



DEVELOPMENT TIMELINE

What does it take to develop your 'big idea' for a new sports and recreation facility into a spectacular grand opening that's on time, on budget, and filled with happy, healthy guests for years to come?

PRE-FEASIBILITY

Is this project a good idea? It's time to do your homework. Research should include market planning, demographics, competition benchmarking, sports participation, anticipated development costs, financing approach, and revenue generating opportunities.



BUSINESS PLANNING

It's time to lay ground work for the entire project by defining and outlining the major details, goals, and financial outcomes. Be sure to include:

- Mission & Purpose
- Vision & Goals
- Financial Forecast
- Program Requirements



FINANCING DOCUMENTATION

It all comes down to these two documents: the institutional grade financial pro forma and the feasibility report. Is *your* plan financeable?

On Average: **30%** no. **30%** yes. **40%** yes, if...



GO OR NO-GO DECISION TIME

PROJECT FUNDING

No project can get started without first securing proper funding. Today's lending and investment communities seek safe and credible projects led by experienced teams, proven operations, credit worthy partners and operational use tenants. With this information in hand, strategize the right mix of debt, equity, and other project finance opportunities.



CONSTRUCTION

From design to dirt, you're likely going to need over 400 days to get the project finished in time for the Grand Opening.

✓ FACILITY DESIGN ✓ SITE WORK ✓ CERTIFICATES



ORGANIZATIONAL DEVELOPMENT

A job that never *really* ends, it's critical to find and attract top-notch talent in your leadership positions. Determine internal versus external staff needs, finalize your organizational chart, then start hiring your general manager and director level positions.



OPERATIONS DEVELOPMENT

From finance GL codes to P.O.S. systems, you'll need to specify every detail of the operation.

What's our weekly report and meeting agenda?

What's the policy on party rentals? Who mows the lawn?



SALES & MARKETING DEVELOPMENT

How potential customers perceive your new venue depends on your sales & marketing efforts:

Well thought-out & executed marketing planning, brand development, website, & sales training

"I know a guy with Photoshop®"



PROGRAM DEVELOPMENT

Programs are the lifeblood of any successful sports and recreation venue. Don't forget to address:

- Scheduling
- Pricing
- Collections Procedures
- Play Format
- Marketing Calendar
- Officials
- Coaches
- Code of Conduct



FACILITY PREP FOR OPERATIONS

The project is taking on a life of its own now and it's time to start preparing the facility for the Grand Opening: Give yourself 3 weeks to whip it into shape.



SOFT OPENING

In preparation for the grand opening, schedule a soft opening event two weeks prior to the grand opening to provide an opportunity for staff to 'practice' their new roles and make adjustments. This provides a great opportunity to welcome community partners for low-to-no-cost events.



✓ FACILITIES TRAINING ✓ FACILITIES STOCK ✓ IN-HOUSE MARKETING

★ GRAND OPENING ★

When opening a new sports and recreation facility, there's a lot to consider. Each piece must be executed in a timely & efficient manner to open on-time, on budget, and with a full venue.

We can help. Since 2011, we've opened more than 25 venues nationwide with over 800 communities since 2003.

Visit our website for more information or to contact SFA|SFM

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