

# Business Plan

**FUNTIME ANTIGO, LLC**



**“A family friendly focus on fun, training, and adventure for local youth with diverse interests in the Langlade County area”**

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**Cecil DeHart  
1237 N. Superior St.  
Antigo, WI  
(715) 216-3246  
streetsurfingfta@gmail.com**

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## **Executive Summary:**

Funtime Antigo as it currently exists is a sponsored skateboarding team that has been in operation for over 10 years in the Antigo area. We have helped people of all ages and experience levels come together and ride both in our local community, around the state, and around the country. While touring the country we have seen many great skateparks, both indoor and outdoor, and have participated in product expos, conventions, and competitive events. Our team has built relationships with a number of board manufacturing companies – both national and international and have enjoyed several sponsorship opportunities over the years. We have met and ridden with some of our nation's finest professional riders and remain in touch with skaters from around the world through social media who share our passion for the sport. Our team has strived to set ourselves apart from the negative stigma surrounding the skateboarding community such as vandalism, disorderly conduct, and drugs by keeping our activities clean, respectful, and positive wherever we go especially when young riders are involved.

Long before Funtime Antigo was even thought of, back in the late 90's to early 2000's there weren't many opportunities in Antigo to engage young misfit outcast teenagers like ourselves in productive forms of self expression so much of our recreation involved youthful shenanigans and borderline illegal but mostly harmless rebellious activities such as sneaking around town after curfew, obnoxious pranks, exploring abandoned buildings, and trespassing on private property. Unfortunately a few members of our group fell into the drugs and drinking that often entice the youth in our community, but the core of our group held onto a more positive and clean approach to rebellious living, choosing instead to get high on life. We were fortunate to have had so many close friends who share our values to enjoy our favorite hobbies with, but how many more youth in our area do not have that level of camaraderie? Our experience with Funtime Antigo has introduced us to much of the troubled youth in our community and having walked in their shoes, we often find ourselves wishing there was more we could offer than just an occasional skateboarding session. With our primary members aging and taking on parenting roles our passion for the youth has grown ever stronger. The time has come that we would like to take our experiences and passion and share it with the local youth in a more professional capacity.

We plan to expand upon our skate team to include other activities such as Parkour, Gymnastics, and Martial Arts. Great disciplines for training the mind as well as the body and to expel much of that youthful energy that when left dormant or untapped often leads to trouble. We will not only instruct and coach in the above activities, our facility will also be open to hosting a variety of other fun and family friendly recreation as well. There are no such facilities or organizations for the youth in the Antigo area and it has been a long time since there last existed places of recreation for young adults - other than bars. Places such as an arcade, a pool hall, and even a roller skating rink once existed here, but these are all things we missed out on as kids and are now little more than a memory in our community. In late 2003 a skatepark was built with the help of the Antigo Optimist Club and the dedicated efforts of local skateboarding enthusiasts. It was a step in the right direction for sure, but the youth in our community need something more - something interactive with its finger on the pulse of the local youth, something organic and homegrown, made by the community and for the community.

There are a number of nationally recognized youth based programs, organizations, and ministries out there for the children of Antigo yet there still remains a significant demographic that is largely unreached that simply falls through the cracks of these cookie cutter programs. We are losing our youth at an alarming rate and our community has little to offer to those who choose to stay or are forced to remain here. We want to do our part to help the community retain its youth. We are FTA, which is more than just Funtime Antigo, it's Fun, Training, and Adventure for whatever hobby you're into. With the conservative goals set forth in our Business plan, we are committed to investing our time, talents, and treasures but we need our community's support and a minimum of \$20,000 to launch.

## **Business Description:**

Upon completion of this business plan Funtime Antigo will register as a for-profit LLC organization serving the Langlade County Area in Northcentral Wisconsin. The philosophy of Funtime Antigo LLC., remains the same and will continue to uphold its dedication to our motto, promoting fun, training, and adventure in a positive way to encourage, challenge, and engage the local youth. Our business concept is designed with community feedback in mind to accommodate the need for a greater diversity of amateur sports and non-mainstream recreational interests at an affordable price. We are committed to building relationships with other local youth organizations and maintaining a reputation in the community for providing a positive and safe atmosphere whether hosting in house or off site events. Our facility, though youth oriented, will be open to the general public regardless of age: our partners, employees, and customers need only be young at heart. Above all our facility will operate with complete transparency with nothing but the highest regard for the safeguarding of Antigo's precious youth.

Funtime Antigo, LLC., will provide the Antigo Area with its first and only private indoor skate space with equipment rental available. Our facility will also feature a PC computer gaming station and console video gaming. We will host a variety of family friendly movie nights as well as board game, card game, and video gaming tournaments and events both on-site and at off-site locations. Our facility will feature creative spaces that foster positive self expression whether your art is physical, intellectual, or musical. We strive to connect people with like-minded peers who can encourage each other and our staff will always be there to inspire the youth to grow and develop regardless of skill level. Our facilities will be available for rental/reservation to host private events such as birthday parties and we will also host a variety of seasonal and holiday events to increase exposure for our business. Our organization will continue to honor its sponsorship agreement with the company Street Surfing Worldwide that started in September 2015, providing us with free and discounted skate products and paid travel opportunities for promoting their boards. There will be some skate product sales made at our facility but most revenue will come from membership, admission charges, and coaching/instruction fees.

### **Business Location: Phase 1**

Our business will begin leasing a 1,000 square foot commercial space in downtown Antigo located at 1019 5<sup>th</sup> Avenue beginning in January of 2020. This location is ideal as it is prone to a great deal of exposure by travelers on 5<sup>th</sup> Ave en route to and from the Antigo High School. Our location is also within walking distance of the Antigo Middle School (the primary bussing hub for students throughout the district) and West Elementary School. Also notable is our building's proximity to the Antigo Skate Park as a convenient alternative for the park's regular visitors especially when it is closed for the winter season. Our business hours will primarily be from 2pm-8pm weekdays and 10am-8pm on weekends. Summer weekday hours may vary depending on demand and/or customer feedback.

### **Business Location: Phase 2**

Upon one year of operation we will expand our facilities to include the connected and adjacent building 1021 5<sup>th</sup> Avenue which will provide an additional 1,000 square feet of leased commercial space. With it we will be adding a padded gymnastics springboard floor to our facility and gym equipment where we will then be able to offer private gymnastics instruction year round and also open gym sessions. We will open up the use of our gymnastics floor as rentable space for martial arts, Zumba, Yoga, or other aerobic fitness instructors. With the additional building space we may add a pool table, foosball table, and/or shuffleboard as needed. We will also upgrade our facility with more powerful gaming PCs and add to our digital arsenal with the latest virtual reality equipment and laser tag. Our homemade ramps will eventually be replaced with a modular ramp system that can be taken down and put back up as needed, giving us the flexibility to utilize the open floor space in a variety of ways such as indoor miniature golf. The ramps can then be transported to host events in other locations as needed.

## **Market Assessment:**

Funtime Antigo, LLC., is categorized as a service industry which represents the fastest growing sector encompassing nearly 80% of our nation's economy. Within the service economic sector our organization Funtime Antigo, LLC., is best classified as a Family Fun Center under NAICS 71399. This industry classification is defined in the IBIS World Industry Report as "Industry operators who provide recreational and amusement services through a variety of establishments, including golf driving ranges, miniature golf centers, go-kart racetracks, batting cages, family fun centers, recreational sports leagues and a wide assortment of outdoor recreational activities."

Industry trends show a continuous pattern of growth from 3.0% in 2017 to 3.7 in 2018 in relation to the GDP which was 2.3% in 2017 and 3.1 in 2018. With anticipated growth in 2019 and 2020 of 2.3% though not anticipated to rise as steep as previous growth trends, continued growth is still expected to exceed the projected GDP of 2.2 in 2019 and 2.0 in the year 2020. Over the five years to 2019, the industry has experienced robust growth as household incomes have improved, enabling consumers to spend a greater amount of time and money on leisure activities. There has also been a rise in the number of domestic trips combined with a growth in sport participation which have boosted industry demand.

### **Amateur sports teams and club services**

According to the IBIS Report, amateur sports teams and club services account for an expected 8.3% of total industry revenue in 2019. "Many parents choose sports teams and club services for their children from industry operators, rather than city or school sports, boosting demand for this industry segment. Additionally, recreational leagues remain a popular leisure activity for adults. In particular, more niche leagues have proven to be popular among young adults." Parents find Skateboarding is a great sport for kids, according to an article posted on Scimoms.com, "Not only is there the physical component, but there's a strong social component as kids build friendships at parks and clubs. And learning that it's actually less risky than basketball in terms of injuries was a great perspective for me."

### **Amusement and recreation services**

Amusement and recreation services (37.6%), is largely constituted of maintenance and operation of various games at entertainment venues and has grown slightly over the past five years. Membership dues and equipment rentals make up a significant share of establishment revenue for this miscellaneous segment. Overall, this segment of services makes up the majority of industry revenue due to the wide variety of products and services offered by industry operators. According to the Entertainment Software Association 2018 was a record breaking year for the video and computer gaming industry, with sales exceeding \$43.4 billion dollars. Their statistics show that 63% of gamers play with others, which shows the important social value of gaming. Techjury.net also predicts that the global AR (Augmented Reality) and VR (Virtual Reality) market is expected to grow to \$209 billion by 2022.

### **Fitness and recreational sport center services**

Fitness and recreational sports center services are expected to account for 6.4% of industry revenue in 2019. The IBIS Report states, "Typically, fitness and recreational sports centers will offer a multitude of recreational activities, such as badminton, fitness classes, racquetball, volleyball, basketball, martial arts and table tennis, among several other activities. Over the five years to 2019, this product segment is expected to grow as a share of industry revenue, driven by rising demand for fitness activities from health conscious individuals." According to Ibis World indoor gymnastics centers and gymnastics instruction are a \$336 million dollar industry. Ibis World also shows the Martial Arts industry total revenue in 2019 is \$5 billion with an annual growth of 3.7% over the past 5 years. Parkour though a fairly new phenomenon in the fitness world, is gaining a significant foothold in America according to an article on Forbes.com.

## Competitive Analysis:

Langlade County prides itself on its vast assortment of outdoor recreational activities: ATV trails, Camping, Cycling/Mountain Biking, Disk Golf Courses, Fishing, Geocaching, Golf Courses, Hiking, Horseback Riding, Hunting, Ice Skating, Fairgrounds, Movie Theatre, Museums, Parks, Rafting & Paddling, Scenic Sight Seeing, Skiing, Sledding, Sleigh & Wagon Rides, Snowmobiling, Swimming, and Tennis Courts. Outdoor recreation is a well established industry in our area however there is a stark lack of indoor recreation in our community, especially for young adults.

Indoor recreation in Langlade County and particularly in Antigo consists largely of public institutions such as the Museum, Library, and Aquatic Center. A few private businesses also operate indoor recreation such as the Northstar Lanes bowling alley, Palace Twin Theater, and a new sports bar called Game On. Youth specific indoor facilities include the Boys & Girls Club of Langlade County and the Expressions Dance Studio. Though these facilities will be competing with us for the investment of time and attention of the local youth, we see them not strictly as competitors but also as potential allies. For the purpose of competitive analysis however we will view them as such and show how we intend to stand out by offering competitive pricing and a unique variety of services and recreational options.

For the recreational specialties in which we at Funtime Antigo, LLC., will be engaging in, the nearest indoor facilities would be a 45 minute drive to Gymsport Gymnastics in Weston, a 45 minute drive to Rising Son Mixed Martial Arts in Wausau, a 1 hour and 30 minute drive to GBASO indoor skatepark in Green Bay, a 1 hour and 30 minute drive to Edge Gamers Lounge in Green Bay, and a 2 hour and 45 minute drive to Wisconsin Parkour in Madison. With no direct competition in our target market area barriers to entry are little to none and with the trending growth in the recreational industry as a whole, our strategy is find the niche for our business and establish a name for ourselves as relevant in the services we offer with a quality that rivals these bigger city facilities. The biggest challenge for any startup business in Antigo is to rise out of obscurity and attract a sustainable customer base, with the unique challenge for our business to remain competitively priced against the existing and well established local non-profit organizations.

	Palace Twin Theater	Game On Sportsbar	Northstar Lanes Bowling	Langlade Boys & Girls Club	Expressions Dance Studio	Gymsport Gymnastics	Rising Son MMA	GBASO Indoor Skatepark	Edge Gamer's Lounge	Wisconsin Parkour
Status	Profit	Profit	Profit	Nonprofit	Profit	Profit	Profit	Nonprofit	Profit	Profit
Price	Child \$6 Adult \$8	\$10 Event, \$20 w Food	\$3.5 Per Game \$1.99 Shoes	\$20 fee School yr, \$100 fee Summer	\$100/yr to Compete \$45-70/Mo \$55-95/Solo	\$40-65 for Classes, Open Gym \$4-7	\$90/class Or Mbr \$140/mo	\$10 Day Pass, 30-45/mo,\$5 Eq rental	VR is \$15-50 Lounge is Free	\$12 per Outdoor, \$15 per Indoor
Services	2D & 3D Movies	Events, Food, Drink, Games	Bowling, Food, Drink, Events	Mentors, Tutoring, Recreation, Camp/trips	Dance Class Solo Lessons, Competition	Boys & Girls Classes, Open Gym	Martial Arts Classes, Compete	Skate, Classes, Camp, Events	PC, VR, Console Games, Events	Classes, Coaching, Consulting
Quality	4.5★ Google	4.5★ Google	4.3★ Google	4.8★ Face Book	4.8★ Face Book	4.1★ Google	4.8★ Google	4.7★ Google	5.0★ Google	4.4★ Google
Location	Antigo	Antigo	Antigo	Antigo	Antigo	Weston	Wausau	Greenbay	Greenbay	Madison
Hours M-F	3pm-8pm	11am-12am	11am-12am	2:45pm-6pm	9am-8pm 9am-5pm	4pm-8pm 5:30-9pm	5:30pm-9pm	12pm-10pm	3pm-10pm	5:30-7pm 7:30-9pm
Hours Sat-Sun	2pm-8:30pm	11am-2am	11am-12am	7:30am-5:30pm	Closed	Closed	10:15-11:45am	10am-10pm	10am-10pm	Closed
Ages	All	18+	All	5-18 Yrs	2-18+	2-18+	5-18+	5-18+	All	10-18+

## Customer Profile – Target Customers:

According to the IBIS Report the primary target demographic for the NAICS 71399 industry are families with children. It also states that individuals aged 20 to 64, account for a large share of industry revenue. This age range encompasses both young adults, adults with children and older individuals with increased discretionary income. According to US Census data and IBIS World population projections, the youth population (characterized as individuals aged nine and younger) is expected to grow at an annualized rate of 0.4% over the five years to 2024, contributing to higher demand for industry services. Additionally, over the five years to 2024, the number of adults aged 20 to 64 is anticipated to grow at an annualized rate of 0.2% to 195.5 million people. This market segment will also drive industry revenue growth due to the demographic's high discretionary income.

Our primary target area will be city of Antigo residents with a total geographic area encompassing all of rural Langlade County and including the neighboring communities of Elcho, White Lake, Birnamwood, and Mattoon. According to NCES.ed.gov the largest demographic of school age children in the Antigo School district is in the 10-14 year old age range with 600 being males and 535 females. The current district enrollment is 2,144 students in the public school system with an additional 164 enrolled in private/parochial schools. According to the 2010 population census the city of Antigo had 8,234 residents with all of Langlade County having a total population 19,977. The U.S. Census Bureau estimates the current population of Antigo at 7,819 with 19,268 county residents. According to Censusreporter.org 11% of Antigo's population is 0-9yrs, 12% is 10-19yrs, and 13%, are in the 20-29yrs age range. According to Datausa.io the current poverty rate is 20.9% of Antigo residents and 14.8% of Langlade County residents. According to Datausa.io the median household income in Antigo is \$35,908 and \$44,122 for Langlade County residents.

Our business is a lifestyle based organization strategically designed and located to target the age group of 10-19yrs with age appropriate physical activities, coaching, and instruction. Our location is ideal for this age group as it is prone to a great deal of exposure by travelers on 5<sup>th</sup> Ave en route to and from the Antigo High School. Our location is also within walking distance of the Antigo Middle School (the primary bussing hub for students throughout the district) and West Elementary School. With there already being so many well established extracurricular activities and after school programs for the school age population in Antigo, our less active recreational services are targeted primarily for families with younger children and young adults aged 20-29yrs. With that in mind however, we do not plan to exclude anyone younger from participation unless there is conflict of interest in the area of safety or age appropriate comprehension, nor do we exclude those who are older so long as they are young at heart. The demographic information below will help illustrate the diverse customer base we plan to serve:

According to Skatereview.com the average skateboarders are **boys** 13 to 14 years of age who participate in the sport an average of 50 days out of the year. The website skatexs.com states that the ideal age to start skateboarding is between 5-10 years of age. Flogymnastics.com states that the demographics for competitive gymnastics are **girls** between 14 and 16 years of age, with 16 being the peak performance age. According to Chalkbucket.com gymnastics training can begin as early as 3-5 years old with 6-8 years as the ideal age for beginning a serious pursuit in gymnastics. According to Wisconsinparkour.com, structured training in parkour before the age of 10 is pointless since it would only serve as an interruption as children are already engaged by nature in similar activities. According to the Entertainment Software Association the average age of male gamers is 32 years old while the average female gamer is 34. According to statistical information at stackexchange.com the majority (63%) of martial arts practitioners are between the ages of 18 and 34 with the ideal age for starting martial arts are between 6 and 10 years old according to a blog at warrenentertainment.com.

## **Marketing Plan:**

Our number one goal is customer satisfaction and enrichment of the lives of our local youth – a business built by the community and for the community. As our name suggests, Funtime Antigo is largely about fun, but that’s only 1/3 of our core philosophy. We call ourselves FTA which is more than just Funtime Antigo – it’s Fun, Training, and Adventure.

Fun: Our organization does not exist merely to entertain our youth but instead to build lasting relationships and connect our members with like-minded peers.

Training: Discipline builds self confidence, self esteem, and self worth as they progress and pursue their passions for their sport or hobby, training is a priceless investment in the lives of each of our members.

Adventure: Adventure is where we take the training out into the community and give it practical real world application, where relationships and camaraderie are built and good times are shared by all.

This threefold operation is the core of our organization and conveys the values that we promote in all our activities. Three vital aspects of healthy and active living that when practiced in balance lead to the ideal quality of life no matter what hobbies you’re into. The youth seem to understand this by nature and experience it as play. Play is at the heart of children’s everyday lives, and what is play but fun, training, and adventure? Somewhere along the way, as adults, we often lose sight of that fact. We serve not only the youth in this capacity, but also aim to rekindle and inspire that lost sense of fun and adventure for the adults in our community to revisit their youthful spirit.

## **Marketing Goals:**

**EXPOSURE AND CREDIBILITY:** During the first phase of our operation as previously mentioned in our business description we will seek to gain a foothold in the local community as a safe, positive, and convenient source of recreation for our local youth. Upon the launch of our business and its initial opening to the public we will put out a press release in the local newspaper and host a grand opening event. We will utilize social media to enhance both our business’s interactivity and it’s connectedness with the local community. Facebook, Twitter, Instagram, LinkedIn, Google, and Youtube are the primary online services we will utilize for informing the public about our programs, sharing experiences of our members, and keeping the parents and members of the community informed about activities and events taking place. We will utilize more organic means of promoting our new business as well by using various print media such as brochures, leaflets, and flyers. We will also rely upon old fashioned word of mouth and plan to make our presence known in the community by partnering with other organizations, public speaking at events, and attending conferences and city council meetings.

**DIFFERENTIATE FROM COMPETITION:** Once we’ve been in operation for at least a full year we will then begin to expand our facilities into the second phase, offering a greater diversity of services and recreation for our customers. During this time we will continue to promote our business via the above marketing strategies and as our following and customer base continue to grow we will utilize additional marketing vehicles to build market share such as creating a company website and possibly starting a blog, sending out newsletters, or a podcast. With anticipated growth in revenue we can begin looking at investing in paid resources such as broadcast media and online advertising, SEO, SEM. We will also look at hosting off-site events and training sessions for example bringing boards into the local school gym classes to teach basic skateboarding techniques, hosting a booth at the county fair, and perhaps holding competitive sporting events. We will join the Chamber of Commerce, and connect with the Economic Development Corporation. We will also donate to charitable causes and foster community involvement by offering our members discounts for volunteer activity and referring a friend.

## **Legal Organization and Management:**

### **Key Employees:**

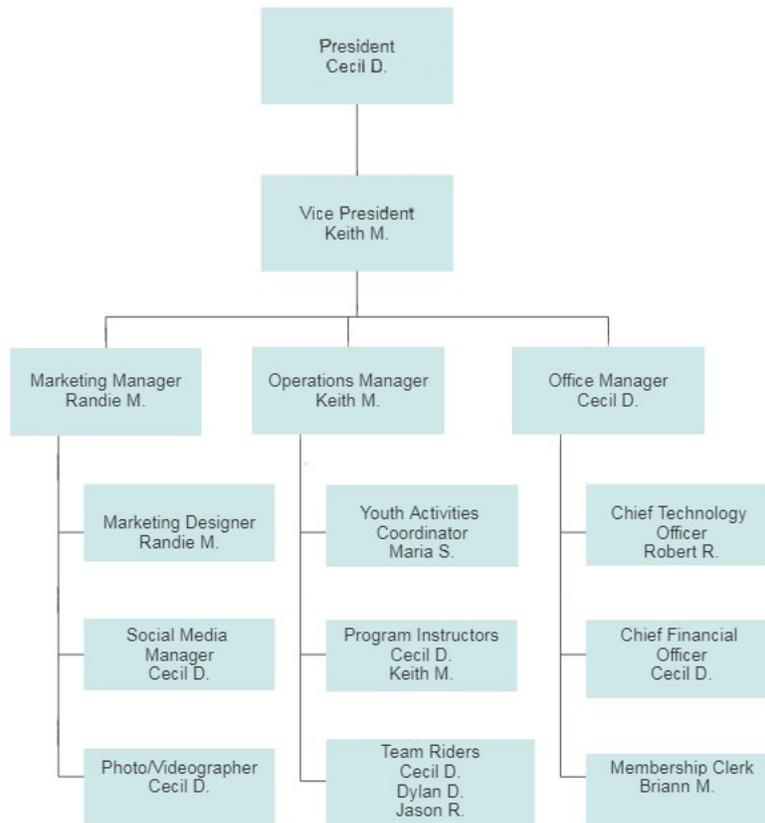
**Cecil J DeHart** is president and founder of Funtime Antigo, LLC serving also as Office Manager, Chief Financial officer, Social Media Manager, Photo/Videographer, Program Instructor, and Team Rider. Cecil has been employed in the Property Management industry for over 5 years. His experience in low income housing allowed him to connect with a number of local families. He was also employed as a part time Bus Driver for the Antigo School District where he got to know many of the youth in the community, apart from his experience managing the skate team. Cecil has a Bachelor's Degree from UW – Stout in Construction Management with a minor in Business Administration. Prior to that he was enlisted in the US Army where he attained the rank of Sergeant and served as Assistant Squad Leader. During his tour of duty in Afghanistan he also served as Unit Historian, producing media content such as photo and video documentation for the unit and families. This time of military service inspired a lifelong passion for leadership and organizational management. In addition it added significantly to the pursuit of physical fitness and well being in his everyday life. Now a husband and proud father, Cecil's passion for the youth coupled with years of management experience, business education, military service, and operating the local skate team will make success a sure factor for FTA.

**Keith B Munger** is vice president of Funtime Antigo, LLC and serves as Operations Manager and Program Instructor. Keith is also a husband and proud father with a strong passion for the youth in Antigo. As a fellow entrepreneur he has previous business experience as former president of M-Pire Pilot Car Service Inc. He studied Machine Tool Applications at North Central Technical College in Medford, WI and at one time worked for Harley Davidson. Keith joined the Funtime Antigo skate team back in 2009 but relocated for a period of time to Arizona where he trained under the Aurora Parkour Team. Since then he has returned with a passion for the sport of Parkour and the betterment of youth through physical activity. Upon his return he helped form a local parkour team known as Parkour Antigo or PKA which explores obstacles in the local and neighboring communities and travels to the Gymnastics facility in Wausau on occasion to participate in Open Gym sessions. Keith and Cecil continued to collaborate and birthed a dream for an organization that targets misunderstood and underserved youth and inspired FTA to expand beyond the realm of skateboarding.

**Randie R Munger**, wife of Keith and mother to their 4 children, serves as the Marketing Manager and Marketing Designer of Funtime Antigo. Her expertise and experience as CSR and Marketing Specialist at Cirrinity make her the ideal candidate for this position. Her education in Marketing at North Central Technical College is a great asset to Funtime Antigo, LLC.

**Robert Rougeot**, lifelong friend of Cecil and member of Funtime Antigo Since 2008, Robert holds a long time passion for video gaming and serves as our Chief Technology Officer. He attained a Bachelor of Science degree in Software Development & Support at UW - Stevens Point as well as an Associate's Degree as IT Programmer/Analyst from North Central Technical College. He served as a Web Developer for Grupo MC and a Software Engineer for Skyward Software Development Company.

**Maria Schey**, a member of FTA since 2007 and mother of four children, Maria serves as Youth Activities Coordinator. She has four years of teaching background and has studied Elementary Education at UW - Superior with an Associate's Degree from Gogebic Community College. She was also registered as a CNA and employed at Court Manor in Ashland, WI. Her experience in childcare and nursing and passion for the youth make her the perfect candidate for this position.



FTA Advisory Committee:

Robert J Smith  
 Donna L Kraft  
 William Wurtinger  
 Brian Shields  
 Scott Schey

Legal Consultant/Attorney:

Michael Winter [win835@winterlegal.com](mailto:win835@winterlegal.com) 715-623-2905

Payroll, Financial, and Tax Consultant:

Darlene Eckerman [eckermantax@gmail.com](mailto:eckermantax@gmail.com) 715-623-2520

Banking Consultant:

Jacob Theisen [Jacob.theisen@covantagecu.org](mailto:Jacob.theisen@covantagecu.org) 715-627-4336 ext 2332

Insurance Consultant:

Sherry Jasper [sjasper@ticinsurance.com](mailto:sjasper@ticinsurance.com) 715-836-7675 ext 53307

Marketing Consultant:

Don Stintson [don.trinitybranding@gmail.com](mailto:don.trinitybranding@gmail.com) 608-235-5615

Management Consultant:

Mark Speirs [mark.speirs@uwsp.edu](mailto:mark.speirs@uwsp.edu) 715-346-4609

## **Critical Risks:**

Our city itself is a critical risk - according to Population.us the city of Antigo has declined in population at an increasing rate since the year 2000 (-0.24% from 2000 to 2005, -0.45% from 2005 to 2010, and -.096% from 2010 to 2014). This population decline is due to a mixture of an aging population and the continuous migration of the local youth who leave to seek opportunities elsewhere. One writer on Niche.com commented, "Younger residents are moving away after school, rather than sticking around to start families, as has been done in the past. As a result, the job market is suffering and local businesses seem to struggle to stay afloat." This holds several unfortunate implications for our community: Population decline means a smaller tax base for the city of Antigo which will lead to increased centralization and downsizing of core government functions, affecting park facilities and recreational activities and will continue to fuel the push for consolidation by the local school district. All of which negatively impacts the experience of youth growing up here in Antigo. A declining population hurts the private sector as well, affecting the local demand for goods and services which discourages the startup of private business ventures that might otherwise benefit the youth. As fewer public and private amenities are available for young adults and families, our community becomes less and less attractive. This loss of working age young adults results in a smaller labor pool, which makes the community less attractive to employers. With fewer employers, the community becomes less attractive for prospective new residents, and thus the spiral continues. This downward spiral clearly has the potential to undermine the sustainability of our community and unless somebody takes action.

## **FTA Rises up to the challenge!**

One of our biggest challenges in combating this trend is to change the attitude of the young people and instill a desire to see remaining in the Antigo area as both an economic and social priority. We will do our part by establishing ourselves as a reputable social hub for the discouraged young people that help them to build meaningful relationships, offer training programs that foster personal development, and inspire the youth to once again take pride in their community. We want to help create a sense of belonging, something we all long for in life. Bigger cities offer their youth exposure to more recreational amenities such as indoor skateparks, trampoline parks, gymnastics centers, and gaming lounges. We strive to offer that same kind of stimulating, challenging, and creative environment which often draws away our young people by creating something unique that will change their perspective about our small town relative to other larger urban communities. Our business model incorporates aspects of all the above amenities – none of which would survive on their own in any form here in our small community, but by offering them together at least on a basic level, we've created something appealing to a diversity of recreational lifestyles yet sustainable here in our own community.

Another major challenge is the deteriorated condition of downtown Antigo. Thankfully there is a concerted effort to revitalize Antigo's downtown and it is great to see such a positive community vision coming together as once empty buildings are filling with new businesses. Downtown businesses such as ours need to work together and FTA will have an active role in the Antigo First movement, a group dedicated to promoting a vibrant, thriving, and sustainable downtown in Antigo. We are hoping to be an influential part of this push and to be a success story that will help inspire more entrepreneurs in our community to take a risk and create more meaningful opportunities for the members of our community. One of the biggest threats for new businesses, especially downtown Antigo, is the long and hard crawl out of obscurity. People in Antigo seem well entrenched in their routine pursuits and it's been a long time since most Antigo residents, as well as tourists, had a reason to stop and explore downtown. It's going to be difficult to attract customers back into our long deteriorated downtown but we believe that our efforts to pursue an active social media presence will help reach people that may not otherwise venture into the downtown area.

## **Milestones:**

Our first major milestone is the completion of this business plan by December 2019, after which we will register Funtime Antigo, LLC. Once we've established the legal status of our business we will then pursue funding first from our own members, then through seeking investors in the local community. By participating in the Entrepreneurial Training Program we hope to be the recipients of a business startup grant but if not we will seek assistance from an outside lender. We anticipate obtaining adequate funding of \$20,000 to launch our business by February of 2020, after which begin leasing the downtown commercial property. After a few minor renovations and repairs we will begin installing equipment, furniture, and fixtures. We anticipate implementation of phase 1 of our business by March 2020.

**Phase 1:** Operate our 1,000 square foot leased facility in the below capacities starting in 2020

- Indoor skate ramps with rentable boards and safety equipment
- Three station computer gaming area
- Lounge area with two TVs, DVD player, and video gaming consoles
- Creative space with foldable card tables used for:
  - o Board gaming to and group role playing games
  - o Traditional and trading card games
  - o General arts, crafts, and projects
- Fitness instruction using skate ramps and basic exercise equipment
- Beginner/Preschool Gymnastics instruction using basic mats
- Hosting off site events:
  - o Local Parks for Parkour instruction & Role Playing adventures
  - o Skatepark events for skateboard instruction & ride sessions
  - o Video gaming tournaments
- Creative/Jam space for musicians featuring some instruments and a small amp
- Maintain a small inventory of boards and instructional DVDs for sale

**Phase 2:** Expand into the adjacent 1,000 square foot facility, providing additional services by 2021

- Install a padded gymnastics spring floor in the new addition
- Acquire basic gymnastics equipment (pommel horse, bars, and rings)
- School age gymnastics instruction, private lessons, & weekly open gym sessions
- Replace the home made wood ramps with modular metal ramps
- Rent out the gymnastics floor space to instructors of other disciplines:
  - o Martial Arts, Zumba/Dance, Yoga, & Aerobic Fitness
- Build a small stage for musicians and host open mic sessions
- Expand our gaming station and add Virtual Reality equipment (Oculus Rift)
- Laser tag equipment
- Field trips to out of town facilities: Skate Parks, Gyms, Trampoline Parks, etc

**Phase 3:** The big dream if the local economy allows – own and/or design build 10,000sf facility by 2025

- Permanent skate ramps, snake run, and bowl
- Indoor roller skating/jogging track
- Full gymnastics facility with a foam pit, trampoline, uneven bars, and balance beam
- Full weight room facility
- Indoor Miniature Golf Area
- Expanded gaming area to include coin-operated arcade and pinball machines

**Exit Strategy:** Regardless of how far down the road this business endeavor takes us, the end game is a reproducible business model that can be duplicated so FTA can branch into other similar communities.