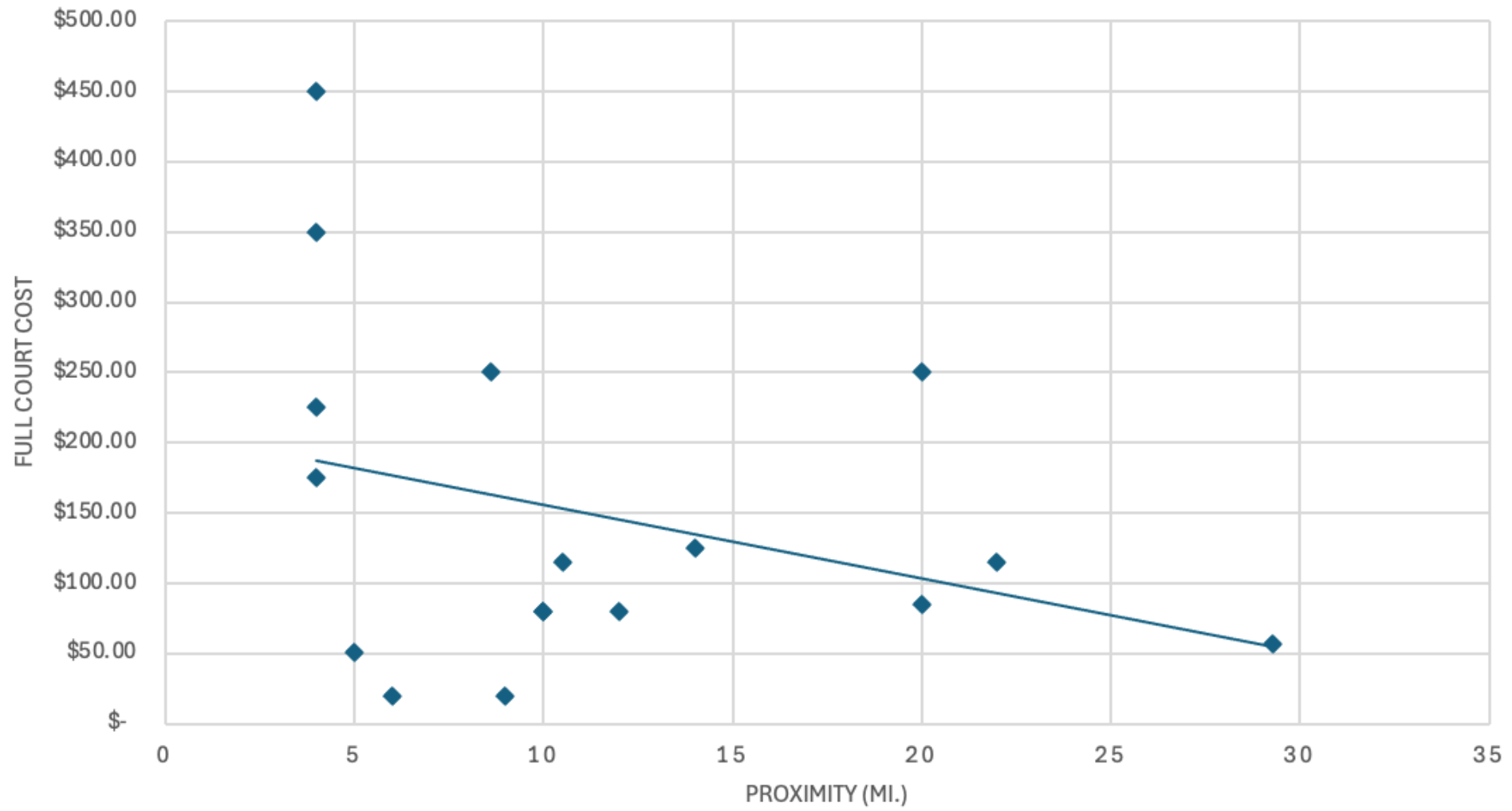


Gymnasium Rental Rates Comparative Analysis

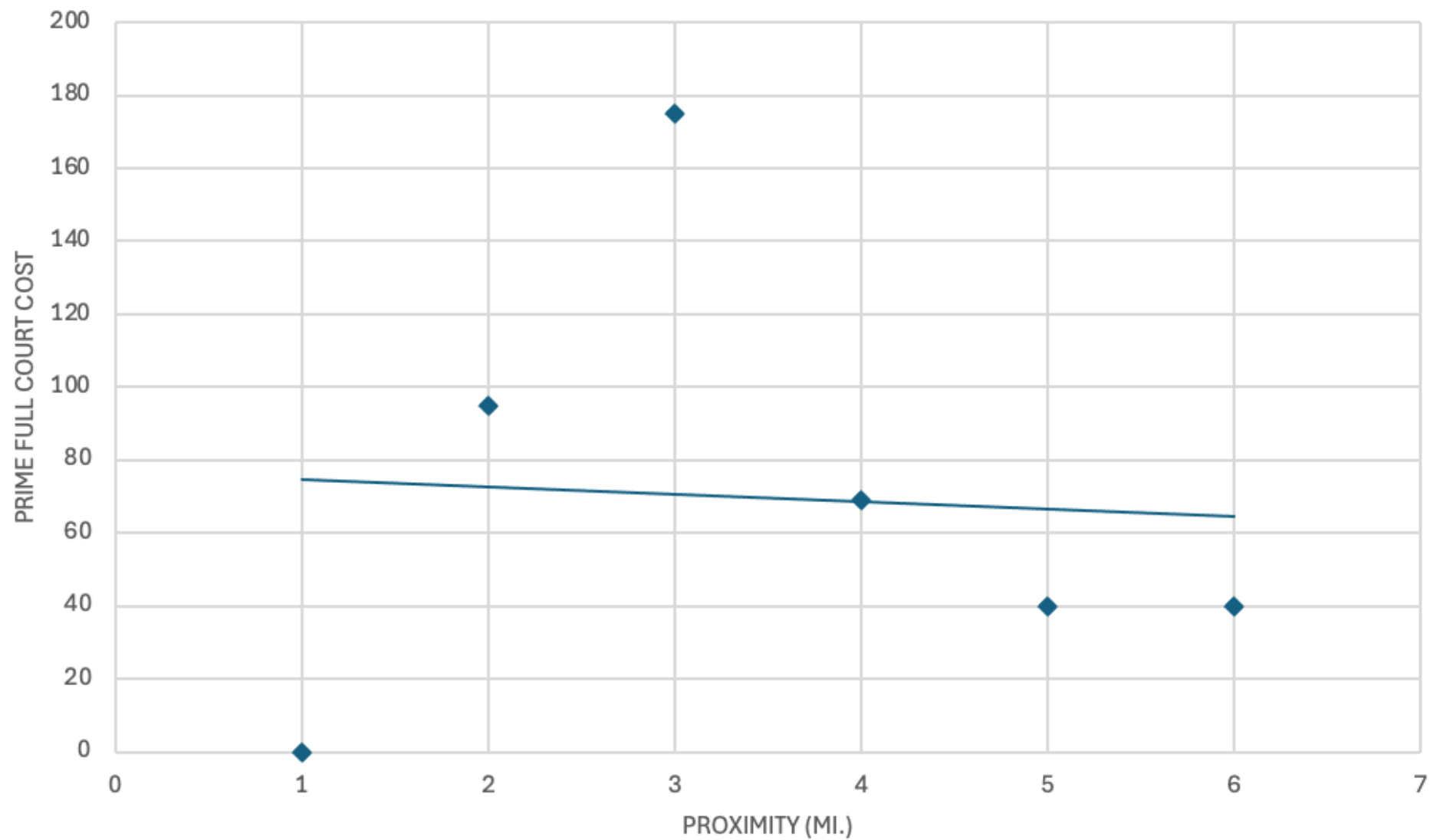
Philip Olender

Location	Address	Proximity (mi.)	Full-Court (hourly)	Prime FC (hourly)	Half-Court. (hourly)	Prime HC (hourly)	Extra Fees
Springhill Recreation Center	1239 Spring Hill Rd, McLean, VA 22102	0	\$ 92.50	\$ 175.00	\$ 52.50	\$ 109.00	\$ -
Location	Address	Proximity (mi.)	Full-Court (hourly)	Prime FC (hourly)	Half-Court (hourly)	Prime HC (hourly)	Extra Fees
Chinn Aquatic Center	13025 Chinn Park Dr, Woodbridge	20	\$ 250.00		\$ 125.00	N/A	\$ 200.00
United Sportsplex	7619 Doane Drive	20	\$ 85.00	\$ 95.00	N/A	N/A	N/A
The Fitnes Equation	44693 Brimfield Drive, Ashburn VA	14	\$ 125.00	\$ 175.00	\$ 55.00	\$ 75.00	N/A
Falls Church Community Center	223 Little Falls St, Falls Church, VA 22046	5	\$ 51.42	\$ 69.00	N/A	N/A	\$ 200.00
Thomas Jefferson Community & Fitness Center	3501 2nd St S, Arlington, VA 22204	9	\$ 20.00	\$ 40.00	N/A	N/A	N/A
Vienna Town Center (Resident- Private Party) MAIN GYM	120 Cherry St SE, Vienna, VA 22180	4	\$ 225.00	N/A	N/A	N/A	\$ 375.00
Vienna Town Center (Non- Resident- Private Party) MAIN GYM	120 Cherry St SE, Vienna, VA 22180	4	\$ 450.00	N/A	N/A	N/A	\$ 375.00
Vienna Town Center (Resident- Private Party) AUX. GYM	120 Cherry St SE, Vienna, VA 22180	4	\$ 175.00	N/A	N/A	N/A	\$ 375.00
Vienna Town Center (Non- Resident- Private Party) AUX. GYM	120 Cherry St SE, Vienna, VA 22180	4	\$ 350.00	N/A	N/A	N/A	\$ 375.00
Dulles Sportplex	21610 Atlantic Blvd, Sterling, VA 20166	12	\$ 80.00	N/A	N/A	N/A	N/A
Fairfax Sportsplex	6800 Commercial Dr, Springfield, VA 22151	10	\$ 80.00	N/A	N/A	N/A	N/A
Langston-Brown Communtiy Center & Park	2121 N Culpeper St, Arlington, VA 22207	6	\$ 20.00	\$ 40.00	N/A	N/A	N/A
Claude Moore Recreation Center	46105 Loudoun Park Lane	10.5	\$ 115.00	N/A	\$ 80.00	N/A	\$ 20.00
Loudon Valley Community Center	320 W. School St. Purcellville, VA 20132	29.3	\$ 57.00	N/A	N/A	N/A	\$ 20.00
Sterling Community Center	120 Enterprise St. Sterling, VA 20164	10	\$ 80.00	N/A	N/A	N/A	\$ 20.00
Herndon Community Center	777 Lynn St, Herndon, VA 20170	8.63	\$ 250.00	N/A	N/A	N/A	\$ 500.00
Ida Lee Park & Recreation Center	60 Ida Lee Dr NW, Leesburg, VA 20176	22	\$ 115.00	N/A	\$ 65.00	N/A	\$ 75.00
		Average	Average	Average	Average	Average	Average
		11.32	\$ 148.73	\$ 83.80	\$ 81.25	\$ 75.00	\$ 230.45

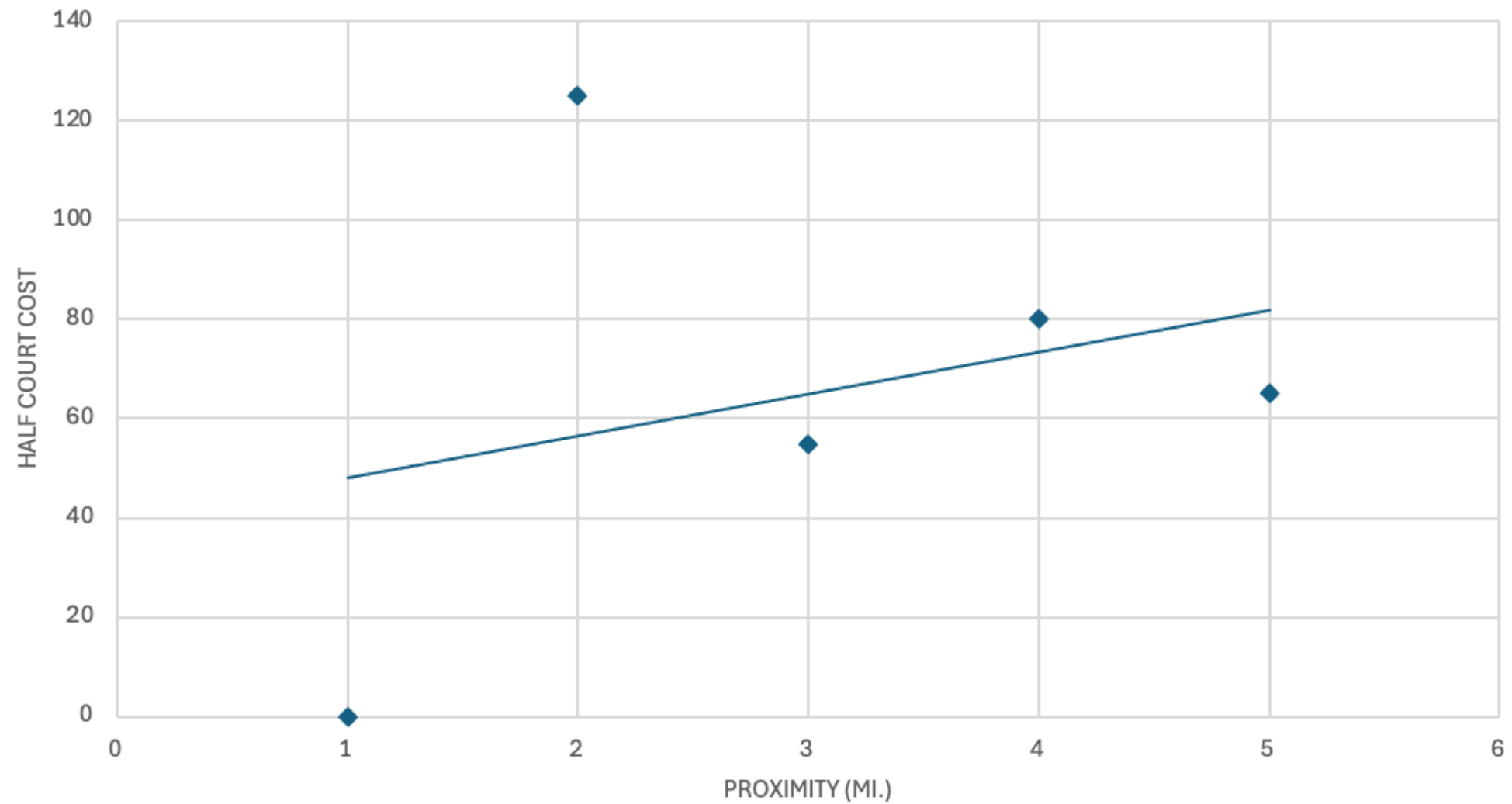
PROXIMITY VS FULL COURT TREND (HOURLY)



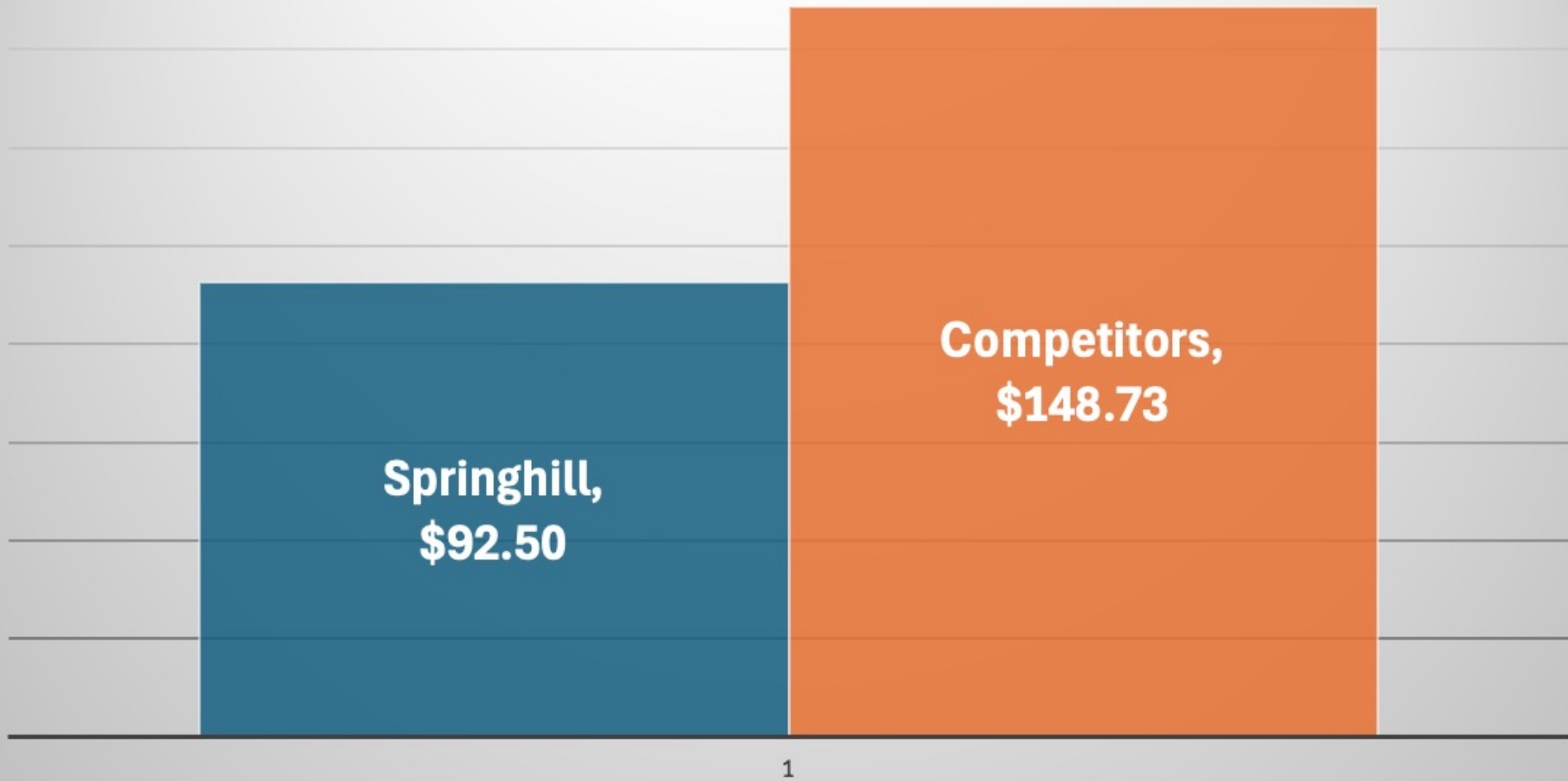
PRIME PROXIMITY VS FULL COURT TREND (HOURLY)



PROXIMITY VS HALF COURT TREND (HOURLY)



Average Price Comparison Cost (Full Court)



Average Price Comparison Cost (Half Court)



Average Price Comparison Cost (Fees)



A bar chart with a light gray background and horizontal grid lines. A single orange bar is positioned on the right side of the chart. The bar's height corresponds to the value \$230.45. The text 'Competitors, \$230.45' is centered within the bar. The x-axis is labeled with the number '1' at the bottom center.

Category	Cost (Fees)
Competitors	\$230.45

**Competitors,
\$230.45**

1

General Interpretation

- Data inconclusive on **prime time** rates for half-court and full-court; limited offerings.
- Competitors have *expensive* fee rates, averaging in the \$200s, while we have none.
- We *beat competitors* on **standard** full-court and half-court rates.



How can we improve our rates and maximize profits?...

Solutions

Drip Pricing

- Drip pricing is a strategy where the base price is shown upfront(*generally an attractive or **lower** price*), and additional fees are gradually revealed during the purchasing process, leading to a ***higher total cost by the end of the transaction.***
- ***Reduce both standard and prime time rates*** (*but why?*)
- *How can we implement this into our rental system?*



Implementation of Fees

- Introduce new fees:

- After-hours service fee: Approx. \$12-15/30 mins
- Cleaning fee: Approx. \$20-30
- Set up fee:
 - Full court: Approx. \$27.50-30
 - Half court: Approx. \$13-\$15

Forecasted Profit (Drip Pricing)

NEW Full Court Rates: \$82.50

Half-Court Rates: \$52.50

NEW Prime-Time Rates: \$135-\$160

NEW Prime-Time Half-Court Rates: \$100

Though initially cheaper at first glance, the introduction of fees **AT A MINIMUM**, adds an extra **\$45**. (*excluding after hours cost which is an additional \$36-45*)

Old Standard Full Court Rate:
 $92.50 + 0 \text{ (fees)} = \text{\textcolor{red}{\$92.50}}$

NEW Standard Full Court Rate:
 $82.50 + 20 + 27.50 = \text{\textcolor{green}{\$130}}$

Old Standard Half Court Rate:
 $52.50 + 0 \text{ (fees)} = \text{\textcolor{red}{\$52.50}}$

NEW Standard Half Court Rate:
 $52.50 + 20 + 13 = \text{\textcolor{green}{\$85.50}}$

Comparative Costs

Claude Moore Recreation & Community Center

46105 Loudoun Park Lane
Sterling, VA 20164
571-258-3600

Space	Max Occupancy	Rate Per Hour	Commercial Rate/Hour
Conference Room	10	\$35	\$53
Multipurpose Room	100	\$70	\$105
Half Multipurpose Room	50	\$45	\$68
Silo	22	\$35	\$53
Full Gymnasium	1000	\$115	\$173
Half Gymnasium	500	\$80	\$120
Auxiliary Gym	80	\$75	\$113
Wet Training Room	30	\$35	\$53
Kitchen	--	\$45	\$68
Leisure & Competition Pool		\$750	\$1,125
Pool Rental Staffing Fee	--	\$20/staff member required	
Facility Attendant (required for all after hour events)	--	\$20	

Closing Analysis

- Reduce our standard rates. (optional)
- Introduce new fees (e.g., setup, after-hours, cleaning).
- Compare our rates with competitors to highlight our lower rental costs.

