and tournaments in the area. She hopes to improve other people's tennis, pickleball, and racquetball journeys by providing them adequate practice space.
TBD	Co-Manager	The Co-Manager will overlook the other employees and make sure everything at the club is running smoothly. They will also be responsible for helping the head coaches schedule tournaments and clinics, and they will hire employees as needed.	Qualifications will offset the Manager's skills and strengths.
TBD	Head Tennis Coach	The head tennis coach will be in charge of scheduling tournaments, clinics, and private lessons for tennis. They will also hire tennis coaches as needed.	Qualifications consist of tennis knowledge, passion, and the ability to build relationships with players in the tennis community.
TBD	Head Pickleball	The head pickleball	Qualifications consist

	Coach	coach will be in charge of scheduling tournaments, clinics, and lessons for pickleball. They will also hire pickleball coaches as needed.	of pickleball knowledge, passion, and the ability to build relationships with players in the pickleball community.
TBD	Head Racquetball Coach	The head racquetball coach will be in charge of scheduling tournaments, clinics, and lessons for racquetball. They will hire coaches as needed.	Qualifications consist of racquetball knowledge, passion, and the ability to build relationships with players in the racquetball community.

## VII--Marketing Analysis

The target market for this business are tennis, pickleball, and racquetball players; both men and women, boys and girls, of all ages; looking to further their sports career and performance as well as maintaining a healthy lifestyle. Due to the low supply and the high demand for tennis courts, Forevergreen Athletics will be able to attract tennis players from Iowa City, Coralville, North Liberty, Cedar Rapids, Amana Colonies, Swisher, and Tiffin. Due to the increasing demand and the low infrastructure for pickleball and racquetball, Forevergreen Athletics will be known for providing opportunities for the players looking to excel in those sports by providing additional court space.

We will market by creating a social media page on Instagram, Facebook, and Tik Tok. It's easy to grow on Tik Tok, so posting timely updates of how the building is coming to be may boost our following which will increase the number of customers awaiting the services of Forevergreen Athletics. Posting on Instagram and Facebook will also give us the ledge to reach more coaches, players, and tournament directors.

We will also try partnering with popular local businesses such as Get Fresh Cafe and Racquetmaster by offering coupons/discount codes for those businesses' products thrice a year. This will allow us to promote Forevergreen Athletics to reach a larger target audience.



**VIII--Financial Analysis**

<b>Forevergreen Athletics</b>	
<b>Start Up Costs</b>	
<b>Item</b>	<b>Amount</b>
<b>Initial Purchases</b>	
Tennis equipment	\$54,427.00
Land cost	\$6,197,717.00
Building cost	\$13,939,000.00
Courts	\$1,225,000.00
Fencing	\$29,840.00
Bathrooms/Locker Rooms	\$500,000.00
Office supplies	\$1,064.00
Furniture	\$20,280.00
Legal Fees	\$500.00
<b>Ongoing Expenses (3 months)</b>	
Payroll	\$30,000.00
Payroll Taxes	\$1,500.00
Insurance	\$650.00
Utilities	\$2,400.00
Advertising	\$300.00
Accountant	\$1,500.00
Miscellaneous	\$600.00
<b><i>TOTAL NEEDED FOR LOAN</i></b>	<b><i>\$22,004,778.00</i></b>

<b>Forevergreen Athletics</b>		
<b>Income Statement</b>		
<b>Income</b>		
Revenue from Memberships	\$60,000.00	

<b>Total Income</b>		<b>\$60,000.00</b>
<b>Monthly Expenses</b>		
Copy Machine Monthly Lease	\$263.94	
Payroll	\$30,000.00	
Club Software	\$694.00	
Insurance on Business/Building/Plow Truck	\$450.00	
Iowa Depart Revenue- Sales tax monthly	\$2,000.00	
LOAN PAYMENT ON (\$2,000.000.00)	\$8,000.00	
Iowa Sales tax	\$3,500.00	
Property Insurance	\$1,314.00	
Gas Bill	\$250.00	
Janitorial Supplies	\$600.00	
Employee Insurance	\$800.00	
Mid American- Gas	\$250.00	
Mid American- Electric	\$2,500.00	
ImON- Internet	\$400.00	
City of IC- Water	\$700.00	
Air Filters for Furnaces/AC Units	\$200.00	
Pest Control	\$35.00	
Waste/Recycling Bins	\$100.00	
Mediacom - Cable TV	\$150.00	
Integrity Insurance	\$900.00	
Bathroom Janitor	\$2,000.00	
Property Taxes	\$4,500.00	
<b>Total Expenses</b>		<b>\$59,606.94</b>
<b>Net Income</b>		<b>\$393.06</b>

## IX--Supporting Analysis

Instagram and Facebook Posts:



Business Card:



### **Works Cited**

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