



REQUEST FOR PROPOSAL

Commercial Lease. Bracebridge, ON.

December 23, 2019

Muskoka Elite Cheer & Tumbling Ltd.
 110 Clearbrook Trail
 Bracebridge, ON. P1L 0A3
 (705) 706-1045

Tony Bentley, Business Owner
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Muskoka Elite Cheer & Tumbling Ltd is a Bracebridge company that provides cheer sport programming to families in the local and surrounding areas. We have been in operation since November of 2018 and have successfully run a variety of cheerleading programs including recreational cheerleading, summer camps, trial classes, half-year competitive teams, full-year competitive teams, tumbling classes & private lessons, driving over \$100k in sales in our first twelve months in business.

To accommodate the demand for our unique program, Muskoka Elite has been forced to balance multiple lease agreements with the Muskoka Limberettes, the Rotary Club of Bracebridge, the Township of Muskoka Lakes and the Trillium Lakes District School Board to meet our facility requirements over the past twelve months; a solution which has been sub-optimal and inefficient. We are now seeking to secure our own permanent commercial space.

BUILDING REQUIREMENTS

Square Footage	4,200 square feet. Optimal building dimensions are approximately 60' x 70', free span. Alternate configurations could be explored. Support beams on 40 foot centers or larger are acceptable.
Lease Rate	\$8.00/sqft
Lease Structure	Full Service, Triple Net, or equivalent. Negotiable.
Term	Five years
Zoning	C2, C3, C4, or M1
Building Requirements	The following features are essential in a proposed lease: <ol style="list-style-type: none"> 1. Minimum 16 foot ceiling height 2. Two functional bathrooms 3. Quality lighting (halogen or LED) 4. Heated for winter use 5. Located in or close to the Town of Bracebridge 6. Clean, family-friendly space 7. High Speed Internet
Building Preferences	The following features are preferred in a proposed lease but not essential: <ol style="list-style-type: none"> 1. Close proximity to Hwy 11 2. Office space included 3. Sizable storage room 4. Minimum 12-foot bay door(s)
Planned Tenant Improvements	A gym of this kind requires minimal lease-hold improvements. Typically, so long as the existing mechanical and electrical are adequate, most

	<p>improvements are cosmetic. Generally, no structural changes are needed. After the space is thoroughly cleaned, it will be painted and laminate flooring will be laid in the foyer. A front desk area will be constructed with a merchandising area. Office spaces will be built as needed and, if enclosed, may require mechanical ductwork.</p> <p>Gym equipment will be assembled and placed in the gym. Most of the space will be covered in special gymnastics flooring which is made of five-eighths wooden boards with springs fixed to the bottom overlaid by two-inch carpet bonded foam. Other bounding equipment will be used in the gym including a tumble track, tumbling mats, training aides, and other bounding equipment.</p> <p><i>(See pictures below of a similar cheer gym(s) of approximately the same size)</i></p>    
Tenant Improvement Allowance(s)	Any major plumbing, mechanical, or electrical improvements.
Parking	Two or three stalls required during daytime hours (9:00a-5:00p) on weekdays. Seven to fifteen stalls required weekday evenings (5:00-9:00pm). Seven to fifteen stalls required on weekends (9:00a-7:00pm)
Seating	There will be limited courtesy seating available for parents to sit and watch their kids, however, large volumes of public seating will not be provided on the premises.
Timeline	Seek suitable commercial space: January 2020 to April 2020 Begin leasehold improvements: April 2020 Begin operations: June 1, 2020 This timeline is flexible for the right space.

BUSINESS & USE OF SPACE

Business Description	Muskoka Elite Cheer & Tumbling is a cheerleading gym. We train recreational and competitive cheer teams and provide related fitness and tumbling programs for them. The sport of cheerleading has recently been approved as a Provisional Sport in the Olympics by the International Olympic Committee. Muskoka Elite has enjoyed a fair amount of success in its first season with more than 50 families currently enrolled.
Owner Background	Muskoka Elite's owner, Tony Bentley , was formerly General Manager & Head Coach at Perfect Storm Athletics Sherwood Park in Alberta where he opened, built, and developed the gym into a successful and profitable business. He is also Owner and Creative Director of a marketing media company specializing in cheerleading advertising. He is a Canadian all star cheerleading coach and international cheerleading judge certified at the highest level of the sport. From 2013 to 2018 was a cheer and tumbling coach at one of the largest gyms in Canada where he trained hundreds of

	athletes, levels one through six and competed teams at international competitions including the World Championships.
Use of Space	Recreational sport, indoor.
Business Hours	Monday through Friday programming: 4:00pm - 9:00pm Doors generally open and available for visitors: 12:00pm to 4:00 pm Saturday practices: 9:00 am to 5:00 pm Sunday practices: 11:00 am to 7:00 pm
Detailed Description of Operations	<p>Muskoka Elite Cheer & Tumbling trains athletes on our recreation and competitive cheer teams from ages three to eighteen. Recreation teams practice once per week (one to two hrs each time) for a three or four month session (Sept-Dec or Jan-Mar).</p> <p>Prep Cheer competitive athletes practice once per week (one-to-two hrs) from September to February. They compete three times.</p> <p>All Star competitive teams practice throughout the year with scheduled breaks. Normally, teams are chosen towards the end of May. From June through August they practice once per week (no weekends) for one-to-two hours. September through April, All Star teams practice twice per week (one week day and one weekend day). They will also have a one hour tumbling class. They compete in five competitions and the older athletes will travel outside the immediate area to one competition. There will be no competitions held on the premises.</p> <p>Weekly flow of activity: Weekday daytime programming is minimal. Our main practices and classes are during weekday evenings beginning at approximately 5:00pm and ending at 9:00pm. Teams and classes are generally for one or two hours in duration. From Sept to April, practices and classes occur from about 9:00 am to 5:00pm on Saturdays and Sundays. At any one time, we expect to have two teams in the gym and perhaps one class, representing no more than 40-60 athletes and a handful of parents.</p> <p>Our summer schedule is slower with activity camps from 8:00 am to 6:00 pm and weekday evening cheer practices. We do not typically have any programs on the weekends during the spring or summer. Each practice or class ends five minutes before the next one begins. This allows for an orderly transition of athletes and vehicles. It also allows the coaches to have a break.</p> <p>Gender breakdown: Athletes in cheerleading are predominantly female. In programs ages three to fifteen there may be two or fewer boys on a team. Males tend to have more interest when they reach their teens and gain some strength.</p>
Expected Number of Employees & Patrons	<p>One full time employee and approximately 3 to 4 part time employees in our first year. Later we will likely employ two full time employees and up to six or seven part time employees.</p> <p>During the main practice times, there will normally be one or two teams practicing, with potentially one tumbling class. This would result in having four or five employees on the premises. When there are no practices underway, there could be up to two administrative employees present.</p> <p>We hope to have a total of about 100 athletes in various programs or teams during the first year of operation and no more than 175 to 250 in three to four years. This translates to up to five or six teams during year one.</p> <p>With these expectations, there would typically be only one or two teams practicing in the gym at any one time. These expectations are based on long-standing experience in the industry and work in communities of approximately the same size.</p> <p>Most individuals present will be our athletes. Although there will be a parent viewing, though viewing is not required and many parents choose to drop and go. At any given time there may be 2 to 6 parents viewing activities on a typical day.</p>
Parking Requirements and Traffic Flow.	Parking requirements are minimal. Most parking will be for staff and any parents who choose to stay and watch their child. It is unlikely we will have many athletes who are old enough to drive. However, traffic flow during drop off and pick up times requires some consideration as volume increases during these times.