

#### Executive Summary:

It is with great optimism that we present this plan for the development and operation of a privately owned and operated indoor recreation park. This park will include but not be limited to skateboarding, BMX biking, scootering, in-line skating. We are proposing the relocation of the successful, 15 year operation of 4 Seasons Skate Park to the Bay View area.

The success of Four Seasons Skate Park since 1999, clearly indicates the ongoing demand for a safe haven for kids looking to express their abilities in this recreation. Their goal of providing a place for kids of all ages and demographics has been a resounding success. The fact that they have not had to call the police for any reason in 15 years is testament to the ability of Neal Levin and his staff to mentor young men and women as well as running an efficient organization.

City of Milwaukee residents would receive discounted admission and membership rates (25% off pricing).

#### Company Description:

- Our business can best be described as a recreation, entertainment center with the ability to satisfy the needs and wants of a large cross section of the socioeconomic demographic of this and any region around the country. We have a very vast and diverse customer base.
- The 4 Seasons Skate Park will relocate it's existing 18,000 sq ft indoor & 7,000 sq ft outdoor operation into a 30,000 sq ft indoor building and expand its offering to a wider range of kids and adults. The expansion will take place with the assistance of world-renowned skateboarders and BMX riders under the watchful eye of Neal Levin, the park's owner. The relocation will allow us to reinvent the offerings to his clientele. While maintaining some of the core components of its existing course (pool, ramps, half-pipes), we will be able to add items such as a foam pit, resi-ramps, a segregated instructional area and a private event/party room as these are items that are in great desire in this sport's community and these components have been being requested for years, so the demand is there. These added components will take the skate park to a recognized level that would bring in local, national and international competitions. These national and international events will bring a boom to local hotels, retail and dining establishments. We will focus on private events and community outreach, including Milwaukee Christian Center and after school programs. The demand for private birthday parties, corporate events, scout trips, etc is overwhelming in our community. As parents, we see and hear requests continuously for new ideas of where to host events for their kids.

- The 4 Seasons Core, estimate 5,000 sq ft, will be the nerve center of our organization. The Core will exist as our entertainment and service hub. We will have a full service pro-shop to satisfy the needs of the skateboarding/BMX/Scootering individuals with product sales and service/repair. We will also provide a comprehensive selection of goods partially consisting of t-shirts, sweatshirts, hats, etc that will be custom to our facility. We would also like to connect with our community by highlighting various artists and vendors from the surrounding area and sell their products as well. In addition to the support sales of Skateboarding/BMX and scootering equipment and supplies, we will be selling basic food and beverage items that will satisfy the hunger and thirst of our participants. We look forward to working with outside food vendors to partner with the community.

#### Market Analysis:

- Demographics and Segmentation
  - Customer Base
    - 20,000+ participants per year
    - 15,000-20,000 parents come through the door each year
    - 90% of our business is drop-off (as many parents leave to shop and dine in the area while their child rides)
  - Value of Market
    - 6<sup>th</sup> highest/capita income of any city in the country \$47,688
  - Market Volume
    - <44 years old - 1,205,046
  - Rider Breakdown By Age
    - 6-9 year olds = 20%
    - 10-16 year olds = 50%
    - 17-20 year olds = 20%
    - 21+ years old = 10%
  - Rider Breakdown By Sport
    - Skateboarders = 45%
    - Scooters = 30%
    - BMX bike riders = 25%
  - Customer Database By Zip Code (Highest to Lowest participation)
    - 53217
    - 53215/53233
    - 53214
    - 53207
    - 53226
    - 53211
    - 53154
    - 53220
    - 53005

- Target Market
  - Families, X-Game Fans, Skateboard Lifestyle, Action Sports Participants, Thrill Seekers, Young Professionals, Team Building Groups, Event Planning
- Market Need
  - Quote Jeff Sherman “The number one read article at OnMilwaukee.com every week is ‘100 things to do with your kids in Milwaukee’”
  - Saturation of alternative activities
  - Shortage of urban adventure activities
  - Need for this void of activity in the area
- Competition
  - Trampoline Parks/Bounce House Facilities
  - Laser Tag
  - Ray's Mountain Bike Park
  - Outdoor Public Skate Parks
  - Children's Activity Centers – Event Planning
- Barriers to Entry
  - Design/Planning
  - Industry Knowledge
  - Initial Infrastructure/Buildout Expense/Funding
- Regulations
  - Zoning

#### Organization and Management:

- Names of Owners
  - Neal Levin, 100% ownership
- Consultants
  - Chaz Ortiz
    - Chaz is an international professional skateboarder who will be working closely with 4 Seasons to design and implement the course structure.
  - Brian Kachinsky
    - Brian is an international BMX professional who will be working closely with 4 Seasons to design and implement the course structure.
  - Jeff Klugiewicz
    - Jeff is an international BMX professional who will be working closely with 4 Seasons to design and implement the course structure.

### Service/Product:

- The service that the 4 Seasons Skate Park will provide will satisfy a two-fold need within our community and beyond.
  - First, we will continue to satisfy the need for a continuously operating skate/BMX park for our younger community and our more adventurous adults.
  - Second, we will fill the void of the eternal question parents ask their kids on a daily basis, "What would you like to do this weekend?"
    - In fact, OnMilwaukee.com's number 1 read article week in, week out for the past 5 years, is 100 things to do with your kids in Milwaukee.
    - With our relationship with this online venue, we will have immediate exposure to the community seeking an activity for their children that has not been diluted or overdone.

### Marketing

- Launch through year one - 2015-2016
  - Goal: Create the most diverse, active lifestyle space in the region
  - Objective: Leverage active, athletic and energetic users to drive usage, revenue and exposure
  - Positioning: Active, Energetic, Fun, Athletic, Cool, Diverse, Creative
  - Key Markets: Families, X-Games Fans, Skateboard lifestyle, Action Sports Participants, Thrill Seekers, Young Professionals, Team Building Groups, Event Planning
- Tactics:
  - Establish Social Voices on Twitter, Facebook, Instagram and Snapchat
  - Draft news releases to targeted audience
  - Create and hold media opening event and series of VIP community events
  - Hold Professional Demos and Competitive opening events leveraging current relationships and fulfilling existing commitments from a number of professional riders and skateboarders
  - Open with NEWaukee/Fuel Milwaukee Event

### Build Out of Bay View Location

- \$66,000 in labor (carpenters, welders, finish carpentry and concrete workers)
- \$98,000 in material (lumber, concrete, steel, foam and rubber)
- Tear Down of Current Location- \$20,000
- To Build out of 25,000-30,000 sq ft

## **Hours of Operation**

### Fall-Winter-Spring Hours

Monday-Thursday 3pm-10pm

Saturday 11am-10pm

Sunday 11am-9pm

### Summer Hours

Monday-Sunday (daily) 11am-9pm

- All parking is provided on the facilities grounds. A garbage truck will pick up all trash at the dumpster on a weekly basis and UPS deliveries will occur approximately 2-3 times per week.
- Customers will park both east and north of the facility in the designated parking spaces.

## **Rules and Regulations**

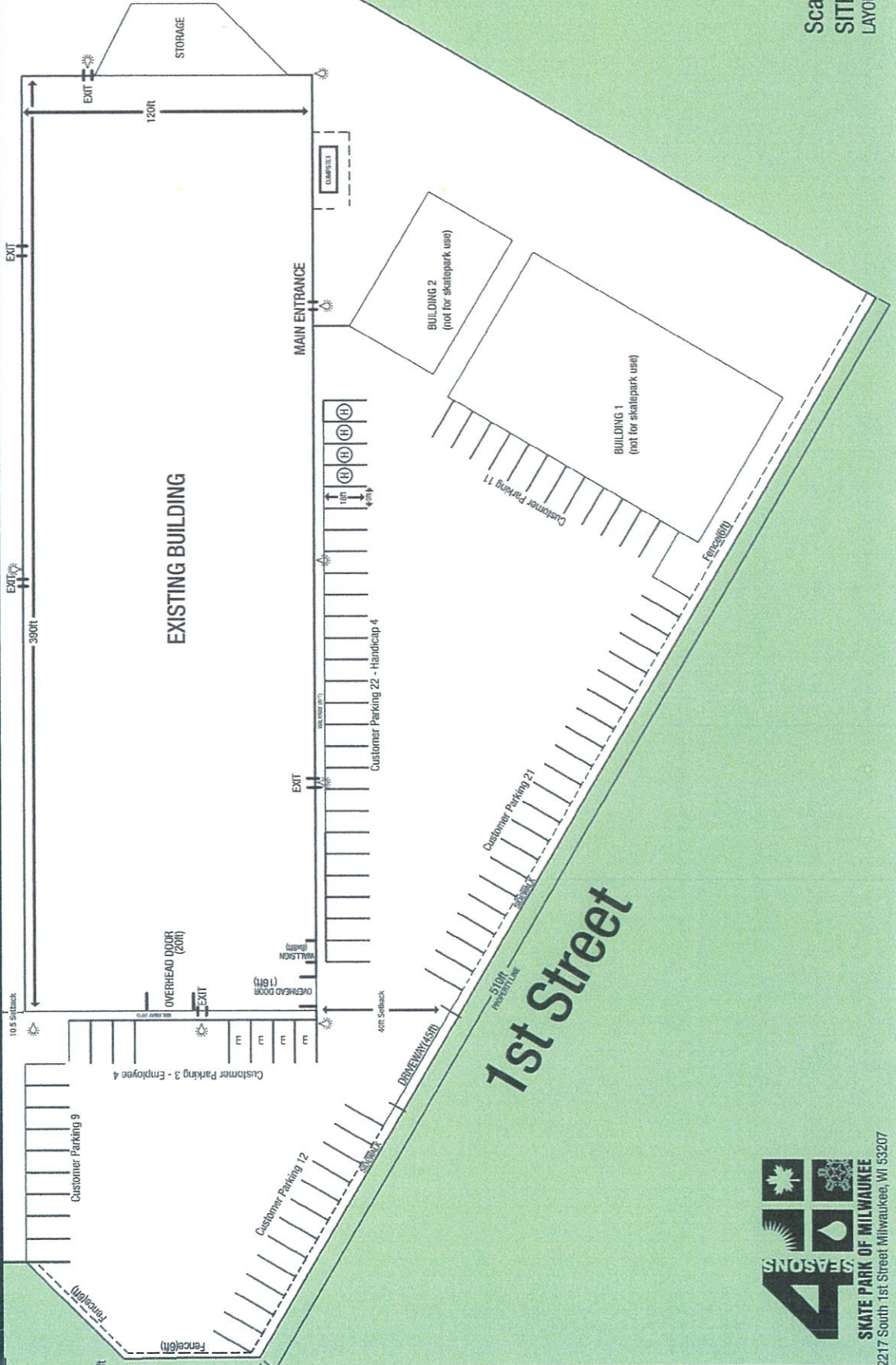
- No smoking inside park.
- No drugs and/or alcohol allowed on park property.
- No loitering.
- All participants must wear a safety helmet at all times.
- No fighting on park property.
- No spectators on course.
- Respect all riders, spectators and park staff.
- We reserve the right to refuse service or to remove participants or spectators from the premises.
- No loud music in skate park parking lot.
- No skating or riding in park parking lot.



KK RIVER

650ft

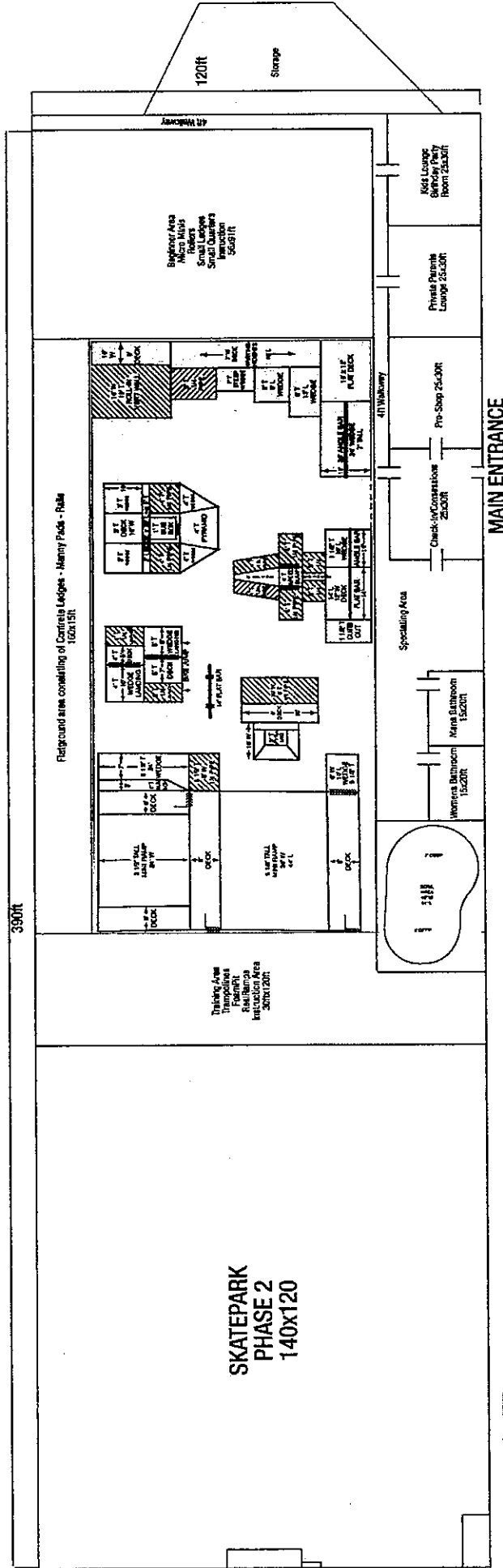
PROPERTY LINE



Scale 1" = 40'  
SITE PLAN  
LAYOUT & CONSTRUCTION



SKATE PARK OF MILWAUKEE  
2217 South 1st Street Milwaukee, WI 53207



**SKATEPARK  
PHASE 2  
140X120**

Scale 1" = 40'  
FLOOR PLAN  
LAYOUT & CONSTRUCTION





October 16, 2015

Attn: Tony Zielinski  
2463 S. Superior Street  
Milwaukee, WI 53207

Dear Tony,

Here are our projected job creations for the 4 Seasons Skate Park relocation to Bay View. The first phase will be the tear-down of the current location, which would take approximately four weeks. It would involve 4-6 people to disassemble and move structures from the old to the new location.

The second phase would be the design and construction of the new Bay View location, which would include carpenters, welders, finish carpentry and concrete finishers. The approximate time frame to build the new skate park would be sixteen weeks. I will be overseeing all of the construction from the tear-down to the rebuilding of the skate park and will be there for every step of the process.

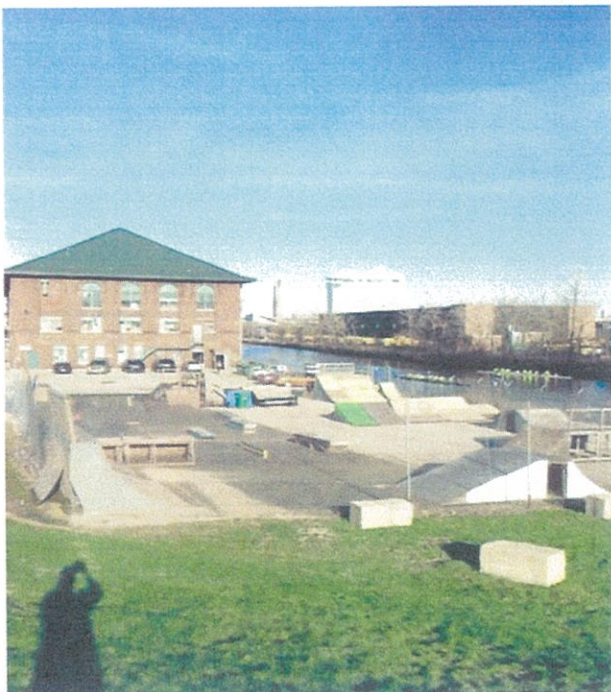
Job created for the tear-down and rebuild will be 4-6.

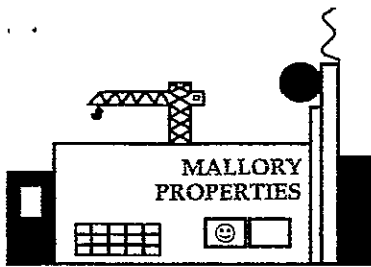
The third phase consists of job creation for the daily operations of the 4 Seasons Skate Park- Bay View. As the new location provides more square footage and space for our business, we will be adding 2-4 employees, as we grow these areas of our business: pro-shop, concession area and instruction for private lessons, birthday parties and camps.

Jobs created for the new skate park will be 2-4.

Thanks,  
Neal Levin  
Four Seasons Skate Park of Milwaukee, LLC  
200 N. 25<sup>th</sup> Street  
Milwaukee, WI 53233

# 4 Seasons Skate Park (indoor/outdoor)





445 W. Oklahoma Avenue  
Milwaukee, Wisconsin 53207  
414-747-7400 FAX: 747-7345

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INDUSTRIAL REAL ESTATE

October 26, 2015

Neal Levin  
4 Seasons Skate Park of Milwaukee  
200 North 25<sup>th</sup> Street  
Milwaukee, WI 53233

Dear Neal:

This letter is to confirm our conversation this morning. We look forward to working with you on your transition to 1<sup>st</sup> & Lincoln. You have been a valued tenant of ours and we enjoyed your tenancy over the past 12 years.

We wish you a smooth and prosperous transition.

Very truly yours,



Frank Giuffre  
Mallory Properties

cc: Tony Zielinski  
District 14 Alderman  
200 E. Wells Street  
Room 205  
Milwaukee, WI 53202