



# 2011-2012 GETTING STARTED SEMINARS

HOW TO OPEN A SPORT OR  
RECREATION FACILITY

**SPRING 2011: MARCH 10-11**  
**FALL 2011: OCTOBER 13-14**  
**SPRING 2012: MARCH 8-9**  
**FALL 2012: OCTOBER 11-12**



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# MAKING YOUR VISION A REALITY!

Join us if you are ready to turn your vision into a reality. If you are in the early planning stages or if you are trying to get a new project off the ground, you will leave Getting Started with clarity, specific action steps, important insights, and realistic cost estimates for your project.

Our time together will reveal the critical stages and deliverables needed to take your project from "concept to concrete." We will also discuss the major documents involved in new project developments, including:

- ▶ *Your Feasibility Study and Financial Forecast*
- ▶ *The Business Plan*
- ▶ *Funding and Legal Documents*
- ▶ *Development and Construction Timelines*
- ▶ *Management and Operations Plans*



*Thank you! Because of SFA I am now operating a successful facility and have achieved profitability after only 9 months! Thanks again to you and the SFA team for helping me turn my vision into success."*

*- Joe DeRing, CT*

# COME WITH QUESTIONS; LEAVE WITH ANSWERS!

Getting Started is a powerful workshop – conducted in beautiful Clearwater Beach, FL – which will provide you with a launching pad for your sports facility or recreation center plans. Ideally suited for those in the early stages of planning a sports or recreation center, Getting Started will provide you with the facts, tools, and information you need to make informed decisions regarding your sports facility plans. Each of these intensive workshops is limited to the first 20 registrants.

Led by true experts, you will learn directly from SFA's team of sports facility development consultants. Your SFA instructors are experienced, compassionate professionals with a deep-rooted passion for sports. We are well-versed in facility start-up and finance, market research, recreation facility design, sports facility management, entrepreneurialism, marketing, and real estate development.

## SFA's Getting Started Seminar will teach you:

- *What it takes to successfully launch a new sport, recreation, or athletic facility*
- *How to optimize your existing ideas into a realistic plan*
- *How to estimate timelines for funding, site selection, city/town approvals, construction/build-out, profitability*

- *The key factors in site selection*
- *How to decide whether to build or lease*
- *The 3 reasons why most facility developers fail to raise capital*
- *The 5 reasons why certain facilities fail to meet forecasted revenues*
- *The 3 keys to successful facility ownership*
- *How to maximize revenue per square foot*
- *How to evaluate whether you should build to suit, buy an existing building, or lease space*
- *What's involved in raising capital for a new facility*
- *How to identify and strengthen your resources in preparation for financing presentations*
- *What documents you will need to prepare in advance of funding presentations, city and town council meetings, and alliance meetings*
- *The current trends in facility financing (common loan terms, rates, equity) and involvement in the daily operations*
- **And much more**



# GENERAL INFORMATION

## Flights:

You can fly in and out of Tampa International Airport or the Clearwater/St. Petersburg Airport. Both airports are within 20-30 minutes of SFA offices. All major airlines and most of the discount airlines fly in and out of Tampa and Clearwater/St. Petersburg.

## Start/End Times:

- ▶ Day 1: 4:00 pm — 7:00 pm  
(SFA conference room)
- ▶ Day 2: 9:00 am — 4:00 pm  
(SFA conference room)

## Lodging:

There are dozens of quality hotels in the area. The following are within 10 minutes of SFA's offices.

- ▶ Best Western Clearwater Beach
- ▶ Hilton Clearwater Beach Resort
- ▶ Hyatt Regency Clearwater Beach
- ▶ Clearwater Beach Marriott
- ▶ Sheraton Sand Key Resort
- ▶ SandPearl Resort

## Meals:

Breakfast, snacks, lunch, coffee, and drinks will be provided.

## Beaches and Recreation:

Some of the world's top beaches are right here! Clearwater Beach is consistently voted one of the top "activity" beaches in the world. Other local and regional attractions include Busch Gardens, Islands of Adventure, The Florida Aquarium, and Disney (1.5 hours east in Orlando).

## Weather and Clothing:

We will be casual for each session. Pack comfortable clothes for warm weather. Average temperatures for Clearwater (high/low) are: March (77/56), October (85/65).



# REGISTRATION FORM

SELECT A SESSION:	DATES	PRICE (1 person/2 persons)
<input type="checkbox"/> Spring 2011 Session	Mar 10-11	\$750/\$1250
<input type="checkbox"/> Fall 2011 Session	Oct 13-14	\$750/\$1250
<input type="checkbox"/> Spring 2012 Session	Mar 8-9	\$750/\$1250
<input type="checkbox"/> Fall 2012 Session	Oct 11-12	\$750/\$1250

Name

Address

Phone

E-mail

## METHOD OF PAYMENT

Check  MasterCard  Bill Me  American Express  Visa

Credit Card No.

Name (as appears on card)

Signature

Expire Date

Security Code

Billing Zip Code

**//** *Thank you for your hard work and dedication to our project. As we prepare for opening, it is clearer now than ever that we could not possibly have gotten here without you."*

*- Jim Morgan, NC*

