

Buckeye Aquatics Center

Investment Portfolio



Buckeye Aquatics Center

The Buckeye Aquatics Center will be a teaching centered facility like none other in Central Ohio. The facility will house a 25 meter x 25 yard training & competition pool which varies from 7 to 12 foot depth and has the capacity for 2 1 meter diving boards. The facility will focus on offering quality, participant centered programs.

The Buckeye Aquatics Center will generate revenue from swim lessons, swim teams, party rentals, group rentals, video lessons, physical therapy, diving, aqua fit classes, water polo, clinics and various educational swim programs. The facility will not offer memberships in the traditional sense, thus revenue potential derived from programming will not be hindered by the need to provide lap swimming during all operating hours. Buckeye Aquatics Center projects over 400 users in its first year.

Facility

Through a bidding process, Buckeye Swim Club has won the right to purchase Brown University's temporary pool. This facility includes a 25 meterx25 yard SkyPool, decking and a dome structure. It is our responsibility to tear down then facility in March of 2012 and relocate it in Central Ohio. We are currently seeking land for the facility and are considering all opportunities, including work with a local school district on a land trade for pool time.

Area Aquatics Availability

Central Ohio pools are currently at capacity, with local managers reporting high bather loads, program waitlists and larger swim teams. All of these factors are adding stress to these pools and are currently diluting the quality of programming local pools are able to offer. Our facility will provide a much needed outlet for parents and swimmers looking for a great place to learn and improve.

Key Objectives

1. To build and operate an indoor aquatic center in Southern Delaware County (specifically centrally located within Olentangy Local School District). Currently the area pools are at maximum capacity and cannot handle demand.
2. To sustain our facility with a learn-to-swim program that is second to none in the area.
3. To provide competitive swim to the local community and surrounding schools.
4. To partner with Olentangy Local Schools to teach water safety skills and basic swim skills to all students in the district.
5. To create a welcoming environment that pulls our swimmers and parents into the doors and keeps them happy, not only with great programming but also with a great facility. Amenities such as free wifi, a parent's lounge, the use of the latest technology in the pool, a well-stocked conditioning room and a retail swim shop will be of importance

Keys to Success

1. Maintaining a reputable and untarnished reputation in the community.
2. Employing a knowledgeable and caring staff that works well with the swimmers (children) and communicates well with parents.
3. Quickly building a successful learn-to-swim program.
4. Securing a working relationship with Olentangy Local Schools.
5. Providing separate learning environments for learn to swim students and competitive swimmers.

Future Goals

1. Add a dedicated learn to swim pool within our first 4 years.
2. Enclose the pool with a building within 10 years of opening.

Projected Cash Flow

Sales	Year 1	Year 2	Year 3
Swim Lessons	85,000	100,300	115,345
Swim Team	115,000	138,000	172,500
Recreational Swim Team	38,000	42,000	45,000
Swim Team Rentals	20,000	20,000	15,000
Masters	25,000	30,000	35,000
Aqua Fit Programs	15,000	20,000	25,000
Private Rentals	12,500	15,000	17,500
Total Sales	\$310,500	\$365,300	\$425,345
Participants	400	532	665
Expenses			
Payroll	98,850	133,000	158,250
Marketing	7,500	6,000	5,000
Insurance	12,000	12,000	12,000
Utilities	31,200	32,000	32,500
Payroll Tax	7,784	8,260	9,520
Pool Maintenance	3,200	3,500	3,750
Miscellaneous	10,000	10,000	10,000
Total Expenses	\$170,534	\$204,760	\$231,020
Profit before tax & interest	\$139,966	\$160,540	\$194,325
Facility Maintenance Fund	\$7,525	\$9,645	\$12,740
Taxes	\$6,439	\$8,490	\$11,320
Available, Investment Return	\$126,002	\$142,405	\$170,265

Select Opportunity to Invest

Buckeye Aquatics Enterprises is seeking individual and large investors. Individuals will have the opportunity to purchase a promissory note, as outlined below:

	QTY	payout dates:					
Investment levels	Available	9/30/2012	9/30/2013	9/30/2014	9/30/2015	9/30/2016	Details
\$2500 - fee credit back	70	\$1,000	\$900	\$800			~2.6%
\$2500 at 2.5%	60		\$2,626.56				24 mos
\$2500 at 3%	40			\$2,731.82			36 mos
\$2500 at 4%	35				\$2,924.65		48 mos
\$2500 at 5%	35					\$3,190.70	60 mos

Those interested in investment should contact Coach Karr to receive a personalized investment contract.

Aquatics Bubble
Current Pictures (at Brown University)



Outside view



Starting Blocks



Ground level



Gutter overflow system



Interior Pool View #1



Interior Pool View #2



Interior Pool View #3



Exterior Pool view and maintenance shed