



Gro Preschool &
Natural Education Space

James Long Regional Park Community Recreational and Family Tennis The **CRAFT** Academy

Proposal to Transform existing Outdoor Tennis courts to
Indoor Multi Sports facility

- Tennis
- Pickleball, Platform Tennis
- Basketball, Volleyball
- Fútsal
- Exercise classes
- Padel
- Events Center

Long Park - Virginia



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EXECUTIVE SUMMARY:

In September of 2019, a group approached our District Board of Supervisor with a proposal; to build a multi-sport, indoor complex at James Long Park over the 4 deconditioned tennis courts. It was proposed as a public/private partnership to secure a 20 year land lease for enhancing the recreational opportunities for residents in the Northern part of Prince William County. There would be no tax payer dollars to build the facility, and the County would receive a usage fee for each of the years (starting in yr 3). At the end of the term, the County receives the complex.

The facility will be unique. the space will be a versatile, multi sport/activity center for all ages. What makes it unique is two fold:

Matt Lacy (Va. Soccer) is in favor of the project. Seniors love the idea; a multitude of activities that are offered out of the heat. Parents of children favor of the facility because there is no cancellation of activities. It is a win/ win for the County and its residents.

The benefits are year round:

- community health and wellness programs/activities
- recreational and league play opportunities for all sports
- shared percentage of revenue with the County

The proposed indoor activities include:

- | | |
|--|---------------------------------|
| -futsal / soccer play and instruction | -tennis play, programs, leagues |
| -pickleball play, leagues, instruction | -padel play/instruction |
| -basketball leagues | -volleyball |
| -health and wellness classes | -practice wall |
| -events center | -day care classes |

The proposed outdoor activities include:

- | | |
|--------------------------|------------|
| -platform tennis | -squash |
| -additional tennis court | -badminton |

The residents of Northern PWC will now have the opportunity for a variety of activities that have instruction, participation, or just to experience.

It is understood the LLC would be paying Real Estate Taxes on the improvements made.

1. OFFEROR QUALIFICATIONS

a. LEGAL STRUCTURE

Private equity will finance the project in total. We would form an L.L.C. ; name TBD.

b. EXPERIENCE

-DEVELOPMENT AND CONSTRUCTION MANAGEMENT

The development and construction will be headed by Gretchen Yahn, a well respected owner of Castlerock Enterprises. Gretchen’s work includes being project manager for the Reston Towne Center office building, the Robert Trent golf club house in Gainesville, and many custom luxury homes in the area.

-OPERATIONAL MANAGEMENT

John Dokken provide qualified management oversight of the facility. John acted as the General Contractor for a two indoor court building when he was part owner/ General Manager of Stonebrook Club in Winchester. John’s operational experience includes Director of Tennis at the Country Club of Detroit and Head Mens Tennis Coach at University of Virginia. Henry Ohrstrom plans to join the management team in the Spring of 2025 when he completes his Masters in Facilities Management.

-ADVISOR

Kevin Dowdell built and managed the last new tennis building in the Mid Atlantic Region; The Montgomery TennisPlex. Many of our financial figures used in the projected financial statements are from Kevin’s historical financial performance at the PLEX. Montgomery County Maryland and Prince William County share very similar population and income demographics. So we feel comfortable with our projected numbers and assumptions.

c. CONTACTS

John Dokken Operational Management

Gretchen Yahn General Contractor

Clarke Ohrstrom Majority Owner

Barbara Proctor Great Western Buildings

d. FINANCIAL STATEMENTS

The projected financial statements are at the back of this document, or in a sealed envelope.

e. DISQUALIFICATIONS

Our team does not have any individuals who would be considered for disqualification due to conflict of interest.

f. SUFFICIENT WORKERS:

Front desk staff, cleaning crew and procedures, instructors of all activities will be hired once the project is approved.

g. DESIGN AND CONSTRUCTION FIRM STATEMENT/PACKAGE

| | |
|-------------------------|--|
| Great Western Buildings | Proposed building and costs have been prepared |
| Printed drawings | Included in the packet - Great Western Buildings |
| Site information | Dewberry Engineers bio retention plan |
| General Contractor | Castlerock Enterprises; Gretchen Yahn |

2. PROJECT CHARACTERISTICS

a. PROJECT DESCRIPTION

A multi sport indoor facility on the four reconditioned tennis courts at James Long Park. This versatile indoor facility will offer a wide variety of wellness activities to Northern Prince William County residents at really no taxpayer expense. In prior discussion with County officials, 16 additional parking spaces will be part of the project, and access to expand and build over the existing tennis facility footprint.

The conceptual design is provided in the back of the presentation.

b. WORK TO BE PERFORMED BY THE COUNTY

Secure permission to expand the facility footprint from its existing pad.

Allow access to the nursery bathrooms until the water line is run into the park.

c. PERMITS

We would need permission from the Board of Supervisors to begin this project.

d. ADVERSE IMPACTS

There would be a user fee for use of facilities on public land.

e. POSITIVE IMPACTS

An indoor facility that can be used for a variety of activities for all the residents of the Haymarket area. Individuals can reserve space to use the space for their desired activity. Group participation/league and instruction will be provided in soccer, tennis, pickleball, padel, group exercise classes, volleyball, basketball, badminton, practice walls.

f. PROPOSED SCHEDULE

During the day when schools are in session, a wide variety of adult activities would be offered; ie tennis, pickleball, padel, taiji classes, aerobic exercise classes, weight training. nursery school programming and home schooled programming would be offered.

After school would be packed with Futsal practices/games, kids tennis and pickleball, High School volleyball, basketball, baseball, etc.

Weekends would be games, practices for all offered activities.

g. RISK FACTORS

None

h. OWNERSHIP OF PROJECT

The investment group would own the project. John Dokken would head the project in cooperation with County officials and the General Contractor.

i. PHASED OPENINGS

The project would be open when the building is erected and all facilities under roof are in place. In the opening phase, port a potties and/or use of nursery restrooms will be necessary. Additional open space around the building would ?could be used to add platform tennis, squash court, additional multi use court.

j. ASSUMPTIONS

Assume that County officials can help push the permit process forward soon for consideration.

Assume this entire process of review, revision, public input, and approval is no more than 120 days. In that way, construction could begin January 1, 2025 , and be operational by late Summer 2025.

k. CONTINGENCIES

None that are planned.

3. PROJECT FINANCING

a. PRELIMINARY COSTS ESTIMATE / DEVELOPMENT/FINANCING/OPERATIONS

The building operators are prepared to obtain/ provide private financing for the design, build, and operations of the facility. The cost estimate is based upon submitted estimates, past facility design costs, and the best information we have to date.

b. ASSUMPTIONS OF FINANCIAL ELEMENTS

The assumption is that the operators can charge a user fee for usage of the facilities. County residents can reserve their desired facility space on-line, and pay online as well. These fees are in line with(or under) what private facilities charge. There are no membership fees; only pay as Virginia Soccer, Battlefield High School, and Dominion Valley CC to secure indoor space for their activities.

c. RISK FACTORS

The process drags on and it loses interest/confidence from private equity interests.

d. REQUESTED LOCAL/STATE/FEDERAL RESOURCES

Request that local influencers champion the facility for decision makers for the health, and well being of PWC residents .

e. COUNTY OBLIGATIONS

Push this review process/ approval process along as quickly as possible.

f. INTEREST RATE IMPACT / FEES

This project is financed by private investment, so interest rates/fees are not pertinent.

4. PROJECT BENEFIT AND COMPATIBILITY

a. COMMUNITY BENEFIT

Potential weekly programming SENIORS:

-Exercise classes, tennis, pickleball, taiji, padel, weight options

Youth recreational leagues:

-futsal, volleyball, basketball, tennis, kickball, badminton

Home school fitness activities and instruction:

Fitness classes and programs

Summer camps, clinics, tournaments, instruction

Events center

Social wellness and gathering space

b. SUPPORT

Va. Soccer: Matt Lacy supports the project and would schedule games, instruction inside

Battlefield HS supports the project for indoor tennis development, track and field,

Dominion Valley CC supports it for indoor tennis/pickleball options and scheduling

c. PUBLIC, BUSINESS, AND GOVERNMENT ENGAGEMENT

This element has not been explored since this project was just idea that has been floated for over 4 years.

d. COMPATIBILITY WITH LOCAL COMPHRENSIVE PLAN, INFRASTRUCTURE DEVELOPMENT PLANS, AND CIP

I am not aware if this project is in line with its overall compressive plans

Opportunity Overview

Long Park presents an extraordinary opportunity for Prince William County residents to benefit from a fun, healthy, multi-sport facility – year-round!

▪ **Healthy Lifestyle Choices**

- Tennis, Futsal, Pickleball, Padel, Platform Tennis, Basketball, Volleyball, Exercise classes, Events center
- Highly correlated with educational progress, mental health and wellness in young students
- Affordable

▪ **Prince William County benefits**

- Year-round park utilization
- The CRAFT building is compatible for a variety of sports activities
- Limited economic investment from the County
- A post Covid, indoor facility that features openness, and a multi-use platform for the benefit of all PWC residents
- A standing model for new facility buildings in the recreational industry

Team

Our team is highly experienced, has the highest level of integrity and is highly committed for success in Prince William County

JOHN DOKKEN

Professional

- Former Tennis Director of Tennis Stonebrook Club, Chestnut Forks Club, Country Club of Detroit
- Former Head Men's Tennis Coach UVa. - Played professionally in Germany, Spain, France
- Owner, operator of a tennis club that built 2 indoor courts

Education

- UVa. Undergrad, Education
- MBA, JMU

GRETCHEN YAHN

Professional

- General Contractor
- Owner, Castlerock Ent. Inc
- Project Manager Reston Towne Center, Robert Trent Golf Course, Custom Homes

Education

- University of Florida, Glen R. Rinker School of Building Construction

OHRSTROM FAMILY

Professional

Local long time resident of Facquier County and is owner, founder, operator of multi - businesses.

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SREESH GUNDA

Professional

- Information Technology Executive in Frontier Communications
- CEO and President of Adnug IT

Education

- MS in Information Systems, Strayer University
- PhD in Information Technology, Capella University

SWOT Analysis

The strengths and opportunities appear to clearly outweigh the challenges

Strengths

- Large demand for indoor tennis, soccer, pickle ball in PWC
- Increased activity offerings: basketball, volleyball, classes
- A post-Covid building; open air flow
- Gretchen Hahn as GC, advisor
- Kevin Dowdell as an advisor on the project
- Dokken's experience in metal building installation, 2001
- Cumulative technological and business experience of the Investor group

Opportunities

- Support existing tennis, pickleball, futsal programs with year-round participation options
- Va. Soccer Association supports the project
- Rapid initiation of Year-round racquet sports capacity
- Leverage existing "templates" for budgets, lease agreement, etc. from Montgomery Tennis Plex (PLEX)
- Year-round multi sport, racquet sports capacity, unique

Weaknesses/Challenges

- Need to run water/sewer , electric to the building - County
- Uncertainty of permit process

Threats/Risks

- Timeline and permits
- Potential cost and time required for storm water management (SWM) and other potential construction requirements
- Delayed process increases project costs

Our Value Proposition

We will provide high-quality, enjoyable sports programming, and play opportunities for PWC residents of all ages and abilities

| Demographics | Benefits |
|---------------------------------|--|
| Children (4 to 18 years) | <ul style="list-style-type: none">▪ Learn -- for a lifetime of wellness, mental wellness, social/networking benefit▪ Compete – for self esteem, fitness, and confidence▪ A multitude of lifetime sports options: futsal, tennis, pickleball, platform tennis, squash, exercise class options |
| Adults | <ul style="list-style-type: none">▪ Stay fit▪ Many options to choose from to be active and challenged▪ Provide extra-curricular opportunities for children |
| Seniors | <ul style="list-style-type: none">▪ Stay fit▪ Discounted play during the day▪ Play Pickleball, taiji, platform tennis, socialization center, exercise classes |
| All PWC Residents | <ul style="list-style-type: none">▪ Learn -- for a lifetime of social benefit and wellness |

Proposed Public-Private Partnership Contributions

Intention is for outside capital and experience along with high sports demand to pave the way for a minimal level of County support

OUR TEAM

Up-front

- Capital for metal building, HVAC, , lights, equipment, 16 parking spots o
- Planning/ construction oversight
- Programming, staffing, customer service that is of high quality at our risk

Ongoing

- Staffing, programming, operations, marketing
- ALL FINANCIAL RISK on investment group, clearly understood the group takes all the risk
- Day to day operations
- Business setup/tech - Investment group

COLLABORATIVE

Up-front

- Define MOU
- Operations Agreement negotiation
- Aid in permitting process
- A 2% of gross profit to County for 20 years, starting in year 3
- Addition of platform tennis, squash court

Ongoing

- Coordination (with soccer, baseball, etc.)
 - o Events, parking, security, etc.

PRINCE WILLIAM COUNTY

Up-front

- Timeline for sewer/water/electric run to CRAFT building
- Project Manager assistance...?

Ongoing

- Promotion (e.g., listings for programming, summer camp, etc.)
- Trash removal and extermination
- Snow removal, salt, etc.
- Park maintenance and security

Preliminary Budget Estimates

Virtually all of the hard costs will be covered by private investors

UP FRONT BUDGET

Components

- Metal building, HVAC, lights, installation
- Admin. and security equipment and technology
- Marketing and website
- Planning and promotion
- Legal ▪ Accounting
- Working capital
- Restrooms until lines are run to the facility

Estimated Cost

-

OPERATIONAL BUDGET

Components

- Coaches, admin. staff and payroll
- Utilities
- Insurance
- Tennis equipment and supplies (racquets, balls, targets)
- Admin. equipment and supplies
- Marketing and website
- Building maintenance – general and winter
- Credit card fees
- Bookkeeping/Accounting and legal
- Security ▪ Capital replacement fund
- Taxes

Estimated Annual Cost

-

Next Steps

By starting now, we can break ground in Summer 2025 and be up and running by Winter 2025.

- Receive a go / change review from PWC , agreed upon MOU's
- Written authority for land lease for 30 years
- Estimated timelines, marketing, public hearing
- Map out first steps on court rebuild, metal building deposit
- Company formation, registration
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