



Family Sports Opportunity



GET ACTIVE

OVERVIEW

The family sports centre is an indoor, year-round exciting family experience that will be attractive to individuals, families and groups. It is designed to allow for full participation in any activity in the centre with 2 or 4 hours pass options – no additional fees or charges to participate in any of the activities. The concept is to have a series of competitive activities that allow you to compete against yourself, your family or your group – with prizes and trophies supplied for those group competitions.

It is recommended that this activity-centric business model be marketed as both a standalone attraction as well as partnering with other tourism businesses as part of a Camrose tourism package.

LOCATION

The centre is proposed to be located on currently available Camrose City property. A 20,000 sq foot steel building creates the space for the activities along with a 150-car paved parking lot for participants.

INITIAL CAPITAL “D” INVESTMENT

\$ 2,941,950

Market Opportunity

During the months of July through October 2024, the city of Camrose held a series of engagement sessions with tourism and business sector stakeholders to determine what the most obvious business opportunities within the city currently are. Part of that exercise was trying to determine what the brand of Camrose is and how it is perceived in the marketplace. The overwhelming consensus is that Camrose is seen as a destination that combines city sophistication with the rural ambience of a quintessential Albertan country town. Once one is removed from the more metropolitan feel of downtown, Camrose exudes the serenity of a pastoral, family-oriented farming community.

And yet – despite being the perfect distance from Edmonton and its surrounding suburbs, and despite Camrose being the perfect place to raise a young family as well as a university town, there does not exist many attractions/activities for families and/or youth above and beyond organized sports and one or two family-oriented outlets such as Recreation Destination, which is located on the main street and provides arcade games, billiards, karaoke aimed at both youth and adults.

As a result of the research into new Camrose tourism opportunities, over 30 potential businesses were subjected to an evaluation matrix that utilized over 30 criteria to determine which businesses would likely be successful. These criteria ranged from market demand to the competitive landscape, operational challenges, the amount of required capital and the projected return on that capital that was invested. At the end of this process a family sport centre experiences were ranked #2 out of all the business opportunities that were identified. This high priority was given in part because of the uniqueness of the FSC and the lack of any truly competitive comparator in Edmonton and area. While Edmonton has several family/child-oriented attractions they are all more amusement park-like, not sport-oriented and definitely do not combine multiple sport attractions under one roof. The best known of these amusement businesses in the Greater Edmonton area includes the following:

- Monster Virtual Golf – a golf simulation venue.
- Foam Fighters – an indoor NERF gun venue.

- Speeders – an indoor go karting venue.
- Bowling Centres – there are several bowling alleys.
- Launch Pad – an indoor trampoline park.
- Axe Monkey – an axe throwing venue and “rage room”.
- Wild West Shooting Centre – .22 indoor shooting range.
- Lazer City – lazer tag venue.
- All Star Indoor Playground – indoor playground for younger children.

The reality is that the FSC does not require a large structural footprint and can be executed without a major capital expenditure. From a labour perspective the positions required to run the business are all essentially unskilled and just require employees who enjoy being with people. Most importantly the owner of this type of business must have a desire to share their love of sports with their guests.

The Experience

Strength games include a bungee pull where the competitor is harnessed into a strong anchored bungee in a padded corridor just like they do for training in the NHL and NFL. The competitor runs as far as they can to tag or drop a Velcro marker to see who can get the farthest from the anchor before it pulls you back.

The [Botboxer Play](#) is an interactive boxing trainer that can read the force, velocity, and direction of every punch to give instant feedback. BotBoxer will react to participants performance at a lightning speed, dodging faster than a world champion boxer. Participants can climb up the leaderboard while having fun.



The powerful AI watches and analyzes the participants' body movements and adjusts to the unique style of fighting. It will dodge and escape participants punches unless they improve their tactics, maneuvers, and speed.

An obstacle course designed to challenge all

ages with built-in timers and displayed daily, monthly and all-time leaderboards by age class will be popular with all guests.

A number of **slacklines** strung over padded pits with various difficulty levels will test balance and speed for individual or group challenges.

The [BalancePlay Multi](#) is an advanced device



that integrates a computer and projector for an enhanced balanced sports experience (snowboarding, wakeboarding and skateboarding). The two person play competitive device supports forward facing, right and left footed boarding stances. Surfing will also be an option soon. This device includes a special safety mat and a safety bar for beginners and children and is an immersive gameplay experience with unique game environments displayed on the screen immediately in front of players.

An area of the centre will be dedicated to **accuracy and speed games for hockey** (slapshot speed and accuracy), soccer (goal scoring), basketball (scoring), and football (throw accuracy), baseball (pitching and batting cage), and golf simulators.

An interactive downhill ski simulator that replicates the same G-force effect as skiing down a real slope with complete immersion into world-famous ski slopes projected onto a stunning panoramic screen. Participants can ski in a challenge race against their friends and see who's the fastest with slalom, GS or downhill options for a thrilling race. Beginners can choose easy trails, while advanced riders can enjoy the most challenging courses. Guests can adjust snow conditions like



ice, slush or hard-packed snow, add bumps or set their own slalom course. No ski lifts, no lines, endless options!

An **indoor climbing wall/tower** with



Tru-Blue auto-belay

systems will provide a range of routes varying in difficulty, allowing for climbing instruction and challenges between various skills and ages.

The centre will also include a **laser tag course** for up to 24 participants with real-time video scores



and results displayed in the competition course.

The final proposed activity is a [Battle Cage](#), an exciting sword fighting game that is fun for players of all ages. Players strap on a belt, grab a sword and step into the cage to face off in this exciting attraction that is not only fun to play but fun to watch. The Battle Cage has amazing sounds, lights, and music. Advanced scoring software keeps track of points in real-time. The sword blades used in the Battle Cage are safe for players of all shapes and sizes.

Each of these activity areas will also have a seating/viewing area for participants and parents to enjoy the competition.



Finally, food and beverage services are provided to support the active guests during their stay or after they have finished playing. If the group has signed up for a competition, the top scoring guests will win a trophy or prize to commemorate their success.

These particular activities have been selected as they represent the best of the best of these types of activities that have been used successfully in other places. For example, a number of these activities were included in the Ontario Science Centre Sports Exhibition located in Toronto, and it was one of the best attended exhibitions in the history of the facility. They have also been chosen because of the diversity of the activities that allow participants of various ages and athletic abilities to participate.

Financial Projections

THE SEASON

The financial projections assume a 365-day season for the Family Sports Centre.

For the purpose of forecasting sales, the capacity of each component of the proposed operation has been identified. Each of the revenue components has projections based on a conservative sales forecast in terms of occupancy and capacity. Each revenue component starts at a different occupancy or sales level based on market demand and capacity of the experience. Occupancy and sales levels have been set on a monthly basis for the first year and projected for the remaining four years.

OPERATING CAPACITY/OCCUPANCY

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- Each revenue component starts at a different occupancy or sales level based on market demand and capacity of the experience.
- Occupancy and sales levels have been set on a monthly basis for the first year and projected for the remaining four years.
- Capacity is set at 500 guests and split 50/50 for projection purposes (2-hour pass/4-hour

pass).

- 2-hour Pass Blended Sales Rate: Year One 11.7%; Year Two 15.7%; Year Three 19.7%; Year Four 22.7%; Year Five 25.7%.
- 4-hour Pass Blended Sales Rate: Year One 15.0%; Year Two 19.0%; Year Three 23.0%; Year Four 26.0%; Year Five 29.0%. Conservative Projections

CONSERVATIVE PROJECTIONS

A conservative approach to the financial projections has been utilized, including:

- No projected increase to any rates;
- Growth has been projected at 4% per year for years 2 and 3; 3% per year for years 4 and 5.
- No revenues have been projected for future or expanded offerings (long table dinners, for example);
- Operating expenses have been projected to increase 5% annually;
- Bank/credit card charges of 3% on all revenues have been assessed; and
- Generous salaries and wages have been projected and staffing numbers have increased as sales increase.

CAPITAL COSTS

Land	Number	Cost per unit	Total
Mohler Lot 18 (Camrose)	1	\$ 500,000	\$ 500,000
Supporting Infrastructure			
20,000 sq ft Pre-fab Steel Building	1	\$ 500,000	\$ 500,000
Building Foundation, Electrical and Plumbing	1	\$ 400,000	\$ 400,000
Building Furniture, Fixtures and Equipment % of Build	30%	\$ 900,000	\$ 270,000
Strength Games (bungee run, Botboxer Play)	1	\$ 55,000	\$ 55,000
Obstacle course challenge	1	\$ 50,000	\$ 50,000
Balance challenge (slackline, BalancePlay Multi)	1	\$ 32,500	\$ 32,500
Hockey, Soccer, Basketball, Football, Baseball (pitching & batting cage) accuracy/speed games	1	\$ 42,000	\$ 42,000
Golf Simulators	3	\$ 20,000	\$ 60,000
Downhill skiing simulator (commercial version, president model)	1	\$ 102,000	\$ 102,000
Climbing Wall/Tower & Associated Gear (harness, helmets, self-belays, shoes)	1	\$ 75,000	\$ 75,000
Laser Tag Course & Battle Cage	1	\$ 63,000	\$ 63,000
Food & Beverage Station	1	\$ 40,000	\$ 40,000
Admissions/Retail/Electronic Waiver System/Associated Equipment	1	\$ 35,000	\$ 35,000
Parking Lot Paving (150 car)	1	\$ 200,000	\$ 200,000
Soft Costs			
Pre-Opening Marketing	1	\$ 250,000	\$ 250,000
10% Contingency			\$ 267,450
Class "D" Capital Budget Estimate Total			\$ 2,941,950