

Life Style Centre Revenue - Spread Sheet Model

Revenue Centres	Rates, Usage and Assumptions				Estimated Revenue	Notes and Assumptions
Main entrance and control points	Tiered Membership To include access to: Fitness Centre Library Gymnasium Walking track Playground					
	<b>Rates:</b>		<b>Annual Rate</b>	<b># of Members</b>	<b>Total Revenue</b>	
	Adult		\$575	30	\$17,250	
	Children		\$250	20	\$5,000	
	Family		\$850	10	\$8,500	
	<b>Total</b>			<b>60</b>	<b>\$30,750</b>	
Gymnasium	As per sample schedule provided earlier:					
	<b>Activity</b>		<b>Fee</b>	<b># of weeks</b>	<b>Total Revenue</b>	
	<b>Basketball, Ball Hockey, Volleyball</b> \$1,600 for 10 week schedule each sport for three cycles per year. Target 30 weeks will achieve 24.		\$1,600	24	\$38,400	Rates as provided by PCSP staff.
	<b>Dodge ball, badminton, Pickle ball</b> Total \$1,400 for all three sports for three cycles per year. Target 30 weeks will achieve 24.		\$1,400	24	\$33,600	
	<b>Indoor Soccer</b> \$600 for 10 weeks for three cycles. Target 30 weeks will achieve 24.		\$600	24	\$14,400	
	<b>Rock Climbing</b> \$1,500 for 10 weeks for 3 cycles. Target 30 weeks will achieve 24.		\$1,500	24	\$36,000	
	<b>Drop-In</b>		\$5	2,500	\$12,500	Assume 8 drop-ins per day. No other comparable information. Assume Drop-in fee of \$5.00
	<b>Hourly and Daily rentals including tournaments –and other special events (tradeshows, concerts, comedy shows, dinner theatre)</b>					
	<b>Rates</b>		<b>Fee per hour</b>	<b>Number of Hours</b>		
	Hourly Sales		\$80	240	\$19,200	Hourly rental rate at Paradise is \$65. Pasadena \$70 per hour for business/gov't. For PCSP assume \$80 per hour for 20 hours per month.
		<b>Fee per day</b>	<b>Number of Days</b>			
By the day sales		\$300	20	\$6,000	Full Gym at Pasadena \$200/day for youth.\$265 adult and \$425 for business. For PCSP assume \$300 per day for 24 days a year	
	<b>Total Gymnasium Revenue</b>				<b>\$160,100</b>	
<b>Community Library</b> a) Museum b) Archive						Current revenue generated by library is \$11,100. It will not be a big revenue generator, for the analysis it is assumed revenue doubles to approximately \$22,000.
<b>Total Revenue</b>					<b>\$11,000</b>	

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Fitness Centre (Including Crossfit)						Based on Pasadena which averages 275 memberships at an average annual rate of \$375 per adult. Total over \$115,000, projected to be about \$140,000 in 2018 budget. Pasadena fitness centre is about the same size as proposed PCSP. Paradise shows total fitness centre revenue of \$90,000. many different rates by level by week, by month , annual and drop-in. Proposed Fitness Centre at PCSP is about three times the size of the one in Paradise. Paradise average annual rate is in the same range as Pasadena. In our judgment the proposed larger fitness centre based in a community that is much larger than Pasadena suggests potential revenue should be easily double Pasadena at an average membership on an annual basis of \$380. We have considerable information on rate structure in Paradise. For this analysis we are working with an illustrative annual average plus drop-in business.
			<b>Rates</b>	<b>Average annual # of members</b>	<b>Revenue by category</b>	
		Gold	\$525	100	\$52,500	
		Silver	\$430	200	\$86,000	
		Bronze	\$360	200	\$72,000	
		Total Average annual rate	\$421	500	\$210,500	
		Drop-in	\$15	2,200	\$33,000	Six people per day
		<b>Total</b>			<b>\$243,500</b>	
Walking Track and Circulation			<b>Rates</b>	<b>Number of Participants (not including Tiered members)</b>		
		Drop-in	\$2	18,000	\$36,000	Assume 50 people a day - drop in at \$2.00. per day
		Monthly per year \$180 per person for a year of monthly passes	\$180	55	\$9,900	Assume average of 55 people purchase monthly walking membership at \$15 per month for 12 months.
		<b>Total</b>			<b>\$45,900</b>	
Indoor Playground						Can be rented as part of Birthday party package. \$100/hour. Estimate seven parties a weekend. See below for more info. Play ground will be available for Drop-ins as well.  Will be available for Family Tiered Membership.
Local Art Displays					\$5,000	Could be a % on sales. Could be monthly fee. Could be quarterly fee. Not likely to be a major revenue generator.

Revenue Centres	Rates, Usage and Assumptions				Estimated Revenue	Notes and Assumptions
Studio Programs (Some could also be run in Community Centre)	Will be used for a variety of programs including: fitness, dance, yoga, karate etc.					Recreation programs at Pasadena generate over \$120,000 per year, in Paradise \$65,000 is generated. Existing recreation program participants in PCSP pay about \$100 per program depending on program type. Participation levels vary from 5 to 20 with some classes less than 10. Cost per session ranges from \$60-\$120 depending on number of classes per week. Total revenue to approximately \$17,000. In Paradise across all adult programs they had About 550 participants registered. On average another 221 were drop-ins. Their total program revenue of \$65,000. For Pasadena we do not have the detailed information on participants.
	Total for fitness yoga, dance, karate etc.		Average Rate per session	Number of Participants (not including Tiered members)	Revenue	On the basis of the above information Total revenue for PCSP will be in the order of \$65,000.
Studio Leasing Based on Hourly rentals			Hourly Rate	Hours		
			\$75	100	\$7,500	100 hours per year
Community Centre	Assume two adult parties per weekend at \$300 each.		\$300	100	\$30,000	PCSP current rates for Community Centre - Wedding \$350 all day - Adult 7 hour booking \$250- hourly rate \$40. Paradise rates for multipurpose rooms. \$200 or \$300 (depending on room) for an adult evening function. Birthday Party \$65- \$75 (depending on room). Hourly \$60. Rates for new centre are assumed to be higher than rates for existing centre.
Wedding	Rent for day and will have access to Kitchen		\$400	12	\$4,800	
Other adult parties	4-5 hour block		\$300	12	\$3,600	
Art Classes	Assume double the existing programming will occur in new centre.				\$18,000	
Total Birthday Party	Birthday parties see below.				\$56,400	
Community Kitchen	Available for large rentals and weddings.  Some programing will occur. Assume 24 classes per year each class has 12 participants paying \$40 each.		Per class revenue	# of classes		
a) Cooking Classes			\$480	24	\$11,520	
b) Weddings						
c) Parties						
Birthday Parties	Assume seven parties per weekend for a total of 350 per year. General Rates: \$100 for birthday party playground for one hour. (two per weekend) \$100 for kitchen only birthday party. (assume one per weekend) \$200 for Playground and kitchen party. ( assume three per weekend) \$250 for playground, kitchen and climbing wall. (assume one per weekend)		Rates	# per year		
			\$100	100	\$10,000	
			\$100	50	\$5,000	
			\$200	150	\$30,000	
			\$250	50	\$12,500	
	<b>Total</b>			350	\$57,500	
Educational/Event Kitchen	see above					
Cooking classes						

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Community Common Area	No revenue.					
Outdoor patio	No revenue.					
Leasable spaces a) Café b) Wellness Centre					\$40,000 \$36,000	
Sponsorship Revenue	Currently \$12,400 is earned selling sponsorships on sports fields. Assume new centre can double that level of revenue				\$25,000	
<b>Total Overall Revenue</b>					<b>\$790,170</b>	

**Expenses for Lifestyle Centre - Spreadsheet Model**

Expenses				
		Assumptions	Pasadena	Paradise
<b>Staffing Costs</b>				
	#	Salary		
Detail is in Main Report		As suggested by client.	Recreation Salaries \$299,105.00 Summer Program \$19,798. Total \$318,903	Total Staff Budget for 2018 is \$686,953 with benefits of \$137,387. Total Salary and benefits \$824,340. Salary by type of job: Fitness Attendant \$41,000 Reception \$48,000 Clerk \$50,000 Recreation Worker \$41,000
<b>Total</b>	<b>13.5</b>	<b>\$527,744</b>		
Wages in Current Budget		\$226,770		
New Centre		\$300,974		
Benefits		\$51,653		
Total Incremental salaries		\$352,627		
<b>Program Expense</b>				
		Expense		
Fitness		PCSP Budget estimate for 2018 shows \$17,640 in revenue from Fitness Programs. Expenses shown are 61% of Revenue. Assume same ratio For new centre. On a projected \$65,000 in program revenue expenses would be \$40,000.00	Have information on program expenses but have not used it in analysis.	Have information on program expenses but have not used it in analysis.
Library Expense		\$27,225		Assume Library expenses will increase by 50% once relocated to Centre.
Gym Expense		\$38,000		20% of revenue
Art Class Expense		\$14,940		Current expense ratio is 83% expenses.
Cooking Class Expense		\$8,410		Current expense ratio is 73% expenses.
Fitness Centre Expense		\$44,600		20% of revenue
<b>Other Building Expense</b>				
		Expense		
Electricity and Heat		\$125,000		Have this expense for Pasadena and Paradise. Using square footage factors increased their costs for larger facility at PCSP.
Phone and Internet		\$6,500		Assumed to be similar to Pasadena
Building Expense (including cleaning Supplies and Repair and Maintenance)		\$100,000		Have this expense for Pasadena and Paradise. Better information for Pasadena. Using square footage factors increased their costs for larger facility at PCSP.
Miscellaneous		\$50,000		About \$50,000
			\$55,637	\$88,200
			\$6,500	
<b>Total Expenses</b>		<b>\$807,302</b>		
<b>Net Revenue Summary</b>				
Total Revenue (from Revenue Spreadsheet)		\$795,170		
Total Expenses(as derived above)		\$807,302		
Net Revenue		-\$12,132		