

Bailey Brosse
Allison Jones

B.A.'s Adventure World



Slogan and Logo

“The fun never stops”



Planning Team

- Owners- Bailey Brosse and Allison Jones
- Architect- Design building
- Construction- construct building designs and elements
- Financial Advisor- control budgets
- Lawyers- safety regulations
- Extreme Sports Contractor
- Supervisor- In charge of employees

Facility Description

- Location- Charleston, South Carolina
- 4 separate buildings
- Connected by enclosed walkway
- Center- pool and park
- Each building focus on specific age group
 - Building 1= Children
 - Building 2= Teens
 - Building 3= Adults
 - Building 4= Senior Citizens

Mission Statement

- Our purpose is to serve all members the highest quality of recreation and to promote a fun and safe leisure center for everyone of all ages

Goals

- Short term
 - Become recognized as best recreation center in Charleston, SC
- Long Term
 - Create locations nationwide
 - Recognized nationwide

Policies and Procedures

- Pool must be cleaned once a week
- 2 lifeguards on duty during pool hours
- Medical Staff on duty at all times
- Staff check in/out at start and end of shifts
- Always minimum of 5 staff per building at all times
- Staff must wear correct uniform
- Before staff leaves, everything must be in order
- All staff must maintain positive attitude towards clients
- Staff/ clients must follow the contract and procedures
- All members must sign in the building before starting classes

Programming and Scheduling

- **Building 1 (children)**
 - Karate/Martial arts
 - Art classes
 - Gymnastics
- **Building 2 (Teens)**
 - Teen club
 - Paint Ball
 - Music lessons
 - Rock Wall
- **Building 3 (Adults)**
 - Spa
 - Gym
 - Cooking Class
 - Nutrition Class
- **Building 4 (Senior Citizens)**
 - Arts and Crafts
 - Bingo
 - Game Center
 - Pottery class
- **Aquatics**
 - Water aerobics/classes
 - Swim lessons

Financial Process and Budget

- Multi-billion dollar company to improve and advance recreation for all ages. We are working with our financial team with our budget of 100 billion dollars
- Calendar year budget- July 1st- June 31st
- Short term goal- make profit within one year of opening
- Long term- break even, expand within 5-10 years

Budget Continue

- Expenses-\$4,503,000
- Revenue-\$1,209,000
- Membership
 - By building= \$500 yearly
 - All buildings= \$2500 yearly
 - Package for 2 members= \$4000
 - Family Package (4+)= \$6000
 - Guest fee= \$40

Retail Operations

- Concessions- one in every building, snack and smoothie bars
- Merchandise- T-shirts with logo and name, sweat towels, water bottles, swim gear



Marketing Plan

- Target Market- All ages, buildings for every age
 - Families, grandparents, communities
- Advertising- website= baadventure.com
 - Community newsletters
 - Commercials
 - Newspapers
 - Local magazines
- Sponsorship
 - Pepsi
 - Local Pizza Place
 - Xtreme Sports

Volunteers

- Recruit- Newspapers, advertisements, local high schools, colleges, communities
- 50 volunteers yearly
- Responsibilities- Assist workers and instructors, work in day care and senior citizen building
- Incentives- 25% off membership, free food and drink during work hours
- 10-20 needed for grand opening

Grand Opening

- Opening Date- June 5th 2015
- Special Events- Free use of facility and pool, classes, guest speaker
- Special Promotions- Free admission this day only
 - 20% off membership opening day only
 - Free Rita's Italian Ice
 - Guest Speaker- Rob Dyrdek
 - Sign autographs
 - Raffle- pay \$10 a ticket, winner wins one free day at Adventure World with Rob Dyrdek

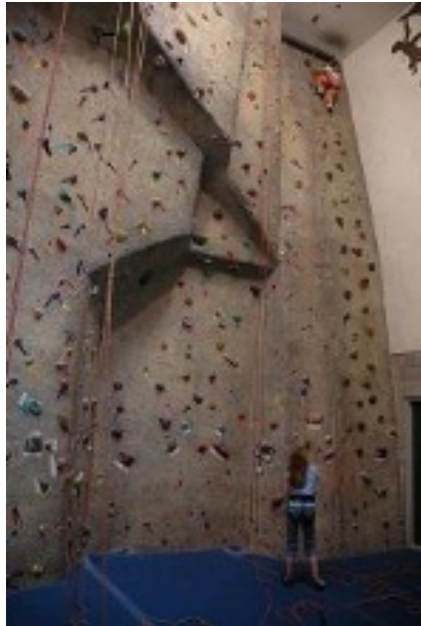
Layout of the Buildings



Building One



Building Two



Building Three



Building Four



Aquatics Center



Reference

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