

# Health/Fitness Park Grant Proposal

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## **Abstract**

Entailed in this grant proposal is the idea of having a multipurpose health park that serves as an extension of the hospital. Our health park will include patients from the hospital as well as outside customers. It will have a wide variety of features including a universal weight room with natural lighting, track, swimming pool, a refuel station, and many more. Another feature that our health park is advocating is an incentive program. Members will have the opportunity of referring new members which will in return give them access to things such as one month of free membership, a free training session with one of our trainers, and many more incentives. When it comes to personnel of our facilities, we will have personal trainers, athletic trainers, physical therapists, occupational therapists, and then personnel from the hospital such as PA's, doctors, and many more. With this wide range of services that we will provide, we will need a facility large enough to accompany all of this. A two-story building that has around 12,000 square feet with the proper plumbing and electrical work is estimated to be enough for this type of project. The square feet alone (\$100-155 per square feet) would come out to around \$1.9 million dollars. If you include all the equipment that we would need, the total is estimated to be around \$250,000, putting this project total at around \$2.15 million dollars. The cost of this park is rather expensive, but in the long run it will provide many services that can benefit a wide range of people at an affordable rate. It will also bring an exciting new feature to the community that will allow more individuals to partake in a healthy lifestyle.

## **Project Description (SWOT Analysis and Facility Design)**

According to Investopedia.com, SWOT stands for strengths, weaknesses, opportunities, and threat. This all pertains to our health park in the sense that we need to recognize each of these to maximize the potential of the investment. Let us start off by looking at the strengths of this park. To start, this park will entail many different features such as a universal gym that includes all of your standard weight lifting equipment, cross fit area, sixty yard turf section for sled/sprint exercise, Olympic swimming pool, refuel station (protein shake bar/small simple meals), locker rooms, and an athletic training room that can be accessed by appointment for little aches and pains or just something as simple as some ice treatment. Accompanying this strength, we also have the resources to directly link you with any health professional that you seek being that we are linked with the hospital. Another strength with our park is that we will have many opportunities for individuals to earn incentives when a member of our programs. These can be earned by doing something as simple as referring a new member or even just being consistent with attending your appointments/workouts. Alongside with having the equipment, professionals to refer to, and incentives, any member will also have access to a financial forgiveness program if they meet the minimum requirements. This program is designed to increase our inclusiveness with new, interested members even if they do not have the funds to afford such aspects of our park.

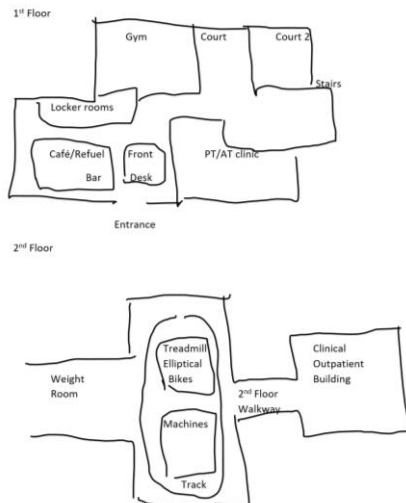
Another important aspect that we must recognize of this health park is all the weaknesses that will accompany it. One major weakness that we will have is the general start up of the health park. This includes the cost, which is rather steep, and the general recruitment of members. Although this health park is linked with the hospital which will in return direct a lot of patients to us, we still would like to gain a rather large outside market to individuals that just want to pursue a healthier lifestyle. To combat this problem, we will have to do a lot of advertising and just generally getting our name out there. Once

we can manage the costs and recruit a good following, we will over time progress to where we want to be. This can take as short as a few months and as long as a few years, it is just dependent on how well we can market.

Another feature that we will have to analyze is the ability for future opportunities. This can entail from public sponsors to private sponsors. This feature would be a large help in the sense of promoting our health park as well as providing the funding for certain features that we will provide. Sponsors can also launch our health park into creating even more health parks such as this in various areas. Another opportunity that we can capitalize on would be the aspect of having various forms of exercise that we provide which would interest a wide range of audiences. This will help with the appeal factor of our health park as well as marketing. A third opportunity that we could grow on would be expansion of our facility. What we have listed so far as features of our facility does not have to be the cap of equipment that we have. As time progresses and our list of members grow, we will be able to recognize what we need or what we can improve on as a facility. This will lead us to expanding our weight rooms or even just adding equipment. A fourth opportunity for this health park is that we would not have to cap ourselves at just training facilities. Being that we would be an extension of the hospital, we could provide break rooms or even just places for doctors or other staff members to destress. Not only is exercise good for the health but it also serves as a mental break from work. With many doctors, it's very hard to find time in the day to go to a gym when they are working twelve plus hours a day as well as being on call 24/7. With a full training facility attached or located near the hospital, it gives them a place that they could easily spend 30 minutes getting a simple workout in.

Lastly, to plan improvements and advance our park where we envision it to be, we must identify possible threats. One potential threat that we might face is if we do not market well enough in the start and are not able to recruit the kind of numbers that we want. This will give us issues in having enough members to not only provide the income to run such a business but also in having a well accredited facility. Another threat that we face is that membership costs would have to be higher with our gym compared to the average gym. This is because we will be providing a lot more features and opportunities to pursue further aspects of our gym that the typical gym does not provide. This cost could be intimidating to new members and would cause issues with recruitment. A third possible threat that we could face is the issue of finding sponsors. Like previously stated, this large gym might be intimidating, and potential sponsors might see the success unlikely causing them to pass on the opportunity to donate. A fourth threat that we might come across would be location issues. To be an extension of the hospital, we would need to be in the remote area of that said hospital. With most hospitals being in downtown or populated areas, it might be an issue with finding a large enough space to encompass our health park.

## **Facility Design Sketch**



## **Personnel/Staff**

With our health park providing many different services, we will have a wide range of staff members that will be able to help many different assets of our facility. Being an extension of the hospital, we will have various practitioners such as an attending physician, house staff, specialists, registered nurses, licensed practical nurses, nurse practitioners, physician's assistants, patient advocate. Patient care technicians, and various types of doctors. In our wing, we will have physical therapists, occupational therapists, dietitians, athletic trainers, and personal trainers. This will ensure that we cover all aspects of health that we provide. Not only are we providing an up to date facility with various forms of exercise, but we have many kinds of professionals that you can refer to. Of course if you have an injury and would like to see someone such as an athletic trainer or a physical therapist, you would have to set up an appointment being they will be dealing with a lot of patients from the hospital. With that being said, their services are still open to everyone, as well as the personal trainers and dietitians. As part of our incentive program that was previously mentioned, you have the possibility of winning a free week, trial, or visit from one of these professionals. For example, if you set a goal that you wanted to workout six days a week for 3 months and you reach that goal, you could get five free training sessions with a personal trainer. This is so that we encourage our members to be active and we show that if you are consistent and attend frequently, you are eligible for awards.

## **Work Cited**

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