

**Champions Gymnastics Club
Marketing Plan – Background**

Introduction

Champions Gymnastics Club was established (as a gymnastics training instructional business, private ownership, for-profit) in 1988.

The business has been experiencing continued growth since its inception in 1988 (29 years of continuous operation). The following table provides a summary of “membership growth” from 1988 to 2016 (inclusive).

**Champions Gymnastics Club Membership Growth
1988-2016**

Year	Time Frame	Members per Session	Total Individual Members	Camp Members Per Week
1988-1989	29 Years Ago	160/ses	200/yr	N/A
1997-1998	20 Years Ago	200/ses	360/yr	N/A
2007-2008	10 Years Ago	280/ses	580/yr	16/week
2015-2012	5 Years Ago	350/ses	800/yr	20/week
2013-2014	4 Years Ago	400/ses	1000/yr	30/week
2014-2015	3 Years Ago	450/ses Turn Away 30-40 kids/session	1500/yr 60% Classes Full	Camp full = 40/wk
2015-2016	Last Year	500/ses Turn Away 60-70 kids/session	2000/yr 70% Classes Full	Camp full = 40-45/wk

The current business operates from a rented (lease) premises at 1931 Lansdowne Street West within the geographic limits of the Township of Cavan-Monaghan.

The current facility has a gross floor area of 650 square metres (7,000 square feet). Due to on-going membership growth and program diversification, the current premise is

no longer capable of accommodating the current and forecasted program/facility requirements of the business.

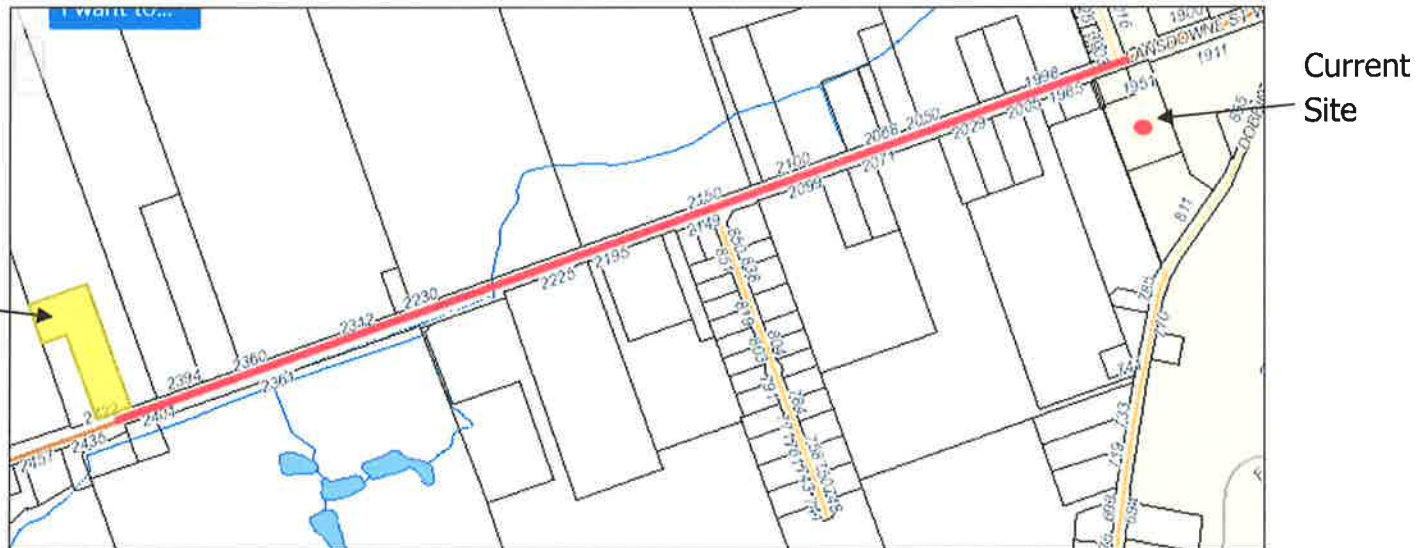
A review of membership indicates a regional composition having many members from the west part of the City of Peterborough and the Township itself.

The Solution

The business owner thoroughly examined relocation options of lands/buildings capable of accommodating the current and forecasted membership base, as well as the unique equipment requirements (floor areas/spatial configuration) associated with a Gymnastics Training Facility.

The business owner ultimately selected a rural Lansdowne Street West property under his personal ownership located **1.8 kilometres west** from the existing business location. The proposed "new" location is also within the geographic limits of the Township and within the preferred area of membership residences.

Map



A new 1,675 square metre (18,000 square feet) building is proposed. The building has been designed to incorporate:

- Main gym-training space;
- Office/administrative space;
- Storage area;