

ROCKIES' REC CENTER

Emmett Suyat Period 4





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EXECUTIVE SUMMARY

Our business, Rockies' Athletic Center, provides a wide range of athletic and recreational activities for kids, teens, and young adults in the Parker area. We address the problem of repetitive and overpriced entertainment options by offering an affordable center with diverse activities, including sports fields, courts, trampolines, minigolf, and a dedicated food and lounge area. Our target customers are active individuals ages 5–50 who want a fun, energetic environment without high costs. These customers value variety, quality, and a place where they can stay engaged for hours. What makes Rockies' Athletic Center unique is our focus on younger customers, our convenient location near Main Street, and our ability to offer more activities at better prices than competing entertainment centers.

Rockies' Rec Center will make most of its money through gym subscriptions. However, It also makes money through selling sports equipment, selling day passes, and food and drinks.



MISSION AND VISION

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Rockies' Rec Center

Mission Statement- The mission statement of Rockies Rec Center is “To bring joy to children of Colorado with my many activities.” This represents the company because we want to eliminate boredom and keep people active in Colorado.

Vision Statement- The vision statement of Rockies' Rec Center is “To become the common hangout spot and fitness center for people all across the US.” I set this as my vision statement because long term I hope to expand my company and have everyone across America love my rec centers.





BUSINESS DESCRIPTION

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About Us- Rockies' Rec Center offers recreational activities targeted to those of ages 5-50. The services we offer are cheaper, better alternatives to your average overpriced rec center.

Problem- Many families, teens, and young adults are frustrated by the lack of reliable, enjoyable, and affordable recreation options in their community. Existing facilities often suffer from long wait times, overcrowding, and inconsistent access, leaving customers feeling ignored and disappointed when they can't participate in activities they've paid for. Many centers are described as dirty, poorly maintained, or even unsafe, with cloudy pool water, broken heaters, and unprofessional or unhelpful staff. Customers also feel misled by unclear pricing, hidden fees, and confusing membership policies that erode trust and make recreation unnecessarily stressful. Parents are especially discouraged when their children look forward to swimming or playing, only to be turned away or exposed to subpar conditions. With few alternatives available, people feel stuck choosing between overpriced options or facilities that don't meet basic expectations of cleanliness, fairness, and customer care. These frustrations reveal a clear need for a clean, well-run, transparent, and genuinely fun recreation center that offers a dependable experience at a fair price.

Solution- Rockies' Rec Center solves the community's frustration with unreliable, overcrowded, and poorly maintained recreation facilities by offering a clean, affordable, and professionally run state-of-the-art center. We provide a wide range of high-quality activities—including a full gym, indoor courts and fields, a swimming pool, mini-golf, trampolines, and a comfortable lounge area—so families, teens, and young adults always have something fun and active to do.



BUSINESS DESCRIPTION

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Our facility is designed to stay consistently clean and safe through strict maintenance routines, modern equipment, and trained staff who prioritize customer care. By keeping prices fair and transparent, we eliminate the hidden fees and confusing memberships that frustrate so many customers at other centers. Our reliable scheduling, efficient operations, and helpful employees ensure that visitors can actually participate in the activities they came for, without long waits or last-minute disappointments. Research shows that communities increasingly want recreation centers that support healthy living and offer diverse programming, and Rockies' Rec Center delivers exactly that. Overall, our solution creates a dependable, enjoyable, and trustworthy recreation experience that finally meets the expectations families and young adults have been asking for.

We will operate as an LLC. An LLC is the best choice possible because if someone gets hurt on the property or any other trouble like that occurs, the LLC will help with that.



MARKET ANALYSIS

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Target Market- Rockies' Rec Center serves a broad customer base ages 5–50, a range supported by Point2Homes demographic data for Parker, Colorado. The gender distribution in Parker is nearly even, meaning the center does not need to target a specific gender. With a local population of 61,783 potential customers, Parker provides a strong foundation for membership growth and community engagement. Census Reporter data further confirms that the area is dominated by middle- to upper-middle-income households, a segment well-positioned to invest in high-quality recreation services.

The center's target market is united by a shared interest in health, fitness, and active living, as reflected in United States Census Bureau findings. These individuals value maintaining a healthy lifestyle and seek opportunities to stay active through structured programs, sports, and wellness activities. Their motivations are rooted in long-term health, family well-being, and consistent access to reliable fitness resources.

However, this audience faces a clear problem: they struggle to find a clean, reliable, and affordable place to train, exercise, and participate in sports, as indicated by Point2Homes insights. Yelp reviews of existing recreation centers show recurring complaints about overcrowding, inconsistent cleanliness, and limited availability, forcing many residents to settle for facilities that do not fully meet their needs. This gap in the market highlights a strong demand for a better, more dependable recreation option.

In the absence of a satisfying local solution, many residents turn to other physical fitness locations or rely on online workout videos, as evidenced by high view counts and visitor statistics on fitness platforms and rec center websites. They typically discover fitness options through social media, Google searches, and digital advertising, which heavily influence their decision-making. Research from the University of Northern Iowa shows that price, location, and facility neatness are the most influential factors shaping customer choices—making these elements essential to Rockies' Rec Center's competitive strategy.

MARKET ANALYSIS

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Competition- The main competition for my recreation center includes well-established facilities such as the Parker Rec Center, the Field House, and the Durango Community Recreation Center. These locations attract steady traffic because they offer popular features like strong basketball courts, fun pools, and high-quality gyms. However, each competitor has noticeable weaknesses that affect the customer experience, including inconsistent cleanliness, unhelpful staff, and higher pricing. While these facilities are large and well-known, they often struggle to maintain smooth operations and personalized service. My recreation center will differentiate itself by prioritizing a cleaner environment, hiring staff who are trained to be genuinely supportive, and ensuring that all areas of the facility run efficiently. By offering a more welcoming atmosphere and more affordable pricing, I can appeal to customers who want quality without the frustrations they experience elsewhere. This combination of better service, better care, and better value positions my recreation center as a stronger choice in the local market.





PRODUCTS AND SERVICES

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Rockies' Rec Center offers a wide range of high-quality recreational activities—including a gym, indoor courts and fields, trampolines, mini-golf, and a swimming pool—to give families, teens, and young adults a dependable place to stay active and have fun. The center focuses on providing clean, safe, and well-maintained facilities, supported by “strict maintenance routines, modern equipment, and trained staff who prioritize customer care” . Customers benefit from fair, transparent pricing with both memberships and flexible day-pass options, along with premium add-ons like fitness classes, youth sports programs, and court rentals. Special events such as birthday parties, tournaments, and seasonal camps expand the center’s offerings and create additional value for the community. A welcoming lounge and food area give visitors a comfortable place to relax between activities, enhancing the overall experience. Altogether, Rockies' Rec Center delivers a diverse, reliable, and affordable recreation environment designed to meet the needs of active individuals ages 5–50.



ORGANIZATION AND MANAGEMENT

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Owner- I will be taking ownership of this company and be the founder.

We will need a marketing team, lifeguards, cleaners, customer service, staff, CEO, marketing manager, operations manager, and finance manager.

As the founder of Rockies Rec Center, I lead the business and make the major decisions that guide our direction and growth. I oversee key areas like marketing, operations, and customer experience, while delegating day-to-day tasks to managers and staff. Our team includes front-desk workers, cleaners, lifeguards, and customer service staff who help keep the center safe, welcoming, and running smoothly. Important roles such as marketing, customer service, cleaning, and lifeguarding ensure that visitors have a fun and reliable experience every time they come. As Rockies Rec Center expands, I plan to add more team members to support our growing community and increasing activity options.

Pay- Marketing Team \$31/hr, lifeguards \$15/hr, Cleaners \$16/hr, Customer Service Representatives \$20.92/hr, General Staff \$18/hr, CEO \$392/hr, Marketing Manager \$80/hr, Operations Manager \$51/hr, and Finance Manager \$63/hr.



MARKETING AND SALES

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I will be marketing through means of social media, my website, and email campaigns informing people of my rec center.

The Four P's of Marketing

Product- We offer a rec center in Parker with courts, fields, weights, a pool, minigolf, trampolines, and more.

Price- Memberships for the gym start at 18.99 dollars, pool day passes cost around \$10 and food prices vary.

Place- People can find my service at the site with information about it being on social media, emails, and the website.

Promotion- We spread information through email marketing, websites, and social media.



FINANCIALS

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My recreation center will earn revenue through a mix of memberships, day-pass sales, and optional program fees. Monthly memberships will be the main source of income, giving customers full access to the gym, courts, and other core amenities. For people who prefer flexibility, day passes will provide a steady stream of additional revenue from casual visitors. The center will also offer paid add-ons such as fitness classes, youth sports programs, and court rentals, which help attract different customer groups. Special events like birthday parties, tournaments, and seasonal camps will create extra income during peak times of the year. By offering both affordable memberships and optional premium services, the recreation center can appeal to families, athletes, and community members with different budgets. This combination of recurring and event-based revenue helps keep the business financially stable while still remaining accessible to the community.

My rec center will have a mix of startup, fixed, and variable expenses that I need to manage. My startup costs will include one-time purchases like sports and workout equipment, courts and fields, security systems, furniture, and building out areas such as the pool. Once I'm open, I'll have fixed monthly expenses such as rent, insurance, staff pay, electricity, and Wi-Fi to keep everything running. My variable expenses will change based on customer use and will include things like restocking food and drinks, marketing efforts, and ongoing equipment or facility maintenance. Altogether, these expenses cover everything I need to operate, attract customers, and provide a high-quality recreation experience.

FINANCIALS

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Costs	
A full building	\$24,000,000.00
Courts and fields	\$500,000.00
Furniture	\$800,000.00
Sports equipmer	\$500,000.00
Pool	1.6,000,000
Gym equipment	\$2,000,000.00
Trampolines	\$1.50
Cooking equipm	\$5,000,000.00
Turf	\$750,000.00
Security systems	\$2,000,000.00
Washer and drye	\$20,000.00
Total	\$35,570,001.50

Variable costs	Monthly	Yearly
Staffing	\$66,720.00	\$800,640.00
Utilities	\$22,000.00	\$264,000.00
Consumables	\$6,000.00	\$72,000.00
Maintainence	\$7,000.00	\$84,000.00
Equipment repla	\$5,000.00	\$60,000.00
Pool maintainen	\$13,000.00	\$156,000.00
Event costs	\$9,000.00	\$108,000.00
Security	\$3,000.00	\$36,000.00
Kitchen	\$6,000.00	\$72,000.00
Operational cost	\$10,000.00	\$120,000.00
Marketing	\$5,000.00	\$60,000.00
Insurance	\$3,000.00	\$36,000.00
Software and tec	\$1,000.00	\$12,000.00
Laundry	\$800.00	\$9,600.00
Transportation	\$1,500.00	\$18,000.00
	\$159,020.00	\$1,908,240.00

Sales Numbers	
Selling price per	\$30.00
Cost per unit	\$0.00
Profit per unit	\$30.00
Projected Income	Number of units 67,000
Year1	\$2,010,000.00
Year 2	\$2,311,500.00
Year 3	\$2,658,225.00
Projected expenses	
Year 1	\$1,908,240.00
Year 2	\$1,908,240.00
Year 3	\$1,908,240.00
Profit/loss	
Year 1	\$101,760.00
Year 2	\$403,260.00
Year 3	\$749,985.00

APPENDICES

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Competitor	Strengths (What They Do Well)	Weaknesses (What's Missing)	What You Can Do Differently
1.Parker rec center	Good basketball courts	An overall clean facility	I can keep the place clean by hiring cleaners.
2.Field House	A cool waterslide with the pool	Poor help from staff	I can hire helpful staff members
3.Durango Community Recreation Center	Has a state of the art gym	Higher price	I can price my rec center lower.

APPENDICES

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My milestones for the rec center focus on building a strong foundation and reaching major goals within my first year. I plan to create a fun, reliable environment for the Parker community and make sure every customer has a great experience. Financially, I aim to become profitable in my first year and ultimately work toward earning one million dollars in profit. I hope to achieve most of these milestones within the next 12 months. To reach them, I'll rely on having state-of-the-art equipment and the resources needed to keep my facility running at a high standard.



Sources: 🌐 U.S. Census Bureau QuickFacts: Parker town, Colorado ,

🌐 Census profile: Parker, CO , <https://parkerrec.com>