



LAKES AREA
SKATEPARK

Business Plan 2023



Table of Contents

Business Plan 2023	1
Table of Contents	3
Executive Summary	4
Our Story	4
PUSH Program	4
Marketing Plan	5
Target Audience	5
Marketing Techniques	5
Operations	8
Financial plan	9
Fundraising Goal - S.M.A.R.T. Format	9
Skatepark Concept Rendering	11
Skatepark Cost Estimate	12
Financial Spreadsheet	12
2022-2023 Fundraising Plan	13
Impact Summary	16
Service	16
Fundraising	16
Promoting Extreme Sports	16
Community Recognition	17
Skatepark Forecast	17

Executive Summary

Our Story

The Lakes Area Skatepark Association (LASA) is a nonprofit whose mission is to provide a safe and accessible skatepark for the Lakes Area youth and community. Our vision is to promote extreme sports as a healthy outlet for youth. Providing a safe space is the largest part. Aided by the help of Brainerd Community Action as our fiscal agent, we have been hard at work raising funds for our skatepark project since the Summer of 2021.

With the number of youth extreme sports enthusiasts rising, we feel a skatepark is a very important facility that the Lakes Area needs. Right now, there are countless youth riders with nowhere to go. As a result, our youth will resort to riding in the streets which are unsafe. Furthermore, through safe spaces like skateparks, extreme sports offer positive mental and physical benefits for participants.

Our fundraising goal to build a 15,000+ sq. ft. Lakes Area Skatepark is \$1 million. Since the Brainerd Lakes Area is such a large community, we feel our goal will best help our area get a regional skatepark that will fully support its numerous extreme sports participants. Our regional skatepark will positively impact thousands of youth riders for years to come.

You can explore our full story at LakesAreaSkatepark.org.

PUSH Program

While our largest motivator is providing a skatepark for the Lakes Area Community, through fundraising efforts, our *PUSH* program was born. We realized we have a bigger responsibility than just raising money. *PUSH* combines the powers of extreme sports and community involvement to create wellness & funds for a Lakes Area skatepark.

Since the Summer of 2021, We have been striving to promote extreme sports, provide community service and host community events. Through *PUSH*, we have not only raised funds for our skatepark project, but have made a positive impact on our community around us. By putting on our own community events, we have been able to encourage extreme sports as a healthy outlet for youth. We also have partnered with other nonprofits to help with their community events. These organizations include Brainerd Jaycees, Camp Confidence, the City of Brainerd and Crossing Arts Alliance.

Marketing Plan

Our marketing strategy is to exhibit our efforts, capitalize on fundraising and help the Lakes Area community realize the importance of a skatepark. Marketing our progress is crucial for showing stakeholders the impact we are making. We hold our brand to high standards because we know we have to be reputable to be taken seriously. We also understand that consistency is key when wanting to be recognized easily. Since a skatepark is so relevant, our target audience is a large group in the Brainerd Lakes Area. We reach our target audience through an array of marketing tools.

Target Audience

We have different categories of target audiences.

- 1) Potential users of the skatepark
 - a) We target the Lakes Area youth, extreme sports enthusiasts and family members of participants.
- 2) Businesses in the Lakes Area who will benefit from the positive economic impact of the skatepark.
- 3) Community members and organizations who want to better the community through youth activities.

Since we feel a skatepark is an important staple that our community is missing, we are always looking to expand our target audience. We have found that people of all demographics feel that a skatepark is something the youth needs in the Lakes Area.

Marketing Techniques

Depending on our audience, we use a variety of marketing tools. We do our best to keep our efforts fresh in our audience's mind with consistent marketing.

- 1) Word of mouth
 - a) This is one of our most effective tools. Not only is it free, we are able to build a following for promotion and volunteering.
 - b) The extreme sport community has a strong network to help with our outreach.
- 2) Direct Contact
 - a) This technique is used mainly for acquiring business sponsors for our fundraisers and building relationships.

- i) We feel networking is very important. A friendly call or in-person visit is crucial to growing connections with our community.
- 3) Website
 - a) Our website is the information hub. We use our website for event details, advertising and portfolio.
 - b) We keep our site as up to date as possible. Our home page always has the latest achievements front and center.
 - c) We try to funnel people to our website to showcase our efforts and create online donation opportunities.
- 4) Social Media
 - a) Social media is our strongest tactic. We currently have Facebook and Instagram accounts that reach over 800 people.
 - b) Our goal is to post at least once a week to stay fresh in people's minds.
 - c) We use social media for many reasons.
 - i) Promote the importance of skateparks in communities.
 - ii) Advertise fundraising opportunities and events.
 - iii) Show progress of our efforts.
 - iv) Thank sponsors and donors.
 - v) Ask for volunteer help.
- 5) Email Newsletter
 - a) We put out a quarterly newsletter to followers.
 - b) We are trying to grow our newsletter to make a direct connection with our audiences.
 - c) We always give the latest news and achievements. Our newsletter also creates advertising opportunities for fundraisers.
- 6) Mailers
 - a) Though expensive, Every Door Direct Mail through USPS is our secret weapon. We use it for reaching large amounts of community members.
 - i) One notable event that was a success because of mailers was Thrash the Trash.
 - (1) We not only gained countless donors, we were able to let hundreds of households know about our efforts.
 - (2) The ROI was well worth our investment.
- 7) Flyers
 - a) There are many local businesses that have community boards to post our flyers.
 - i) It's hard to track the impact of flyers, but they are an inexpensive way to reach passersby who may not have heard about us otherwise.
- 8) Vender Booth
 - a) We take advantage of community events that offer vendor booths. This gives us a personable opportunity to reach all walks of life.
- 9) Local Media
 - a) Over the year, we have established working relationships with local media outlets Brainerd Dispatch and Lakeland Public TV.

- b) We use local media for event promotion and fundraising updates.
 - c) These media outlets give us the chance to get our word out for free to everyone exposed to the news.
 - i) Getting exposure also beefs up our portfolio for potential investors.
- 10) Brainerd Lakes Chamber of Commerce
- a) We are proud members of the Brainerd Lakes Chamber.
 - b) The chamber offers many advertising and networking opportunities to connect with area businesses.
 - c) In the past, we have taken advantage of their weekly Newsletter to promote events.
 - d) There are many Chamber tools we plan on tapping into throughout our fundraising campaign.
- 11) Community Service
- a) We have met many amazing organizations and people through our service work.
 - b) We have created great relationships that have helped immensely with networking and fundraising.
 - i) These organizations include Brainerd Jaycees, the City of Brainerd, Crossing Arts Alliance, Camp Confidence and the St. Joseph's Foundation

Operations

The Lakes Area Skatepark Association is fully run on volunteer power. Our board members are committed volunteers. We also pull from a pool of community members to help with events or tasks. Our staff is small, but we are hoping to delegate duties by adding a volunteer/membership coordinator. As we grow, we will reevaluate our core team and expand further.

Currently our board members' jobs are to perform administrative tasks, grow our fundraising network, market, build community relationships, manage volunteers and manage events.

Lakes Area Skatepark Association Board of Trustees

Jake Rennaker

Chris Taylor

Scotty Korwes

Ethan Marichalar

Jonathan Vadnais

Josh Turing

Andy Dabbs

Financial plan

In the summer of 2021, Brainerd Community Action became our fiscal agent, granting us 501c3 nonprofit status. Since then, we have taken in over \$78,000 and have had \$6,600 in expenses. We try to keep our expenses to a minimum by following the 25/100 rule that states: a well-run nonprofit spends only \$25 or less to make \$100. All expenses we do acquire are treated as investments that go back into the skatepark project to grow more funds or enhance our brand. To stay on track with our fundraising timeline, we watch our finances closely. Running a tight ship not only helps us stay on task, it also is a barometer to find out what works and doesn't work.

Notable wins have been a \$5,000 grant from the St. Joseph's Foundation and a \$750 community grant from Brainerd Community Action. Other large donations include a \$15,000 birthday fundraiser from Jarrod McKinney, a \$10,000 donation in memory of Brian Engelstad, a \$15,000 donation from Clow Stamping, \$5000 donated by Brainerd Skate Co, \$2,500 from the Brainerd Lions and \$2,000 donated by Brainerd Eagles.

Overall, the skatepark will be funded in three parts. Local fundraising through the association, City of Brainerd matching funds and finally a Minnesota state matching grant. We have been asked by the City of Brainerd to present our financial achievements and start talking about city funding in late 2023.

Fundraising Goal - S.M.A.R.T. Format

Specific Goal:

The Lakes Area Skatepark Association has an overarching goal of \$1 million to fund a 15,000+ sq. ft. skatepark. Funds raised will be used in various ways.

- 1) Investing
 - a) A fraction of the funds that we take in will be used to put back into our fundraising plan. We will distribute funds into LASA merchandise, programs, events, advertising and strengthening our brand.
 - b) We strictly follow the 25/100 nonprofit rule.
- 2) Community Support
 - a) We have been given donations in return for our assistance at events. If ever we need to pull from another non-profit for help, we would return the favor and give a donation for their efforts at our event.
 - b) There may be future community programs we would give to in order to better our communities' well-being and promote our interests.
- 3) Building the skatepark
 - a) Design

- i) Part of our funds will go into conceptual and construction design plans.
 - (1) Conceptual Design - A skatepark company will sit down with us to create our own custom skatepark design.
 - (2) Construction Design - After our concept design is formed, the skatepark company will convert the concept into blueprints.
- b) Materials
 - i) Material costs include everything from concrete to lumber.
 - ii) This also comprises necessities like permits and land testing fees.
- c) Labor
 - i) Labor includes paying for workers during construction, as well as lodging while they are in the Lakes Area.

Measurement:

During our fundraising process, we will be keeping close track of where our goal is. We're going to measure our goal by documenting our progress on a spreadsheet and cross referencing with our goal timetable. Our timeline is listed below.

Achievability:

Through the help of community support, business support, grants, city funds, private funds and state funds, we feel our \$1 million goal is highly achievable. By staying motivated, tapping into available dollars and allowing enough time, we are confident in obtaining our goal.

Relevance:

Skateboarding has been growing exponentially over the decades. Despite the many youth who participate in extreme sports, there is no safe place to practice in the Brainerd Lakes Area. Now more than ever, we need a skatepark for our area youth. We have been approached by numerous people who also strongly feel the Lakes Area Skatepark is a necessary asset to our community.

Setting our goal to \$1 million is a relevant undertaking. The Brainerd Lakes Area is a giant in the Minnesota tourism network. The \$1 million would fund a regional skatepark, which would be able to support the surrounding cities and greater Minnesota. By attracting so many people, our skatepark will not only be an asset for our community, but our economy as well.

Timeline:

Our \$1 million skatepark fundraising goal is based on a 6-year plan. We understand the large commitment will take vast support, investment and time. We are motivated to move our goal at a faster rate than listed below, but want to keep our timeline realistic.

- 1) Our initial goal was \$50,000 by early 2023, but we have surged past that. Our current goal is \$100,000 in 2023.
- 2) \$150,000 in 2024
- 3) \$250,000 in 2025
- 4) \$500,000 in 2026

5) \$1 million in 2028

Skatepark Concept Rendering



MEMORIAL PARK SKATEPARK CITY OF BRAINERD, MINNESOTA

CONCEPT DESIGN 05.06.22

Skatepark rendering provided by Spohn Ranch Skatepark Company. This is only a temporary

concept design. We will create our own custom design when the time comes. Our design will be a similar size.

Skatepark Cost Estimate

SCOPE OF WORK:	ESTIMATED COST:
DESIGN DEVELOPMENT & CONSTRUCTION DOCUMENTS	\$30,000.00
MOBILIZATION & GENERAL CONSTRUCTION REQUIREMENTS	\$90,000.00
DRAINAGE	\$45,000.00
EARTHWORK	\$145,000.00
CONCRETE ELEMENTS/TERRAIN	\$325,000.00
CONCRETE FLATWORK	\$225,000.00
STEEL COPING, EDGE PROTECTION & GRIND RAILS	\$175,000.00
TOTAL ESTIMATED COST:	\$1,035,000.00

Estimate provided by Spohn Ranch Skatepark Company.

Financial Spreadsheet

Donations	\$49,279
Events	\$19,604
Online Crowdfunding	\$4,131
Grants	\$5,750
Expenses	-\$6,613
Gross Total	\$78,764
Net Total	\$72,151

2022-2023 Fundraising Plan

To reach our \$1 million goal, we have a plan set in place. Our fundraising plan is an ever-changing map of events and community service. We have main events planned, but other fundraising opportunities crop up throughout the year. This plan is continually updated.

- 1) Frozen Fore Cleanup February 2023
 - a) We are helping Camp Confidence clean up their Frozen Fore event in exchange for a donation.
- 2) Run for the Lakes April 2023
 - a) This is another Brainerd Jaycees event we hope to assist at. We will receive a donation for our efforts.
- 3) Spring Trash Cleanup May 2023
 - a) We plan on talking to local nonprofits about picking up trash in a sponsored city park for a donation. We may also create our own trash pickup fundraiser.
- 4) Go Skate Day Event June 2023
 - a) We will be celebrating Go Skate Day around June 21, 2023 with an extreme sport event.

- b) In 2022 we hosted a barbeque event where we sold pulled pork sandwiches to donors. We are still undecided whether we would like to serve food again or raise funds a different way.
- 5) Arts in the Park June 2023
 - a) During Arts in the Park, we will have a booth for promotion, art sales and merchandise sales. We may put on a raffle to raise extra funds.
- 6) Street Fest July 2023
 - a) Street Fest is another Brainerd Jaycees event we hope to help at. Again, we will receive a donation for our efforts.
- 7) Crow Wing County Fair August 2023
 - a) Our 2022 CWC fair booth was a success.
 - b) We will be at CWC fair in 2023 as another fundraising opportunity with a raffle, game and merchandise sales.
- 8) Extreme Sport 5k September/October 2023
 - a) One idea we have been looking into is a 5k style event for extreme sports. Through participants at this event, we will raise pledges from peer to peer fundraising.

Other Fundraising Sources

- 1) Merchandise
 - a) As it stands, we have a supply of merchandise for fundraising and promotional uses.
- 2) Membership Program
 - a) We are currently planning to release a membership program in 2023.
 - b) This program will be a monthly program with perks for members.
 - i) Its goal is to create strong relationships with patrons and create consistent cash flow.
- 3) Sponsorships and Donations
 - a) Sponsors and donors will be our largest area of financial support.
 - i) Donors
 - (1) We currently have multiple organizations interested in making donations to the skatepark. We will continue talks with potential donors.
 - (2) Building new relationships with businesses, organizations and families is crucial to achieving our financial goal. We will be continually reaching out to new donor opportunities.
 - (3) On a smaller scale, our crowdfunding site and donation boxes have been a great way of garnering support from community members.
 - (4) Dollar roundups at local retailers is a tool we are going to look into. This will also create a constant cash flow.
 - ii) Sponsors

- (1) We have relationships with many Lakes Area businesses that have sponsored our fundraising efforts with products.
 - (a) In return we always like to advertise our proud sponsors.
- (2) Skatepark Sponsors
 - (a) Obstacles
 - (i) As our skatepark project starts taking off, we plan on selling obstacles and equipment of the skatepark in exchange for permanent advertising.
 - (b) Bricks
 - (i) Donors will pay for a name engraved brick to be placed at the skatepark.

4) Grants

- a) Skatepark Project
 - i) Formerly the Tony Hawk Foundation, the Skatepark Project gives skatepark grants to communities in rural and low-income areas.
 - ii) We will be throwing our hat in the ring when the time is right to win the maximum \$25,000 grant.
 - b) Minnesota business grants
 - i) We have a running list of grants through organizations in the Brainerd Lakes Area that our project is eligible for.
 - c) Non profit grants
 - i) There are yearly foundation and local nonprofit grants available in our area.
 - (1) Notable grants are through the St. Joseph's Foundation, Brainerd Community Action and Crow Wing Energized.
- 5) City of Brainerd funding
- a) When we raise a substantial amount, the City of Brainerd has shown interest in matching our funds.
- 6) MN State Skatepark Grant Matching Program
- a) Currently, Minnesota has a grant matching program for skateparks.
 - i) Funding is at \$250,000 in total.
 - ii) Minnesota is looking at revamping their grant matching program and expanding to \$15 million of available funds.
 - (1) If a special session is called in 2022, the grant program could be accepted.
 - (2) If approved, this program would supply up to \$350,000 per skatepark project in Minnesota.

Donor Appreciation

Within our fundraising plan, one highly important part is showing our appreciation for any support that we receive. We feel it is crucial to show how sponsors and donors' funds have

positively impacted our projects and events. Giving thanks is also a way to build strong relationships in our community.

We typically send our donors a thank you email or letter. Aside from a letter, we also give thanks on our website and social media accounts. This opportunity provides advertising and acknowledgment. We are grateful for any backing because our skatepark project will not happen without a massive amount of support from our community.

Impact

It is clear that our main goal is to provide a safe and accessible skatepark for the Lakes Area youth and community. The reason we are working hard for a skatepark is to better our community. Along the way, we have grown a passion to positively affect others with our *PUSH* program. Doing this gives us the optimal formula to grow skatepark funds and foster our community.

Service

We have helped hundreds of Lakes Area citizens over the last year through our own events, as well as other non-profits' events. These events include Thrash the Trash, Ice Fishing Extravaganza, Run for the Lakes, Frozen Fore and Street Fest. We love to help local non-profits with their work. Because of our commitment to service, we were named the main beneficiary by Brainerd Jaycees for their Street Fest 2022 event.

Fundraising

Within the last year, we have raised over \$70,000 of grass roots funds. A good portion of our capital has been raised from local fundraisers. We have taken advantage of funding opportunities continuously. By using a variety of funding options, we had the ability to find out what works and what we can improve on. We are excited to use this new knowledge and take 2023 by storm. Keeping our plan up to day will be a guiding source in our efforts. We look to exponentially grow our funding opportunities over the coming years. As we keep pushing toward our \$1 million goal, we will continue to promote our success. Doing this will not only directly show stakeholders our progress, but help nurture our fundraising network. We are very eager to share our story every step of the way.

Promoting Extreme Sports

Youth need a place to ride safely, but they also need healthy outlets. By promoting extreme sports as that outlet, we are getting to the heart of our skatepark project. Over the last year, we have heard tons of positive feedback on the impact we are making for our youth riders. We have facilitated multiple extreme sport events, including giving skateboard lessons to kids. These events consist of Tricks and Treats, Spring Skate Session, GnarBQ, Last Dance of Summer and Brainerd Skate Co grand opening. Having no accessible place to ride in Brainerd, we also

created our own portable skatepark for youth to use at our events. We are motivated to cultivate extreme sports in the Brainerd Lakes community.

Community Recognition

We have been recognized by many organizations for our efforts of promoting extreme sports and community involvement. News outlets have also taken notice of our cause and have shared our story with the Lakes Area community. Our promotion objectives are to help the community realize the importance of a skatepark and show our impact throughout our journey.

Skatepark Forecast

Once built, the Lakes Area Skatepark will be a priceless asset for our Lakes Area youth and community. Over 1500 area citizens have shown their support by signing our petition and voicing why they feel the Brainerd Lakes Area needs a skatepark. It is proven that skateparks have positive effects on the area's economy and the general well being. Surrounding cities with quality skateparks, including Aitken, Crosby, Bemidji and St Cloud, are all prime examples of how skateparks positively impact communities. Park boards from both St. Cloud and Bemidji have even reached out to share how their skatepark is a crucial staple. In the near future, we are excited to share our success with other communities advocating for a skatepark.