

CONCEPTUAL PROJECT PROPOSAL

in response to ITN: DOSD-230051-GD

Submitted by:
The Knot - Climbing Gym
704 S Main St
Gainesville, FL 32601

August 11, 2023





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Gayle Dykeman
City of Gainesville - Procurement Division

Dear Gayle and City Staff,

In this proposal, we hope to express our excitement and sincere desire to bring this project to fruition. We believe this will be an impactful project that will help transform this section of Gainesville and create a draw that will bring people back to Downtown.

We are small, local business owners who have been in Gainesville for decades. We have families and friends here, many of whom we made at the rock gym. This is our home, and we are excited to share our vision for the future we would like to build.

Thank you for your time.

Best,
Mike & Mitch

A handwritten signature in black ink, appearing to read "Michael Palmer".

Michael Palmer
Co-founder
CEO - Development
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cell: 352 281-7920

A handwritten signature in black ink, appearing to read "Mitchell Eadens".

Mitchell Eadens
Co-founder
COO - Operations
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EXECUTIVE SUMMARY



Our team at **The Knot**, leveraging its expertise in business development and operations, has identified a pivotal opportunity to elevate Downtown Gainesville's sports and recreational offerings. Recognizing the city's vibrant sports culture and the potential of Downtown, our vision has expanded from merely expanding our climbing gym to transforming the heart of Gainesville into a premier sports destination.

Our proposal introduces three **Olympic** sports to the city's core: **Climbing, Skating, and Surfing**. These additions aim to bridge the existing gap in athletic pursuits and cater to the city's active and evolving demographic.

Key Components of this Project

- State-of-the-art **30,000 sf climbing gym** designed for regional and national events.
- **15,000 sf East Side Skate Park** to cater to the growing skating community.
- **8,000 sf Standing/Stationary Wave** for surfing enthusiasts.
- 3,500 sq. ft. Communal Kitchen & Dining Area offering fast-casual dining.
- **37 Market Rate Townhouses** and options for **Live/Work Studios** to address the housing needs of the community.
- Convertible area in Skate Park will act as a **Covered Venue**.
- **Enhanced parking facilities** to improve accessibility to Depot Park and its surroundings.
- A **transitional gathering area** envisioned as the gateway to Depot Park.

The project's phased approach ensures systematic development, starting with the renovation of the climbing gym, followed by the construction of new facilities, and culminating in additional developments and adaptive reuse of existing structures. Our collaboration-centric strategy prioritizes partnerships with local contractors and professionals, underscoring our commitment to community growth.

This proposal seeks to transform the former RTS Bus Maintenance Facility from a dormant industrial zone into a **bustling hub of sports, dining, housing, and community engagement**. We believe this initiative will not only cater to the existing residents but also attract potential settlers and tourists, amplifying Gainesville's reputation as a sports-centric town. We have minimal asks of the City of Gainesville that ensure the long-term viability of this project. Together, we envision a vibrant, active, and inclusive future for Downtown Gainesville.



[CONCEPTUAL APPROACH]

BUSINESS FIRST *MINDSET*

Objective: Develop spaces that prioritize the long-term viability of the businesses increasing their ability to serve the community.

Challenge: Many developments prioritize housing, leading to retail spaces that sit empty or cater to large chains

Our Solution:

- Focus on creating spaces that are affordable, well-located, and have ample parking.
- Ensure businesses are built to last, catering to the unique needs of Downtown Gainesville.
- Partner with municipal and non-profit organizations to make recreational activities accessible to all.





[CONCEPTUAL APPROACH] ADDRESSING OPPORTUNITIES ***MORE BUSINESSES***

Key Opportunities:

- Climbing Gym
- Skate Park Management
- Concessions/Rentals
- Venue Operations
- Wave Management
- Restaurant Space
- Landscaping
- Maintenance
- Security
- Real Estate Management
- Retail Options
- Live/Work Businesses
- Food Trucks
- Markets

What opportunities should we address?

“ Consider more year-round regular programming to attract visitors from citizens and visitors alike. Make downtown more accessible.”



OTHER THINGS WE HEARD: Increased Programming/Parks | Maintenance | Grocery | Vehicle Traffic | Infill Development | Zoning Concerns | Parks/Open Space

Source: Downtown Gainesville Strategic Plan

Benefit: Diverse businesses expand the project's reach, catering not just to members but also to families and single-use visitors.

In addition to hiring local businesses, this development aims to create multiple new businesses that will add to the landscape in Gainesville.



[CONCEPTUAL APPROACH]

CREATING A DESTINATION

Unique Proposition: A combination facility for climbing, skating, and surfing - catering to overlapping interest but remaining distinct.

IMPACT:

- National or international press attention.
- Leverages Gainesville's central FL location to attract visitors, spectators, and competitors from surrounding major Cities.
- Adds to Downtown amenities, enhancing interest in housing near the location on other sites.

BECOME A DESTINATION

Idea 1: Build Investment Around Local Strengths

Idea 2: Shape Downtown Identity

Idea 3: Create a Downtown Jewel



[CONCEPTUAL APPROACH]
***ALIGNMENT WITH
THE STRATEGIC PLAN***

BECOME A DESTINATION:

- Build on Gainesville's identity as a sports town with a young, active population.
- Offer experiential attractions that draw people Downtown and encourage them to stay.

INVEST IN LOCAL STRENGTHS:

- Leverage Gainesville's reputation as a sports-focused town.
- Develop spaces that cater not only to students, but the City's young and active demographic.

CORE BELIEF:

- At The Knot, we believe in inclusivity. It's fundamental to provide access to facilities that might not typically experience them.

COMMUNITY IMPACT:

- Support various schools, municipal programs, and charitable organizations and ensure that the benefits of the development are felt widely across the community.



[DEVELOPMENT APPROACH]

PHASED DEVELOPMENT

Our approach for this project is rooted in a combination of strategic planning, collaboration with experienced teams, and a deep understanding of Gainesville's unique needs and aspirations.

1. Phased Development: Recognizing the scale and complexity of our vision, we've structured the construction of our project into distinct phases:

Phase 1: Negotiation, Site Planning, and Environmental Remediation

Phase 2: Climbing Gym Renovations

Phase 3: New Building for Gym, Skate Park, and Restaurant

Phase 4: Introduction of the Standing Wave

Phase 5: Development of the Housing Component

2. Collaboration with Expert Teams: Our strategy emphasizes partnerships with local contractors and professionals. We have a history of successful collaborations with many of these experts, ensuring a seamless integration of their expertise into our project. This not only expedites the development process but also ensures the highest quality outcomes. Company Profile and Team Follows Project Elements.

3. Community Engagement: We believe in the power of community feedback. As we progress through the phases, we'll actively seek input from Gainesville residents, ensuring our development remains aligned with the community's vision and needs

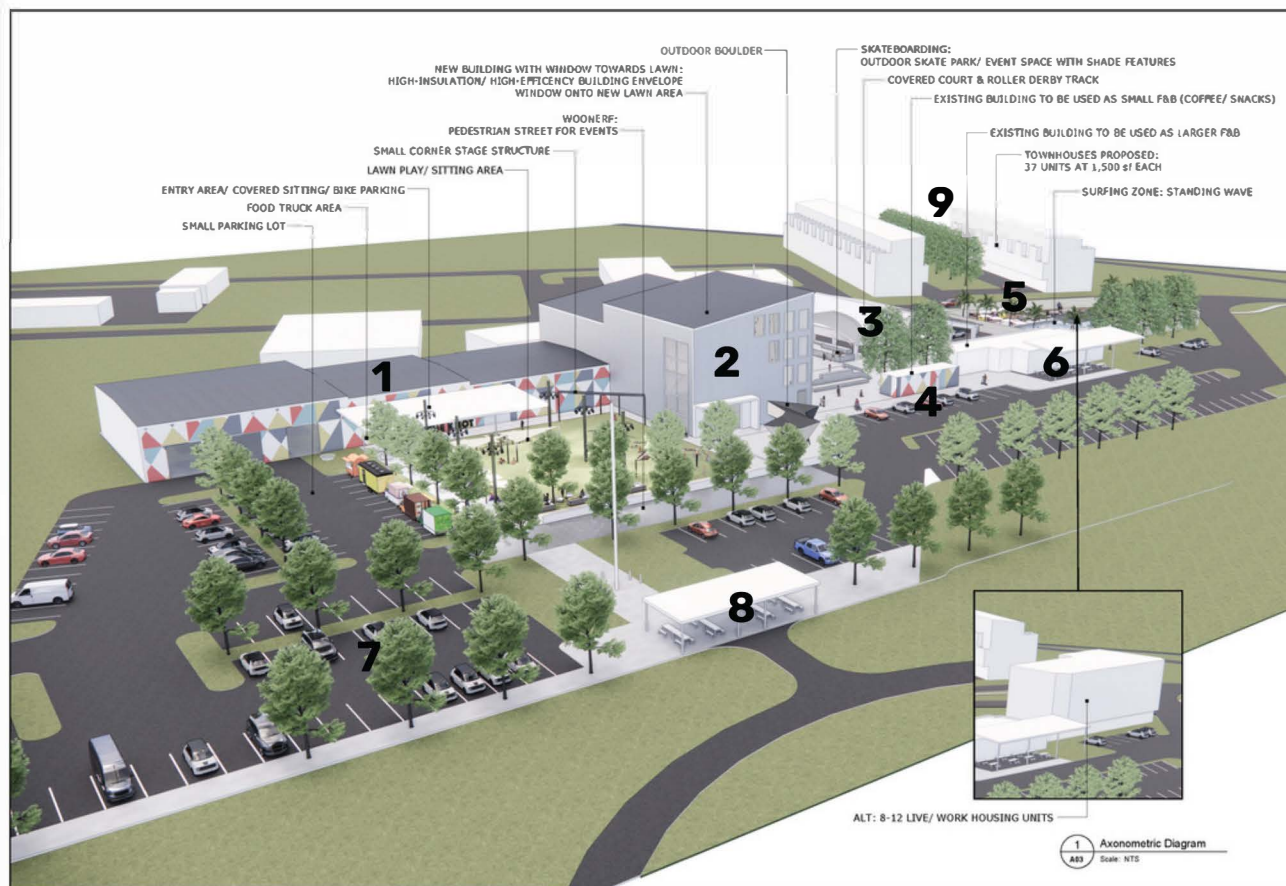
4. Track Record: Our team has a solid background in business operations and has successfully navigated the challenges of Downtown Gainesville. This experience, combined with our passion for sports and community development, positions us uniquely to execute this ambitious project.

Our development approach is a blend of meticulous planning, collaboration with the best in the industry, and a deep-rooted commitment to Gainesville's growth. We are not just developers; we are members of this community, and our track record speaks to our capability and dedication to bringing this vision to life.

Detailed Timeline for Phase 1 Attached



[DEVELOPMENT APPROACH] PROJECT ELEMENTS



1 - Bus Building

Existing Bus building: 19,250 SF

2 - New Construction

Climbing Gym Expansion: 10,000 SF

3 - Skate Park/Venue

Lighted/Shaded Skate Park: ~1ac

4 - Skate Shop

Footprint: 600 SF

5 - Standing Wave

Replace Portable Building: 5,000 SF

6 - Fast-Casual Restaurant

Proposed Restaurant: 3,700 SF

7 - Parking Redesign/Landscaping

Estimated: 2.6ac

8 - Depot Park Transition - Pavilion

Pavilion: TBD

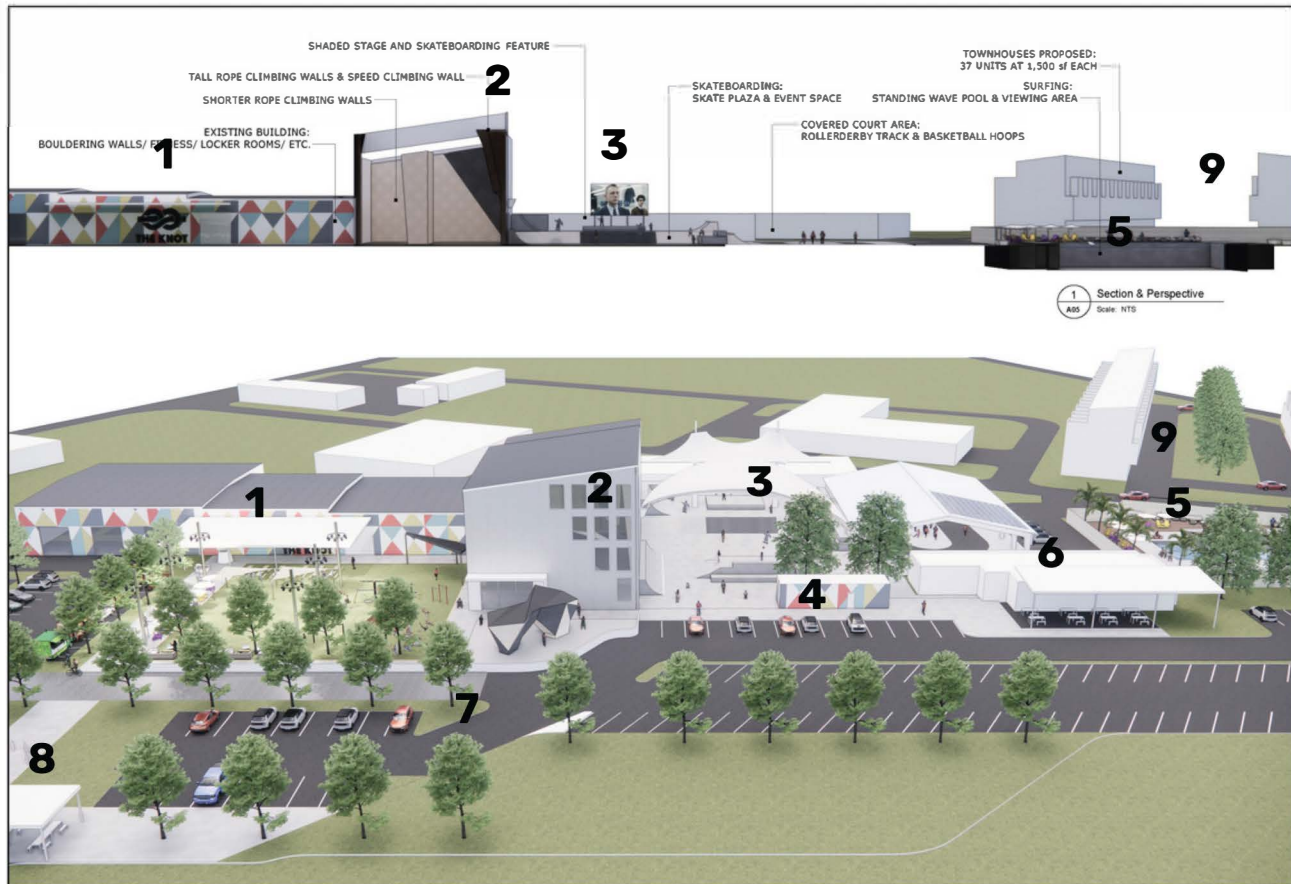
9 - Market Rate Townhouses

Estimated: 37 units @ 1,500SF

Detailed Plans Attached in Part 3 of 3



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[BUILDING 1] - PHASE 1
CLIMBING
GYM



[BUILDING 1 - CLIMBING GYM | CONCEPTUAL RENDER]



[BUILDING 1] - PHASE 1

CLIMBING

GYM

Building 1 - Scope of Work

- Environmental Remediation
- Demolition and Site Prep
- Insulation and HVAC
- Bathroom and Fixtures Renovations
- Facilities Improvements for Climbing
- Climbing Wall Installation
- Additional Renovations to prepare for Occupancy

Building 1 - Why This Space?

- Climbing has a history on S. Main St. The previous climbing gym was built in 1999 and closed due to structural issues with the foundation in 2015. We reopened the gym in the same spot. We want to continue to live near Depot Park and downtown.
- Unique full-span truss building style allows extra creativity when designing the climbing gym layout.
- Very few existing buildings like this in town.
- Making use of an existing building over full ground up construction will save on overall costs. It also adds to the character of our brand.



[BUILDING 2] - PHASE 2

CLIMBING GYM EXPANSION

NEW CONSTRUCTION

In addition to the adaptive reuse portion of the project, we plan to build a new building in the unoccupied space adjacent to Building 1. This will be a major building expansion that will allow us to have a premier rope climbing facility. This building will need to be 60' tall to accommodate a full-sized 15 meter Olympic Speed Wall which must be built to exact specifications.



[BUILDING 5 - NEW CONSTRUCTION / CONCEPTUAL RENDER]



[BUILDING 2] CLIMBING GYM *EXPANSION*

Building 2

There is a strong case for a modern, full service climbing gym in Gainesville.

- Long History of Climbing in Gainesville
- Sports and Outdoors Culture
- Track record of Olympic development and success

Climbing Gyms in Cities with Similar Demographics

Boise, ID - 3 Gyms

- The Commons Climbing Gym
- Vertical View
- Asana Climbing Gym

Provo, UT - 3 Gyms

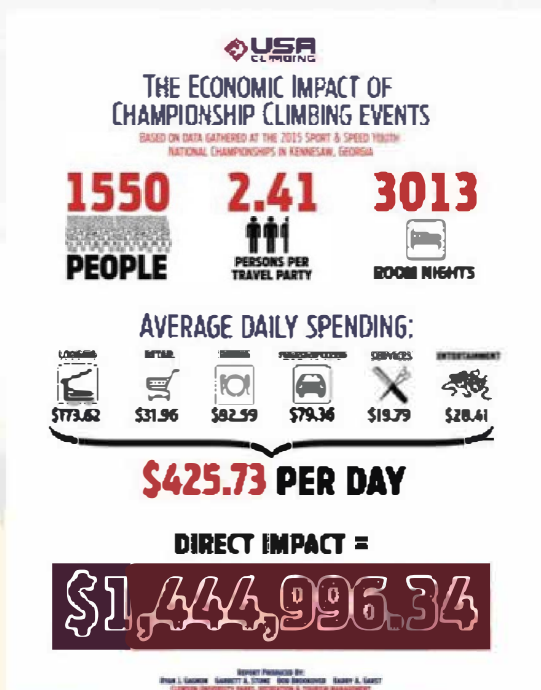
- The Quarry Indoor Climbing Center
- The Scratch Pad
- Momentum Climbing (Lehi, UT)



VERTICAL VIEW CLIMBING GYM | BOISE, ID



Why Climbing?



- Climbing is a sport about community. Our plan is to create another community sports hub in East Gainesville and families. Rocks and concrete don't care who you are, what your abilities or limitations are. Climbing is personal challenges for every person to set according to their own goals. Despite having an "Extreme" image, the culture is proudly inclusive and supportive.
- Through the climbing gym, we will work with local E. Gainesville to bring climbing to kids who might not otherwise be able to experience it and create programs to get them climbing outdoors in a safe responsible manner.
- Climbing brings a lot more to the table than just a fun afternoon activity. Through climbing, many kids learn physical fitness but the mental health benefits from climbing are the most powerful. People gain confidence and become part of a community (two things everyone needs to feel fulfilled).
- Our current facility drastically limits our ability to serve the Gainesville community. We want to do more. We are only able to have small groups of visitors due to the popularity and have lost business from people who have said we are too busy. We are limited to groups of 10-15 people so that we don't overrun our existing paid members. This complicates our ability to bring in schools, scout troops, veterans organizations, etc in a responsible manner as many of those groups can bring 50+ people. Supporting local organizations and providing access to our facility through these organizations is an integral part of our identity. Our members consistently ask for us to do more work in the community, but the size of our current location again, limits our ability to do so.



[BUILDING 3] - PHASE 2

SKATE *PARK*

FEATURES

- Easier access to skating for East Gainesville
- Lighted Park to allow use in evenings
- Accessible terrain for beginners
- Portions of terrain for advanced skaters
- Usable by skateboards, inline/quad skates, scooters, bikes and other multi-modal transportation
- Terrain designed by expert skate park designers, Evergreen Skateparks



[EVERGREEN SKATEPARK | HAMILTON, MT]



[BUILDING 3] - PHASE 2 SKATE PARK / VENUE

FEATURES

- Designed for Multi-purpose use.
- Operates as venue to host limited shows and awards ceremonies for competitions.
- Covered for relief from heat and rain



SKATE PARK / VENUE

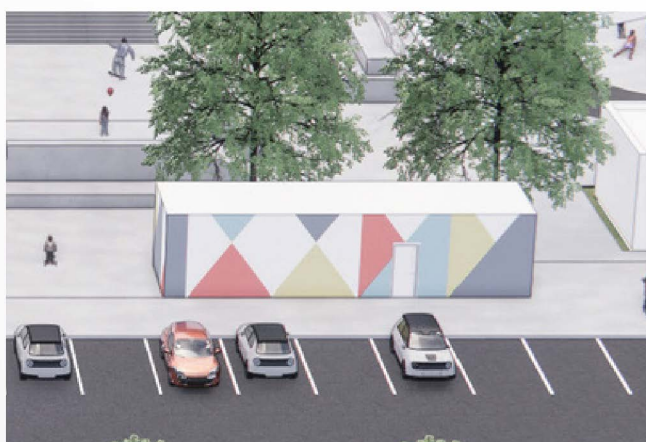


Why Skating?

- Skateboarding growth has led to the sport becoming its own world, allowing skaters to turn what was once considered a hobby into a legitimate career. Internationally there are over 20 million skateboards, with 16 million of them being from the United States.
- The skating community is made up of different people, all with different likes and dislikes. Regardless of these differences, they can all consider themselves part of the skating community. This sense of community is one of the reasons why skateboarding is so popular because skaters feel a sense of belonging and included. Skating is a sport that brings people from all over the world together to do something they love. Skating competitions also create a sense of community among people who would otherwise be complete strangers.
- Because skateboarding is such an inclusive sport, it also allows its followers freedom of self-expression. From the designs on their boards to the tricks they pull off in competitions, skaters are free to express their style, beliefs, and personalities within their skating community. As a worldwide sport, this creates a large band of support from fellow skaters all around the globe.



[BUILDING 4] - PHASE 2
SKATE SHOP
& BIKE RENTAL



[BUILDING 4 - BIKE/SKATE SHOP | CONCEPTUAL RENDER]

Building 4 - SKATE SHOP/BIKE RENTAL

- 600sf Space
- Rehab and Reuse
- Supports Skatepark and Hawthorne Trail users
- Local shops have expressed interest in this location. Should this proposal move forward, we will formalize our relationship with the potential tenant.



[BUILDING 6] - PHASE 2
RESTAURANT
FAST CASUAL DINING



[BUILDING 6 - RESTAURANT | CONCEPTUAL RENDER]



[BUILDING 6] - PHASE 2
**RESTAURANT/
COMMERCIAL KITCHEN**
FAST CASUAL DINING

Building 6 - Dining/Community Kitchen

- 3500 sf Commercial Kitchen Space
- Adaptive Re-use
- Local businesses have expressed interest in leasing this space to set up a new restaurant with outdoor seating.
Should this proposal move forward, we will contact the interested parties to create more details for this space and firm up commitments for the detailed proposal.
- One potential operator has suggested developing a commercial kitchen for Food Truck operators and other people who would make use of shared kitchen prep space.



[BUILDING 5] - PHASE 3: OPTION 1

STATIONARY WAVE

Features:

Year-Round Surfing: Unlike natural waves, standing waves can operate year-round, regardless of weather conditions, providing consistent surfing opportunities.

Space-Efficient: Stationary waves require less space compared to traditional wave pools, making them ideal for urban developments or areas with limited space.

Skill Development: They offer a consistent wave pattern, allowing surfers to practice specific moves repeatedly, accelerating skill development.



[LAKESIDE SURF | CHELAN, WA]



[BUILDING 5] - PHASE 3: OPTION 1

STATIONARY

WAVE

Attracts Tourism: Standing wave facilities can become major tourist attractions, drawing surf enthusiasts from all over Florida.

Economic Boost: Stimulate local economies by increasing foot traffic to nearby businesses, restaurants, and accommodations.

Safe Environment: Provide a controlled environment, making it safer for beginners to learn and practice.

Eco-Friendly: Many stationary wave systems recycle water, making them more sustainable and eco-friendly compared to other water attractions.

Community Building: Foster a sense of community among surfers and enthusiasts, promoting local events, competitions, and social gatherings.

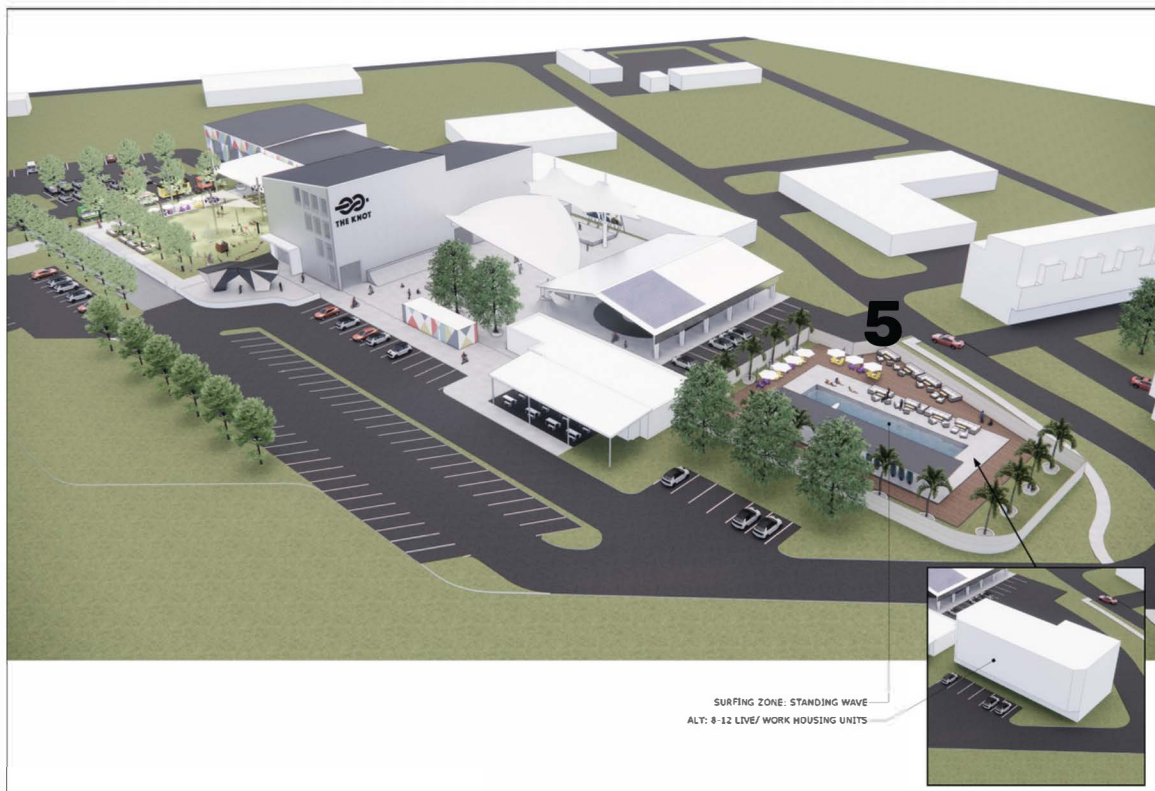


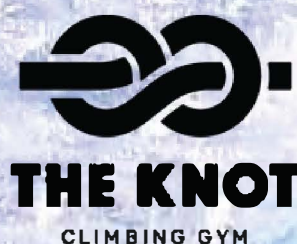
[LAKESIDE SURF | CHELAN, WA]



[BUILDING 5] - PHASE 3 STATIONARY *WAVE*

Proposed Location:





Why Surfing?

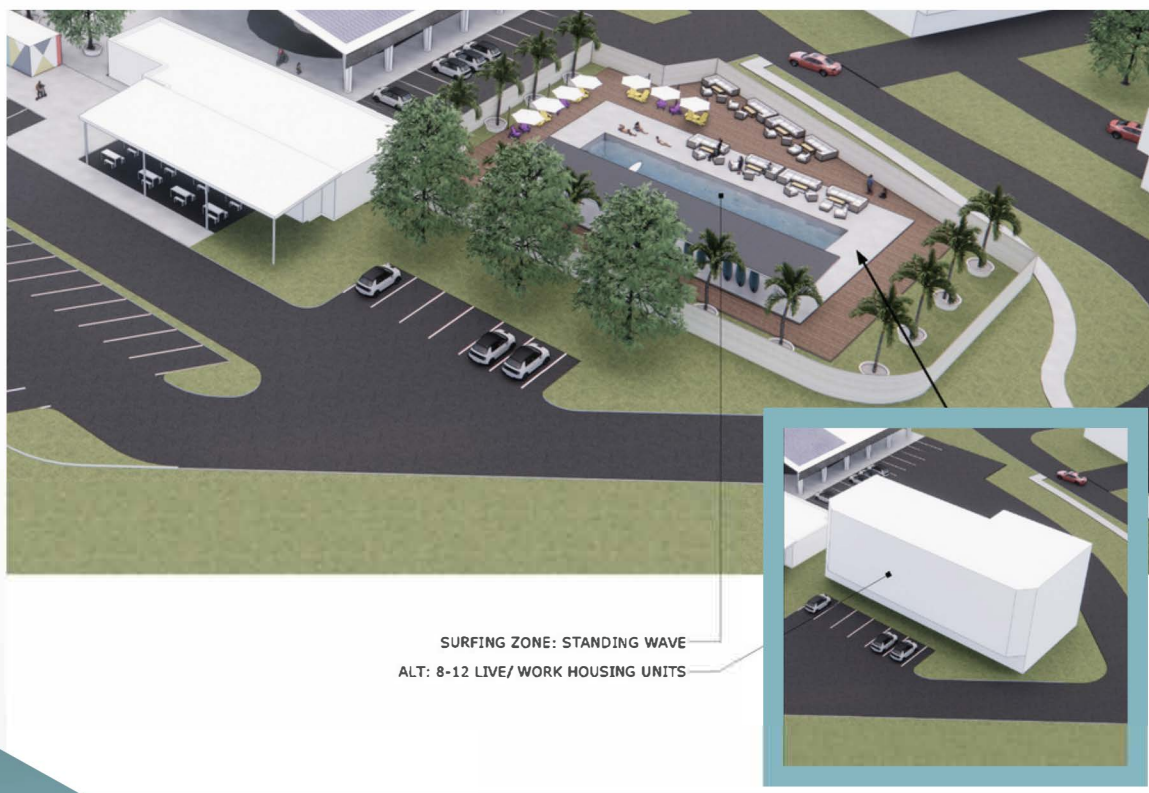
- Florida, with its vast coastline stretching over 1,300 miles, has always been a surfer's haven. Estimates suggest that hundreds of thousands of residents partake in the sport, if not more. Renowned for its pristine beaches and consistent waves, the Sunshine State has played a pivotal role in the global upswing of surfing's popularity. As surfing communities have burgeoned across its coasts, Florida has left an indelible mark by producing a lineage of world-class surfers. The significance of this contribution was further illuminated when surfing made its debut at the Olympics, casting an even brighter spotlight on regions like Florida that have long championed the sport.
- The World Surf League, among other major surf competitions, has been instrumental in creating a cohesive global community around the sport. While each surfer may have a unique style or preference in waves, these competitions provide common ground. The events, often held at iconic beaches around the world, provide a nexus for individuals from different backgrounds and cultures, making the vast ocean a bit more familiar.
- The spirit of surfing is deeply interwoven with individual expression. Every surfer, whether they are riding the massive breaks of Hawaii or the gentle waves of Southern California or a Standing Wave in Gainesville, brings a unique touch to the sport. It's not just in their maneuvers but also in the design and artistry of their boards, the way they interpret a wave, and even the surf cultures they foster in their local communities. This diversity in expression, celebrated on beaches across the globe, has made surfing more than a sport; it's a vibrant tapestry of stories, adventures, and shared passion.



[BUILDING 5] - PHASE 3: OPTION 2

LIVE/WORK UNITS

- **Business Creation/Relocation:** Live/Work Studios encourage entrepreneurs to either start new ventures or relocate existing businesses, driving economic growth in the area.
- **Cost-Efficient:** Combining living and working spaces can lead to significant savings on rent, utilities, and commuting costs.
- **Reduced Commute:** Eliminating daily commuting saves time and reduces transportation expenses, enhancing overall well-being.
- **Work-Life Balance:** The proximity of workspaces to living areas allows for flexibility in work hours and a better balance between personal and professional life.
- **Community Building:** Such studios attract like-minded professionals, fostering collaboration and a sense of community among residents.
- **Sustainability:** By reducing transportation needs and optimizing space usage, these studios promote an eco-friendly lifestyle.





[BUILDING 5]

CONTINUED OCCUPANCY ***SHORT OR LONG TERM***



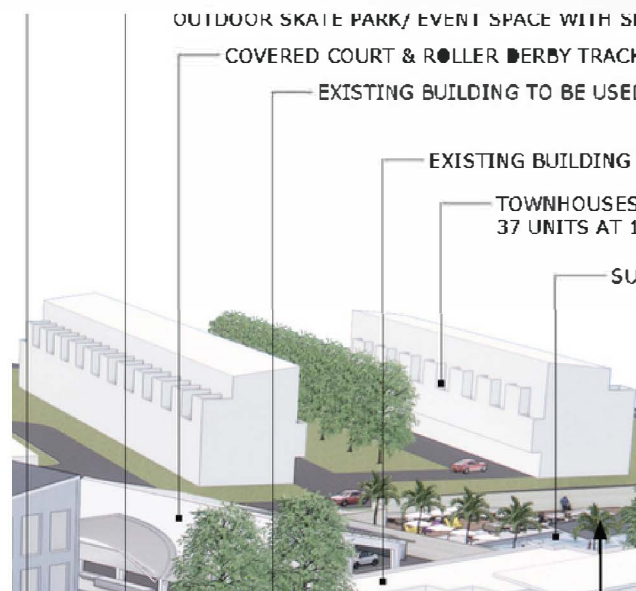
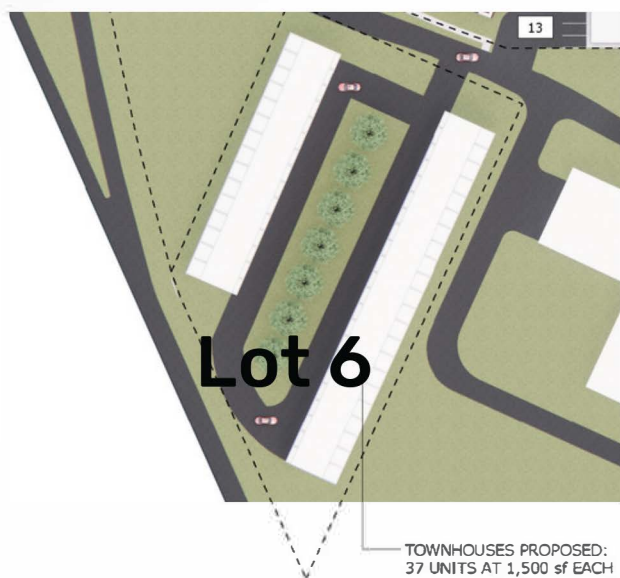
[BUILDING 5 - CONTINUED OCCUPANCY BY DEPOT PARK STAFF]

PROPOSED USE: Continued Occupancy by Depot Park

- This building is currently occupied and is in good condition.
- May need minor updates after further inspection.
- Continued rental/use of the portable building on the property. Ideally, we would propose to lease this building back to the City for continued use for Depot Park staff until we reach the third phase of construction. Otherwise, we would look for a tenant for the property.



[PARCEL 6] - HOUSING MARKET RATE TOWNHOUSES



PROPOSED USE (if zoning allows):

~37 Market Rate Townhomes (1,000 - 1,500 sf per unit)

Accessible Homeownership: Condos often provide a more affordable entry point into homeownership compared to standalone homes, making it easier for young professionals to invest in property.

Urban Density: Selling townhouses as condos can increase urban density without the need for high-rise buildings, preserving the character of a community while accommodating more residents.

Community Stability: Homeownership, even in the form of condos, can lead to longer residency durations, fostering community stability and stronger neighborhood ties.

Economic Boost: Young professionals purchasing homes often contribute to the local economy by shopping, dining, and using local services, stimulating economic growth.

Attract Talent: Availability of modern, affordable housing can attract and retain young professionals, benefiting local businesses and industries.

Sustainable Living: Condo living often promotes shared amenities and resources, leading to a more sustainable and eco-friendly lifestyle.

Diverse Housing Options: Offering townhouses as condos diversifies housing options, catering to the varied needs and preferences of young professionals.



EFFICIENCY AND SUSTAINABILITY

This proposal uses passive solar orientation of the buildings and windows, active solar systems, extensive planting and greenspace, well insulated building shells, and a pedestrian/ bicycle orientation are all part of our green strategies.

Sustainable Features To Be Used and Considered:

- Passive solar orientation: Windows and building orientation are positioned to provide shade while not burning-out interior spaces with too much natural light. The use of diffuse skylights and windows will help reduce lighting demand.
- Active solar systems: Photovoltaic panels on appropriate roofs, and other systems such as ground pumps (for cooling systems), and heating tubes (for hot water) will be considered as the project develops.
- New building construction will be highly insulated for cooling efficiency.
- All new MEP equipment will be high efficiency systems and upgrades to existing systems.
- Extensive bike parking provided on site.
- Extensive green areas and a new "lawn" is being shown, reducing the heat island effect of a large built and paved area, while also providing "free" social, play, and event spaces.
- Extensive use of regionally appropriate trees is being shown, to provide shade and
- Pedestrian "woonerf" can be blocked for events.
- Leed certification is desirable, but has to be evaluated as the project is developed.



ADDITIONAL ***BUILD OUT***

Parking, Parking, Parking

- Maintain as much parking as possible
- Resurface and stripe existing lot
- Provide ample parking for Depot Park and the surrounding businesses growing on S. Main

Depot Park Transition Area

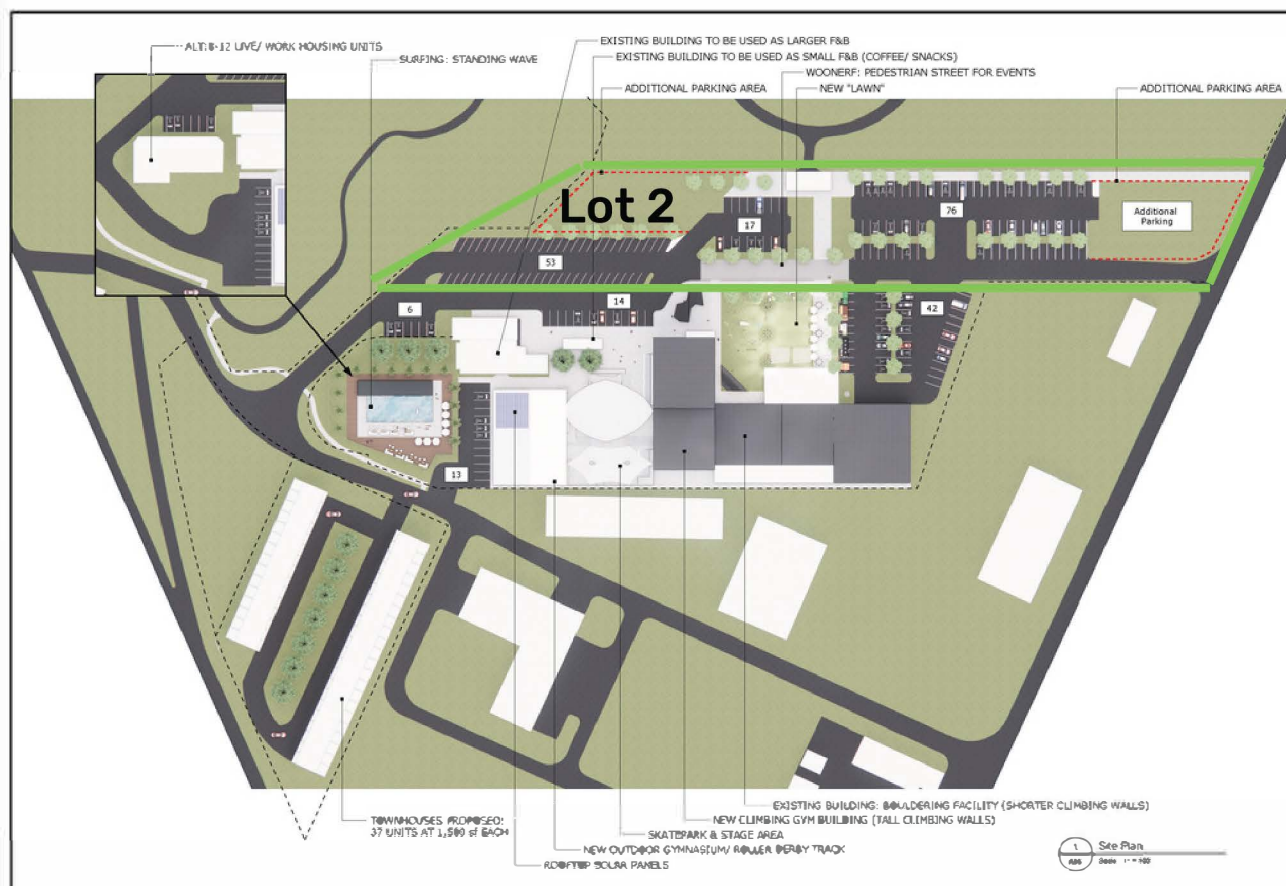
- Create Transition from Depot to the surrounding neighborhood
- Covered Pavilion/Meeting Area
- Hub for fitness and sports competitions
- Book ends the S. Entrance to Depot Park

Woonerf (Home Zones) Parking and Street Design

- Living Street
- Shared spaces for pedestrians and vehicles
- Stronger transition from green spaces to buildings



[LOT 2] - ADDITIONAL BUILDOUT DEPOT TRANSITION/PARKING IMPROVEMENTS



Lot 2 is currently used for overflow parking for Depot Park and events happening around the park. As part of this project, we propose the City take additional steps to maintain this through street and provide additional public parking that extends the landscaping of Depot Park and provides a natural transition out of the park to the business district.



ESTIMATED *BUDGET*

ITEM DESCRIPTION:	MULTIPLIER	RATE	LOW	MIDDLE	HIGH	Comments
Land Cost		\$2,000,000	\$1,700,000	\$2,000,000	\$2,500,000	
Env. Remediation		\$250,000	\$212,500	\$250,000	\$312,500	Special Features, Specialty Contractors, etc.
Building 1 - Bus Building	20,000	\$150	\$2,550,000	\$3,000,000	\$3,750,000	Locker rooms, fitness, climbing walls, etc.
Building 2 - Proposed Restaurant	4,000	\$200	\$680,000	\$800,000	\$1,000,000	
Building 3 - Portable Building	5,357	\$0	\$0	\$0	\$0	Proposed to be removed
Building 4 - Fast Casual F&B	575	\$200	\$97,750	\$115,000	\$143,750	Fast casual/ grab & go F&B
New Building - Climbing Gym	10,000	\$250	\$2,125,000	\$2,500,000	\$3,125,000	Tall climbing walls
Skate Park		\$750,000	\$637,500	\$750,000	\$937,500	Skate features and event venue (shade structures tbd)
Standing Wave		\$500,000	\$425,000	\$500,000	\$625,000	Alternate: Live/ Work housing
Pavilion	tbd	\$0	\$0	\$0	\$0	
Parking/ Landscaping		\$500,000	\$425,000	\$500,000	\$625,000	
Climbing Walls		\$1,000,000	\$850,000	\$1,000,000	\$1,250,000	Specialty Vendor
Subtotals			\$8,702,750	\$11,415,000	\$14,268,750	Comments
Soft Costs						
Soft Costs		10.0%	\$970,275	\$1,141,500	\$1,426,875	Architects, engineers, etc.
Closing Cost		7.0%	\$119,000	\$140,000	\$175,000	tbd
OH&P		10.0%	\$970,275	\$1,141,500	\$1,426,875	tbd
Legal		1.0%	\$97,028	\$114,150	\$142,688	tbd
Permit Cost		1.0%	\$97,028	\$114,150	\$142,688	tbd
Insurance		2.0%	\$194,055	\$228,300	\$285,375	tbd
Tax		0.0%	\$0	\$0	\$0	tbd
Bonding		5.0%	\$485,138	\$570,750	\$713,438	tbd
Contingency		10.0%	\$970,275	\$1,141,500	\$1,426,875	tbd
Subtotals			\$6,529,573	\$7,681,850	\$9,602,313	
Pre-Housing Total:			\$16,232,323	\$19,096,850	\$23,871,063	Project totals, without residential included
Residential Component						
	55,500	\$150	\$7,076,250	\$8,325,000	\$10,406,250	37 Units at 1,500 sf each = 55,500 sf
Post-Housing Total:			\$23,308,573	\$27,421,850	\$34,277,313	Project total, with residential added in



ESTIMATED ECONOMIC IMPACTS

Total Project Investment: \$16-23M, \$23 -34M with Housing

Estimated Monthly Visits To Site Businesses: 80,000

Yearly Competitions/Events (300+ Attendees): 14

Jobs During Construction: 75-100

Permanent Jobs: 34-47 ft, 50-72 pt, 40-60 temp

- Climbing Gym: 13-18 ft, 20-22 pt, 20-30 pt contractors
- Skate Park Operations: 3-4 ft, 5-10 pt
- Venue Operations: 3-4 ft, 5-10 pt, 20-30 temp
- Wave Operations: 3-6 ft, 10-15 pt
- Restaurant: 3-6 ft, 10-15 pt
- Commercial Kitchen Space: **5-10 new businesses**
- Real Estate Management: 3 ft
- Facility Maintenance/Landscaping/Security: 6 ft

Indirect Jobs: (1.4x multiplier) 112-170 jobs

Businesses: 8+ (\$3-5,000,000+ yearly revenues)

Ad Valorem Taxes: \$85-150,000 per year

Permit Fees: \$100-150,000

Parking Spots: 208

PROJECT *TEAMS*



Development

Operations

1

MIKE PALMER

2

MITCHELL EADENS

Firms and Bios Are Linked Below

ARCHITECTURE

**CHRIS RYAN, AIA**ARCHITECT**JAMES BLYTHE**PRINCIPAL

CONSTRUCTION

**RYLAND WAGNER**PROJECT MANAGER

ENGINEERING

**GERRY DEDENBACH**CIVIL ENGINEERING**SCOTT BURGARD**HYDROLOGICAL ENGINEERING

CONSTRUCTION

**KEVIN GOLDEN**CPA / PARTNER

CONSULTANTS

**RICHIE CONKLIN**SKATE PARK DEVELOPMENT**CENTER FOR INNOVATION
& ECONOMIC DEVELOPMENT**BUSINESS DEVELOPMENT**GAINESVILLE TECHNOLOGY
ENTREPRENEURSHIP CENTER**BUSINESS DEVELOPMENT**PORTAL REALTY**REAL ESTATE MANAGEMENT



COMPANY AT A GLANCE

LEGAL COMPANY NAME
THE KNOT CLIMBING GYM, LLC

ESTABLISHED
2019

LOCATION
704 S. MAIN STREET
GAINESVILLE, FL 32601

PROPOSER'S NAME & CONTACT
MIKE PALMER

✉ **MIKE@CLIMBTHEKNOT.COM**
☎ **352.281.7920**

CLIMBTHEKNOT.COM

COMPANY *PROFILE*

The Knot - Climbing Gym is a full-service indoor rock climbing gym that offers climbing, yoga, and other forms of fitness. We aim to provide an experience that is accessible and enriches the lives of members, guests, and the surrounding community. Our founders have deep ties to the Gainesville business community with a proud history of community engagement and inclusivity.





LEADERSHIP *TEAM*



**CEO & BUSINESS DEVELOPMENT
CO-FOUNDER**

MIKE *PALMER*

- Mike has 15+ years of startup and business development experience. He has managed marketing efforts and digital subscription optimization for a variety of businesses from small startups to Fortune 500s such as New York Times, Reuters, and Rodale Publishing. In 2009, he founded Mean Giant, a boutique web development firm focusing on website optimization, SEO, and affiliate marketing.
- In 2018, as part of his efforts to start a climbing gym, Mike became a Realtor with Watson Realty Corp. He closed more than \$1M in volume in his first year and maintains his license. He holds a certificate in Commercial Real Estate Analysis and Investment from the MIT School of Architecture and Planning and served on the Gainesville Community Reinvestment Area Advisory Board since 2018.
- Mike began climbing more than 20 years ago with Boy Scout Troop 80 in Amarillo, Texas. When he moved to Gainesville for college in 2003, he quickly became a member of the local gym and immersed himself in the climbing community. During college, he began working remotely which allowed him mobility to travel for climbing. Climbing has been a guiding force in his life from competitive climbing to international trips in Europe, Africa, and Asia.
- In 2006, Mike graduated from the University of Florida with a B.A. in History and a minor in Business Administration.



LEADERSHIP *TEAM*



**OPERATIONS DIRECTOR
CO-FOUNDER**

MITCHELL *EADENS*

- Mitchell Eadens' background is in small business development and operations. Immediately after graduating from University of Florida in 2009, Mitchell opened a popular night club and live music venue in Gainesville, FL. In 2018 he began co-developing the plans to open a rock climbing gym in Gainesville. The gym opened in 2021 and has seen tremendous growth and popularity. Both businesses are still experiencing positive revenue growth.
- Mitchell's goals are to continue expanding the rock climbing business throughout Florida. "10 gyms in 10 years" is his mantra and that goal continues to be the company's driving force of development.
- Mitchell has 15+ years management and ownership experience in the food and beverage industry in Gainesville, FL. In 2010, Mitchell, began the process of opening The Palomino Pool Hall with a partner. After 8 years the billiard hall has flourished into one of the most popular destinations in downtown Gainesville, employing over 40 people and generating over 2 million dollars in annual revenue with continued growth. Currently, Mitchell's main duties include scheduling, daily management, business development, marketing, event coordination, and social media management. He regularly oversees and manages events of more than 1200 patrons and 30+ employees.



LEADERSHIP *TEAM*



OPERATIONS MANAGER

SARA *CURTIS*

- Before graduating from college, Sara completed a full time internship at The Knot during which her integrative role as Operations Manager was developed. She seamlessly stepped into this important leadership role during our gym's infancy. Her unique combination of event management expertise, passion for climbing, and experience working in climbing gyms allows her to multi-task important jobs including managing employee operations, policy development and implementation, branded retail design, and spearheading the organization and execution of multiple annually recurring competitive climbing events that each serve 150+ attendees and multiple vendors. Her skills, high level of productivity, and passion for the climbing gym community help her deliver memorable experiences and provide a sense of belonging for everyone who steps foot in the gym.
- Sara started climbing when she was six years old and has been working in Florida climbing gyms for 6 years. In her experience, climbing gyms foster a unique culture that's impossible to replicate anywhere else and, because of this, she can't imagine a better place to build her career. Climbing is integral to every aspect of Sara's life and she's been around climbing for so long that she doesn't know a life without it. If she isn't working for the gym or climbing in the gym, she's spending time with people who she's met through the climbing community.
- Sara graduated from the University of Florida in 2022 with a B.S. in Tourism, Hospitality, and Event Management with a focus in Event Management.



LEADERSHIP *TEAM*



HEAD ROUTESETTER

ASHLEY *MARCONE*

- Ashley was eager to be a part of our team before our doors were open and joined the first wave of our desk staff team. Ashley's leadership role at The Knot as Head Routesetter started modestly when she expressed an interest in learning how to routeset. Her passion and enthusiasm stood out and her role was expanded when she began training as a new routesetter. Ashley has since become a skilled routesetter through on-the-job training and has taken advantage of off site opportunities to learn by guest routesetting at other gyms across Florida. She has also received her USAC Level 1 Routesetting certification. She now leads a team of qualified routesetters to design and create the routes that are our facility's biggest asset to climbers. Aside from managing weekly sets that keep turnover consistent and the climbs fresh, Ashley now chiefs the sets for all of our annual climbing competitions which attract climbers from across Florida and beyond.
- Climbing found Ashley at the end of her first year of college at a gym in St. Pete, FL. She had always been heavily involved in sports and was excited to try climbing when her sister recommended it. It didn't take long for Ashley to go all in. Every day, she sees the process of people meeting for the first time at the gym before they become lifelong friends... It's a story as old as time in the climbing community. In addition to the benefits of integrating into such a supportive high vibe community, Ashley thinks climbing generates the perfect mix of external and internal motivators that enable her to approach the line of her physical limits and discover what it takes to push past them.
- Ashley graduated from UF with a B.A. in Economics in 2022. Throughout her tenure as a college student in Gainesville, she's been involved in programs on and off campus including organizations in the Warrington College of Business, to intramural sports, and even the Gator Salsa Club.



LEADERSHIP *TEAM*



**MARKETING & PROGRAMMING
MANAGER**

KALEIGH *EADENS*

- Kaleigh maintains a multifaceted role on The Knot's leadership team as both Marketing Director and Head of Programs. In 2014 she became a certified Pilates instructor, and in 2015 she graduated from the Florida School of Massage and launched her private practice combining movement and manual therapy modalities to treat primarily athletes in a non-traditional rehabilitative setting. Along the way, she developed many entrepreneurial skills including social media and marketing strategies for standing out in a saturated market. As an entrepreneurial movement professional, Kaleigh was invited to help build a local high intensity Pilates brand (APEX) and studio with the owners of Yoga Pod, a successful yoga company with over ten locations nationwide. She continues to teach weekly classes and lead annual teacher trainings as APEX's lead teacher. In addition to her focus on content marketing at The Knot, she utilizes her experience designing and developing movement classes and teacher training programs as our Head of Programs to oversee our yoga classes and to work collaboratively with a team to build new climbing and training programs from the ground up including our Intro to Climbing class, Intermediate Climbing series of workshops, our six week Intro to Strength resistance training program, and our one on one personal coaching program.
- Kaleigh started climbing 18 years ago when The Knot was formerly known as the Gainesville Rock Gym. She had always identified as an athlete, but climbing was the first sport she felt truly empowered and fulfilled by. The combination of grace and strength required to move well on the wall, the creativity and quality of thinking outside the box often necessary for reading routes and making the most of anatomical advantages and disadvantages, and the extremely positive, uplifting community that climbing is known to foster all sucked her into the sport quickly, and for life.



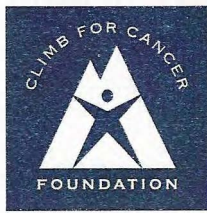
LEADERSHIP *TEAM*



**MARKETING & PROGRAMMING
MANAGER**

ZACH *LANDRY*

- Zach joined our team at The Knot Climbing Gym in 2021 while enrolled as a full time Computer Science Engineer student at UF. His technical background and organizational skills qualified him for stepping into one of the most important positions at the gym; Head of Risk Management Operations. Zach's aptitude for creating and organizing risk management systems have been integral to the success of the gym. Zach has been responsible for curating incident reporting documents and equipment inspection checklists; he's created and manages a rope safety and maintenance plan; handles ongoing development of the new-hire training program; helps to improve instructive climbing classes; and manages day-to-day issues of staff and operations, elevating problems when necessary. Zach has sought out and completed several trainings to stay at the leading edge of an ever changing industry standard towards Risk Management.
- Zach has also naturally fallen into the role of Training Director for new employees. Risk Management and systems education are key to successful employee onboarding. Zach attributes this to prior job experiences teaching him about what causes quality employees to leave and how to improve the experience for new employees. Some of the more common feedback by members include comments on the well trained, knowledgeable, and friendly staff. Zach's efforts are paramount to this sentiment from our members and keeps staff attrition low.
- Zach's story is one that a lot of climbers can relate to and show the positive impact of the sport. "Climbing requires a singular focus, and going in and out of that state of focus provided valuable perspective for me that helped move me out of the rut I was in when I discovered climbing. Climbing is fun, helps maintain physical health, and connects me with a great community, but my passion for it will always be connected to how it helped me redirect my life, and this extends into the passion I have for helping make the gym the best it can be for the people who use it."



July 31, 2023

City of Gainesville

Re: The Knot Climbing Gym

To Whom It May Concern;

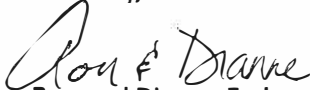
Recently, The Knot Climbing Gym approached us about hosting a fundraising event for the Climb for Cancer Foundation to support pediatric oncology programs at Shands Hospital. The event featured thirty-nine two-person teams climbing for twenty-four hours to achieve 3000 vertical feet, which is the equivalent of the height of El Capitan in Yosemite National Park.

The professionalism of the owners, Mike Palmer and Mitch Eadens, as well as their entire staff, was amazing. The event, called El Swampitan, raised \$8500, which greatly exceeded our expectations, and will become an annual event.

From start to finish, the event was very well-organized, and every effort was made to make sure even the smallest details were accomplished flawlessly. It was a great pleasure and honor to work with Mike and Mitch on this event.

We fully endorse any future plans they have to expand the business, and offer Gainesville one of the finest climbing gyms in the country. Their love of their city, and for the climbing community here, as well as their social conscience, and commitment to give back to the community, assures me that their goals will be achieved with great success and make Gainesville proud.

Sincerely,


Ron and Dianne Farb
Co-founders

5745 SW 75TH STREET #317

GAINESVILLE, FL 32608

352-333-9663

WWW.CLIMBFORCANCERFOUNDATION.ORG



RELEVANT *PROJECT EXPERIENCE*

The Knot - Climbing Gym

While we are a relatively young business, we have previously executed a project with a similar scope of renovations. This will be bigger, but we have the experience to lead the project and have great relationships with local contractors who are more than capable of performing this work to a high quality. We've had a taste of how transformative climbing and the community we've built around the sport has been for Gainesville, and we're hungry for more.

In our past project, renovating the building at 704 S Main St, we did similar work renovating the steel warehouse. We addressed the structural issues that closed the previous business, managed the environmental evaluation and remediation process, added Insulation, Air Conditioning, and made various other internal renovations to make the place more functional. We restored a nearly 80+yr old building and returned it to useful service that will last another 50-100yrs.

Palomino Pool Hall & The Backyard

Mitchell opened a large multi use bar and venue in 2010. Palomino/The Backyard has seen a positive revenue growth every year since opening to now operating at \$2m annual revenue. Mitchell has overseen all aspects of the development from pre-construction and build out and day to day operations for 12 years. Mitchell also has a decade of experience in Hiring and HR, event coordination, bookkeeping, and day to day management of a high revenue local business.





RELEVANT *PROJECT EXPERIENCE*

TEAM:

The Knot - Climbing Gym
Joyner Construction
Scott Burgard

- Repaired and returned to service building on S. Main St.



SOUTHWEST CORNER | BEFORE



SOUTHWEST CORNER | CURRENT



RELEVANT *PROJECT EXPERIENCE*



WEST STAIRCASE | BEFORE



WEST STAIRCASE | CURRENT



RELEVANT *PROJECT EXPERIENCE*



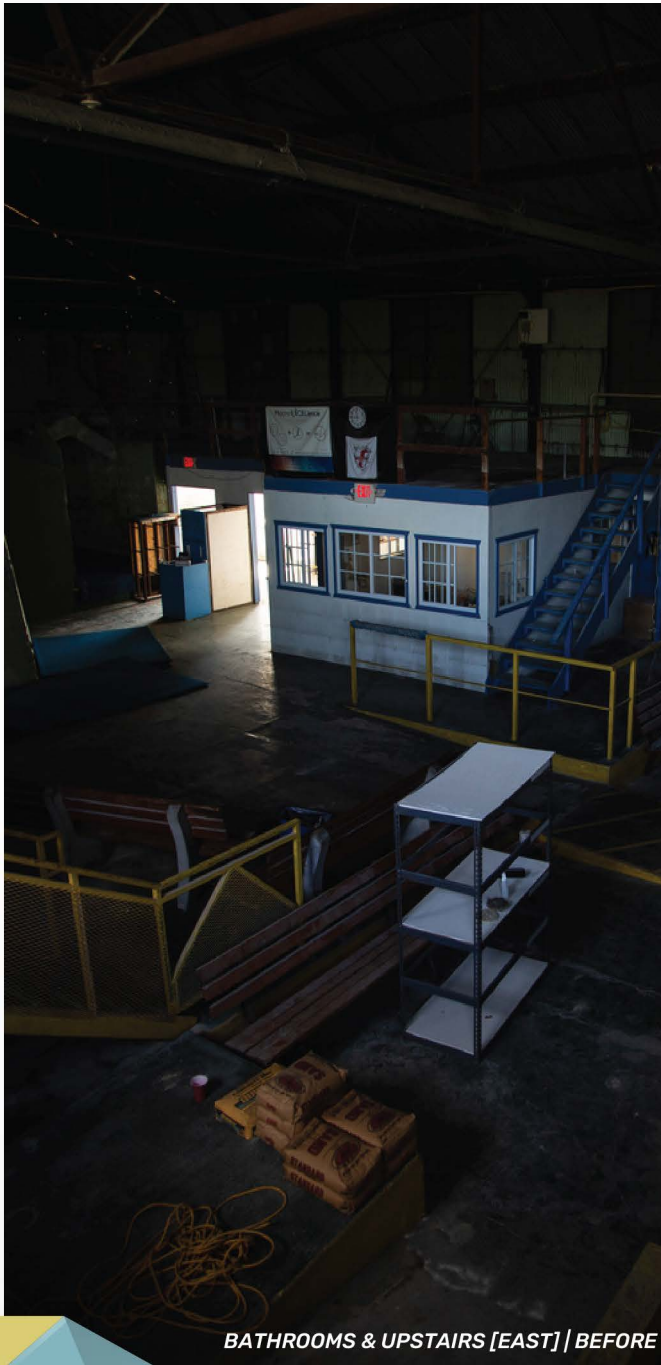
BATHROOMS & UPSTAIRS [EAST] | BEFORE



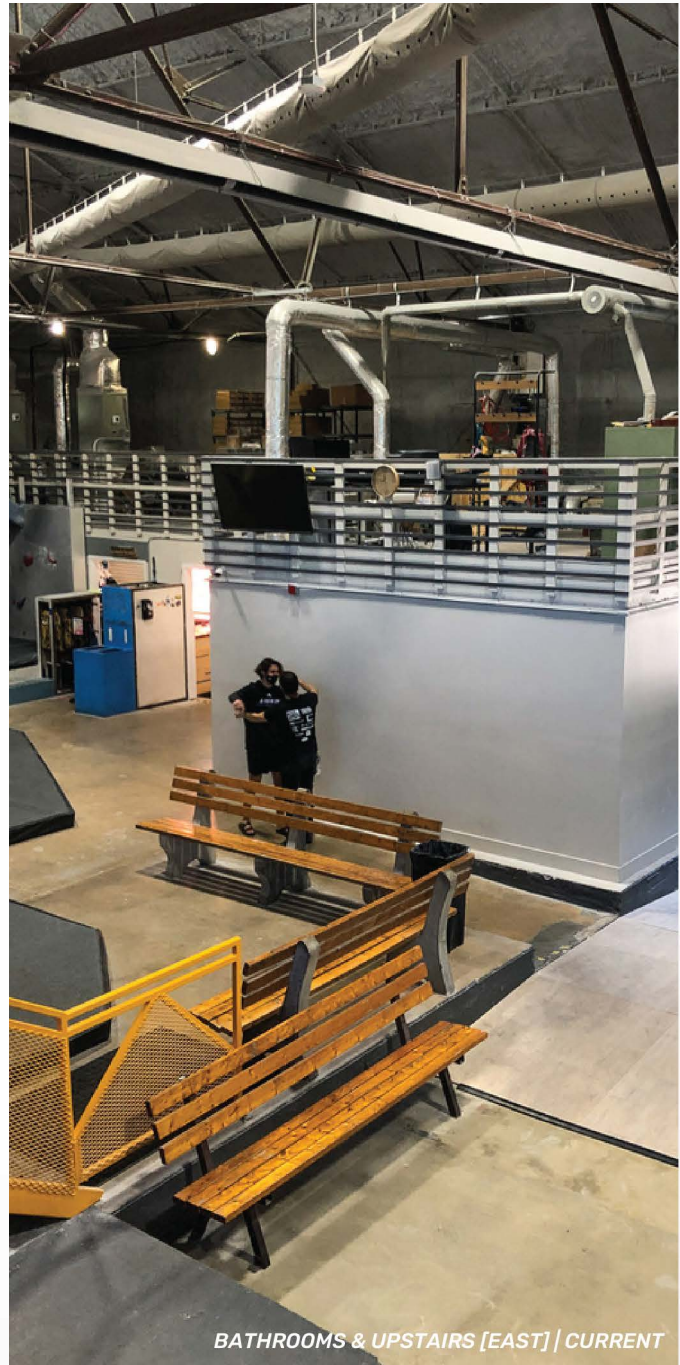
BATHROOMS & UPSTAIRS [EAST] | CURRENT



RELEVANT *PROJECT EXPERIENCE*



BATHROOMS & UPSTAIRS [EAST] | BEFORE



BATHROOMS & UPSTAIRS [EAST] | CURRENT

July 26th, 2023

City of Gainesville
200 E. University Ave
Gainesville, FL 32601

Re: Redevelopment of Old RTS Administrative and Maintenance Facility

To Whom it May Concern,

Joyner Construction Partners had the privilege to work with "The KNOT" on their climbing gym venture in 2020. Their vision for the space and commitment to detail helped with the rehabilitation of downtown Gainesville. Joyner Construction was able to work with the owners and complete the project in a scheduled time frame and within budget.

We here at Joyner Construction are personally familiar with "The KNOT" and their principals, Mike Palmer and Mitch Eadens. Both of these gentlemen and their organization have what it takes to undertake the Redevelopment of this location. Their image of this rehabbed facility and downtown Gainesville is something that this City needs to keep its charm and appeal.

Joyner Construction Partners has been established for over 50 years with all of its business being predominately in the City of Gainesville. We wholeheartedly recommend "The KNOT" and their principals to be awarded the Redevelopment of the Old RTS Administrative and Maintenance Facility. They will treat this project with care and ultimately give the City of Gainesville a location that it can be proud of.

Sincerely,



Ryland Wagner
Joyner Construction Partners, Managing Member
7545 W. University Ave
Suite B
Gainesville, FL 32607
(352) 332-8171



JOYNER CONSTRUCTION PARTNERS, LLC
GENERAL CONTRACTOR • CONSTRUCTION MANAGER • DESIGN/BUILD
CGC1525818



FINANCIAL CAPACITY

The Knot and other business entities that may need to be created will be funded via:

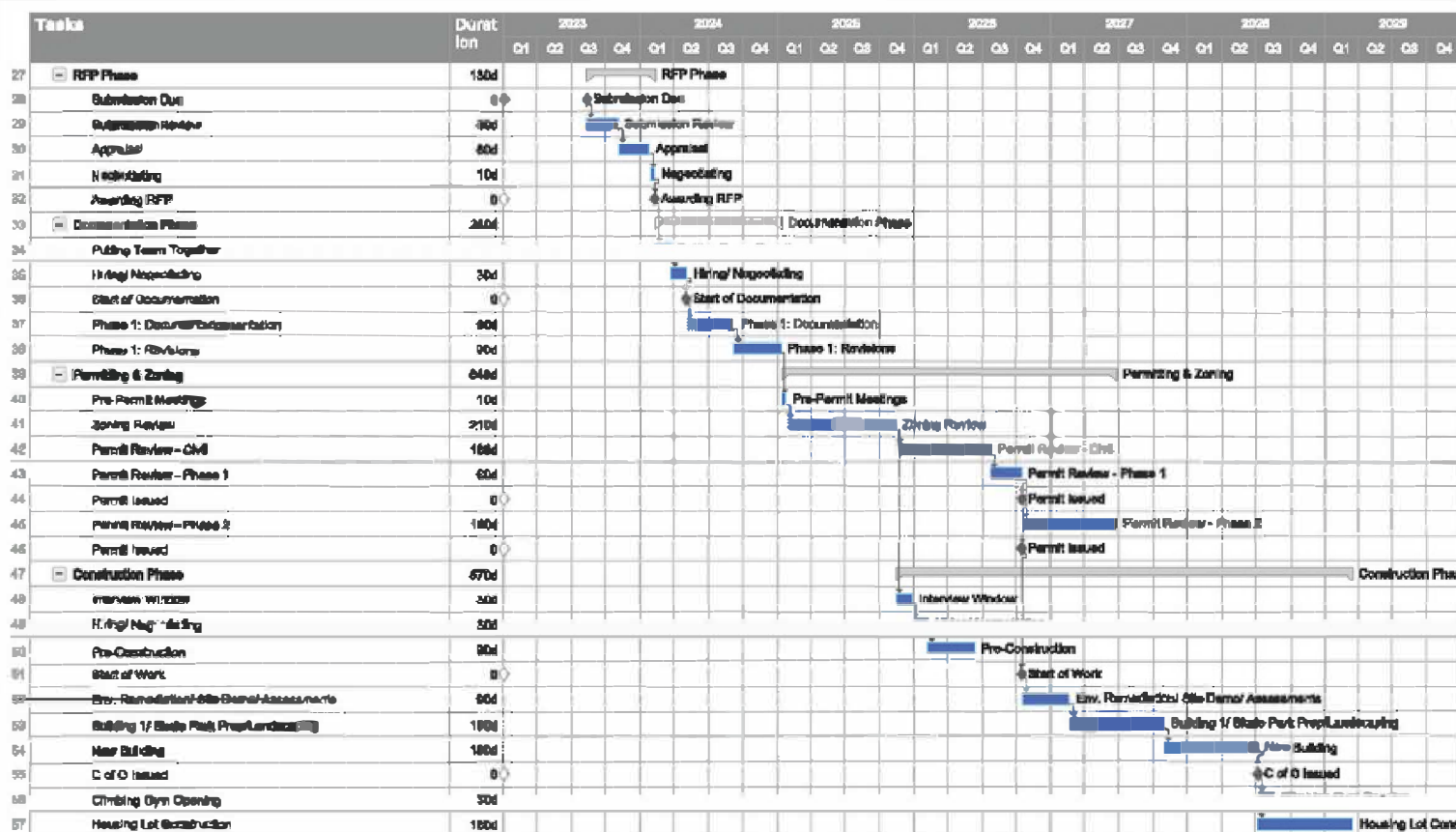
SBA Loans through Private Banks
Opportunity Zone Fund Investment
Personal Investment From Principals

Qualification Letters Submitted in Proposal Attachment Part 2 of 3

Pro Forma and financial projections for the Real Estate Development as a whole and for The Knot Expansion are attached in Part 2 of 3



ESTIMATED *TIMELINE*



Phased Project Timeline:

Phase 1: Negotiation, Site Planning, and Env. Remediation

Phase 2: Climbing Gym Renovations

Phase 3: New Building for Gym, Skate Park, and Restaurant

Phase 4: Introduction of the Standing Wave

Phase 5: Development of the Housing Component

Estimated Dates:

Q1 2024 - Q1 2027

Q1 2027 - Q4 2027

Q4 2027 - Q2 2028

Q3 2028 - Q1 2029

Q2 2029 - Q4 2030



DISCLOSURES

Bankruptcy, Receivership, Etc

The Knot Climbing Gym, LLC or it's principals have never filed for bankruptcy, receivership, or reorganization.

Litigation History

There has not been any litigation for The Knot Climbing Gym, LLC or their principals in the past 5 years.

Felony Indictments/Convictions

None of the principals of The Knot Climbing Gym, LLC have been indicted for, or convicted of, a felony.



We are a small, local, and diverse business in Gainesville, FL.

Our business is committed to working with other small, local and diverse businesses and organizations. We are community oriented, and we understand that strong communities build strong businesses.

We are committed to transparency and open public communications.

Mike Palmer is currently a GCRA board member whose term ends Oct 2022. All information obtained relating to this project has been obtained through public sources.

THANK YOU FOR YOUR CONSIDERATION

Contact Us:

📞 Mike: 352.281.7920 | Mitch: 352.284.1811

✉️ mike@climbtheknot.com | mitch@climbtheknot.com

🌐 www.climbtheknot.com

📍 704 S. Main Street, Gainesville FL 32601



DIFFERENTIATORS

Why Us?

- Gainesville Residents Investing in Gainesville
- Small developers
- Local to Gainesville
- Commitment to community and diversity
- Commitment to improving the City

Why Climbing + Skating + Surfing?

- Previous climbing gym was around for 15+ years before foundation issues. GNV Climbs.
- Long history with Skateboarding community. Previous attempts have been made to build a skate park closer to East Gainesville
- Central Location between Surfing Destinations
- Community
- Low cost to entry
- Olympic Sports

Why This Project?

- Activating under-utilized area of Depot Park
- Works with city goals
- "Something To Do"
- Adaptive re-use
- Low impact on neighbors
- Builds on transformative work by the city

REQUIRED FORM A

(Page 1 of 2)

RESPONDENT VERIFICATION FORM**INVITATION TO NEGOTIATE****DOSD-230051-GD****REDEVELOPMENT OF OLD RTS ADMINISTRATION AND MAINTENANCE FACILITY****1. RESPONDENT CONTACT INFORMATION**Legal Name of Respondent's Company (as reported to IRS): The Knot Climbing Gym, LLCDBA: The KnotAuthorized Representative Name/Title: Michael PalmerE-mail Address: mike@climbtheknot.comStreet Address: 704 S Main StCity, State, Zip: Gainesville, FL 32601

Mailing Address (if different): _____

City, State, Zip: _____

Telephone: (352) 322-2402 Fax: (_____) _____**2. DECLARATIONS OF DEBT AND DEFAULT**a. Respondent is not in arrears to City upon any debt, fee, tax or contract:☒ Respondent is NOT in arrears☐ Respondent IS in arrears

b. Respondent is not a defaulter, as surety or otherwise, upon any obligation to City:

☒ Respondent is NOT in default☐ Respondent IS in default**3. ACKNOWLEDGEMENT OF ADDENDA**

Respondents who receive this bid from sources other than City of Gainesville Procurement Division or DemandStar.com MUST contact the Procurement Division prior to the due date to ensure any addenda are received in order to submit a responsible and responsive offer. Uploading an incomplete document may deem the offer non-responsive, causing rejection.

ADDENDA ACKNOWLEDGMENT: Prior to submitting this offer, I have verified that all addenda issued to date are considered as part of my offer.

Addenda received (list all) # _____

REQUIRED FORM A

(Page 2 of 2)

4. LOCAL PREFERENCE (Refer to 8.2 for qualifying information)

Local Preference requested:

☒ YES☐ NO

A copy of your *Business Tax Receipt* must be included in your submission if you are requesting Local Preference:

5. QUALIFIED SMALL BUSINESS AND/OR SERVICE DISABLED VETERAN BUSINESS STATUS

(Refer to 8.3 for qualifying information)

- a. Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Small Business? ☒ YES ☐ NO
- b. Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Service-Disabled Veteran Business? ☐ YES ☒ NO

6. FEDERAL EMPLOYMENT IDENTIFICATION NUMBERFEIN: 814364775**7. REGISTERED TO DO BUSINESS IN THE STATE OF FLORIDA**

Is Respondent registered with Florida Department of State's, Division of Corporations, to do business in the State of Florida? ☒ YES ☐ NO (refer to Part 1, 1.6, last paragraph)

If the answer is "YES", provide a copy of SunBiz registration or SunBiz Document Number (# L16000195051)

If the answer is "NO", please state reason why: _____

8. DIVERSITY AND INCLUSION

Does your company have a policy on diversity and inclusion? ☒ YES ☐ NO

If yes, please attach a copy of the policy to your submittal.

Note: Possessing a diversity and inclusion policy will have no effect on the City's consideration of your submittal, but is simply being requested for information gathering purposes.

By signing this form, I acknowledge I have read and understand, and my firm complies with all General Conditions and requirements set forth herein; and,

☒ Proposal is in full compliance with the Specifications.

☐ Proposal is in full compliance with the Specifications except as specifically stated and attached hereto.

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____**SIGNER'S PRINTED NAME:** Michael Palmer**DATE:** 8/11/2023



Diversity and Inclusion Policy

The Knot believes in an inclusive work environment where employees are welcomed, valued, respected, and heard. Our employees are provided a safe work environment. We believe that diversity brings strength. We believe in equality of opportunity free from discrimination. The Knot Climbing Gym commits itself fully to these ideas and orientation of new employees includes this as the policy for the business. We actively seek diversity in our employees and our members.

REQUIRED FORM B

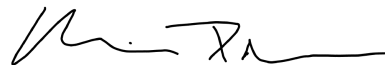
DRUG-FREE WORKPLACE

The undersigned respondent in accordance with Florida Statute 287.087 hereby certifies that

The Knot Climbing Gym, LLC does:
Name of Respondent

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



Respondent's Signature

8/11/2023

Date

REQUIRED FORM C

REFERENCES

Name of Respondent: The Knot Climbing Gym, LLC

Provide information for two (2) references of similar scope performed within the past three (3) years. You may include photos or other pertinent information.

#1 Year(s) services provided (i.e. 1/2015 to 12/2018): 09/2019 to 09/2020

Company Name: Joyner Construction Partners, LLC

Address: 7545 W University Avenue, Suite B

City, State Zip: Gainesville, FL 32607

Contact Name: Ryland Wagner

Phone Number: (352) 316-5054 Fax Number: (352) 332-9777

Email Address: rylandw@joyner-construction.net

#2 Year(s) services provided (i.e. 1/2015 to 12/2018): 01/2020 - Present

Company Name: Live Oak Bank (SBA Lender)

Address: 1741 Tiburon Drive

City, State Zip: Wilmington, NC 28403

Contact Name: Angelo Medici

Phone Number: 910.212.4952 Fax Number: _____

Email Address: angelo.medici@liveoak.bank

#3 Year(s) services provided (i.e. 1/2015 to 12/2018): 07/2023

Company Name: Climb for Cancer Foundation

Address: 5745 SW 75th St #317

City, State Zip: Gainesville, FL 32608

Contact Name: Ron Farb

Phone Number: 3523339669 Fax Number: _____

Email Address: _____

REQUIRED FORM D

PRICING PAGE

Provide a detailed financial pro forma analysis for the proposed project.

Pricing Page should be signed by an officer of the company who is authorized to commit the company to the pricing presented and/or negotiate pricing based on the initial price presented.



Authorized Signature

Title: Owner - CEO

Name of Company: The Knot Climbing Gym, LLC

Date: 8/11/2023



Pricing Proposal

The zoning of this property will have a substantial impact on the price of the property. As we understand it, the sale of this property will require the sale to happen at an appraised value due to the relationship with the overseeing transit authority. We propose to purchase the former RTS Site at that appraised price based on our intended uses for this property. Our estimates are from \$2 – 6M based on a zoning arrangement that will meet, but not substantially exceed our uses. To be frank, a zoning of U-9 or higher density, will likely carry an appraised value that will require a highly dense housing development to make the economics work.

In our first proposal, we offered to pay \$2,000,000 on the assumption that the zoning would not allow for higher density housing. With a housing component added, that will substantially increase the amount we can afford for the property and will offset some of the costs for the businesses.

Our preferred disposition arrangement is an outright purchase as we believe this to be the simplest way forward. We would be willing to put the property under contract to purchase at an appraised price to be finalized once the appraisals are received, requesting 1yr due diligence period to evaluate the environmental conditions, review and supply quotes for remediation, allow time for appraisals, receive the agreed upon zoning and building permit approvals prior to closing. We are open to the idea of a long-term land lease but would prefer an outright sale since we will be making a substantial investment in this property.



Zoning Proposal

To meet the needs of the climbing gym and allow for sufficient height for a specific piece of Olympic equipment, we will need a clear height of roughly 55'.

Our intended uses are allowed under U-7, U-8, U-9, DT and I-1 zoning.

Our preferred zoning arrangement would be I-1 for parcel 4 and U-6 for parcel 6. Though a U-9 zoning was proposed for this site, our uses would not make use of the additional height and density allowances beyond U-7. Surrounding neighborhoods have expressed their concerns about high density zoning on this site and we are sensitive to those concerns and do not intend to build beyond the height of our gym.

In the event the City is looking for a uniform zoning across the project, our preferred zoning is U7, which will allow for the housing portions of this project.

As a small business, 'time is of the essence', if it will be a simpler, quicker process and a more amenable direction for the City to match the zoning of the surrounding properties then an I-1 zoning will be sufficient for our purposes.

We are open to working in a collaborative way with the City to come to a zoning solution.



Requests of the City of Gainesville

Reimbursement of Environmental Costs

In discussing this property with appropriately qualified engineers to ascertain a proposed budget for the remediation of the environmental conditions on this site, the engineers were hesitant to provide a range of costs without reviewing a recent Phase 1. Based on an assumed condition of the property, we believe a request for \$250,000 will cover the cost of remediation. The potential range of costs could vary greatly though as some of the remediation could be as minimal as letting the existing conditions age in place or potentially more extensive such as removing the tanks and remediating the soil. We will be able to provide a more concrete quote during due diligence once we've received the results of the Phase 1 or 2 Evaluation.

We request reimbursement for the environmental remediation as performed by an approved and appropriate qualified contractor.

Depot Park Improvements

Since Lot 2, the lot with above ground transmission lines, will remain owned by the City. We request the City complete parking lot renovations and build a transition zone from Depot Park to this development as mentioned on page 32 in Part 1 of 3. We are open to performing the work and then requesting reimbursement, but would prefer the City perform this work to complete the transition from Depot Park in a style and quality that matches other features of the park.

ITEM DESCRIPTION:	MULTIPLIER	RATE	LOW	MIDDLE	HIGH	Comments
Land Cost		\$2,000,000	\$1,700,000	\$2,000,000	\$2,500,000	
Env. Remediation		\$250,000	\$212,500	\$250,000	\$312,500	Special Features, Specialty Contractors, etc.
Building 1 - Bus Building	20,000	\$150	\$2,550,000	\$3,000,000	\$3,750,000	Locker rooms, fitness, climbing walls, etc.
Building 2 - Proposed Restaurant	4,000	\$200	\$680,000	\$800,000	\$1,000,000	
Building 3 - Portable Building	5,357	\$0	\$0	\$0	\$0	Proposed to be removed
Building 4 - Fast Casual F&B	575	\$200	\$97,750	\$115,000	\$143,750	Fast casual/ grab & go F&B
New Building - Climbing Gym	10,000	\$250	\$2,125,000	\$2,500,000	\$3,125,000	Tall climbing walls
Skate Park		\$750,000	\$637,500	\$750,000	\$937,500	Skate features and event venue (shade structures tbd)
Standing Wave		\$500,000	\$425,000	\$500,000	\$625,000	Alternate: Live/ Work housing
Pavilion	tbd	\$0	\$0	\$0	\$0	
Parking/ Landscaping		\$500,000	\$425,000	\$500,000	\$625,000	
Climbing Walls		\$1,000,000	\$850,000	\$1,000,000	\$1,250,000	Specialty Vendor
Subtotals			\$9,702,750	\$11,415,000	\$14,268,750	Comments
Soft Costs						
Soft Costs		10.0%	\$970,275	\$1,141,500	\$1,426,875	Architects, engineers, etc.
Closing Cost		7.0%	\$119,000	\$140,000	\$175,000	tbd
OH&P		10.0%	\$970,275	\$1,141,500	\$1,426,875	tbd
Legal		1.0%	\$97,028	\$114,150	\$142,688	tbd
Permit Cost		1.0%	\$97,028	\$114,150	\$142,688	tbd
Insurance		2.0%	\$194,055	\$228,300	\$285,375	tbd
Tax		0.0%	\$0	\$0	\$0	tbd
Bonding		5.0%	\$485,138	\$570,750	\$713,438	tbd
Contingency		10.0%	\$970,275	\$1,141,500	\$1,426,875	tbd
Subtotals			\$6,529,573	\$7,681,850	\$9,602,313	
Pre-Housing Total:			\$16,232,323	\$19,096,850	\$23,871,063	Project totals, without residential included
Residential Component						
	55,500	\$150	\$7,076,250	\$8,325,000	\$10,406,250	37 Units at 1,500 sf each = 55,000 sf
Post-Housing Total:			\$23,308,573	\$27,421,850	\$34,277,313	Project total, with residential added in

Annual Real Estate Cashflow

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Revenue										
Total Revenue	\$485,811	\$1,206,264	\$1,338,467	\$1,365,237	\$1,392,541	\$1,420,392	\$1,448,800	\$1,477,776	\$1,507,332	\$1,537,478
Expenses										
Fixed Expenses										
Real Estate Taxes	\$16,355	\$50,077	\$110,612	\$133,205	\$136,950	\$141,059	\$145,290	\$149,649	\$154,139	\$158,763
Property Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll	\$3,894	\$11,923	\$26,336	\$31,716	\$32,607	\$33,585	\$34,593	\$35,631	\$36,700	\$37,801
Landscaping	\$15,576	\$47,693	\$105,345	\$126,862	\$130,429	\$134,342	\$138,372	\$142,523	\$146,799	\$151,203
Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Variable Expenses										
Repairs & Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Management Fee	\$14,574	\$36,188	\$40,154	\$40,957	\$41,776	\$42,612	\$43,464	\$44,333	\$45,220	\$46,124
General & Admin	\$7,986	\$28,172	\$47,837	\$48,889	\$48,889	\$48,889	\$48,889	\$48,889	\$48,889	\$48,889
Credit Card Fees	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$58,386	\$174,054	\$330,285	\$381,629	\$390,651	\$400,487	\$410,608	\$421,025	\$431,746	\$442,780
NOI (EBITDA)										
NOI	\$427,424	\$1,032,211	\$1,008,183	\$983,607	\$1,001,890	\$1,019,906	\$1,038,192	\$1,056,751	\$1,075,585	\$1,094,699
Interest	\$502,252	\$521,486	\$516,916	\$511,966	\$506,606	\$500,801	\$494,514	\$487,705	\$480,331	\$472,345
Depreciation	0	0	0	0	0	0	0	0	0	0
EBT	-\$74,828	\$510,725	\$491,267	\$471,641	\$495,284	\$519,105	\$543,678	\$569,046	\$595,255	\$622,354
Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Income	-\$74,828	\$510,725	\$491,267	\$471,641	\$495,284	\$519,105	\$543,678	\$569,046	\$595,255	\$622,354

Income Statement Years 1-3
Prepared by:

Mike Palmer & Mitch Eadens

Company:

The Knot - Climbing Gym

	Year 1		Year 2		Year 3	
Revenue						
Individual Membership	2,019,825	78%	2,473,950	78%	2,844,825	78%
Retail Sales	269,310	10%	329,860	10%	379,310	10%
Day Use and Rentals	201,983	8%	247,395	8%	284,483	8%
Classes/Instruction	43,000	2%	48,000	2%	48,000	1%
Youth Programs & Summer Camps	32,000	1%	41,000	1%	53,000	1%
Corporate Events	28,800	1%	28,800	1%	28,800	1%
Total Revenue	2,594,918	100%	3,169,005	100%	3,638,418	100%
Cost of Goods Sold						
Individual Membership	53,862		65,972		75,862	
Retail Sales	161,586		197,916		227,586	
Day Use and Rentals	13,466		16,493		18,966	
Classes/Instruction	4,300		4,800		4,800	
Youth Programs & Summer Camps	6,400		8,200		10,600	
Corporate Events	9,600		9,600		9,600	
Total Cost of Goods Sold	249,214	10%	302,981	10%	347,414	10%
Gross Margin	2,345,704	90%	2,866,024	90%	3,291,004	90%
Payroll	\$ 1,093,938	42%	\$ 1,214,926	38%	\$ 1,327,516	36%
Operating Expenses						
Credit Card Fees	103,797		126,760		145,537	
Rent	88,125		89,888		91,685	
Advertising	2,400		2,520		2,646	
General Liability	78,000		85,800		94,380	
Legal Services	2,000		2,200		2,420	
Licenses/Memberships	300		330		363	
Office Expense	1,200		1,320		1,452	
Repairs and Maintenance	3,000		3,300		3,630	
Rock Gym Pro	4,788		4,788		4,788	
Climbing Holds	5,500		5,500		5,500	
Utilities	42,000		43,260		44,558	
Building Mainenance	5,460		5,624		5,793	
Property Insurance	3,700		3,700		3,700	
CPA	24,000		24,000		24,000	
Cleaning	10,800		11,880		13,068	
Total Operating Expenses	375,070	14%	410,870	13%	443,519	12%
Income (Before Other Expenses)	876,697	34%	1,240,229	39%	1,519,969	42%
Other Expenses						
Amortized Start-up Expenses	8,300		8,300		8,300	
Depreciation	311,500		311,500		311,500	
Property Tax	42,000		42,000		42,000	
Interest						
Commercial Loan	298,765		277,002		253,433	
Commercial Mortgage	318,792		316,019		313,015	
Credit Card Debt	-		-		-	
Other Bank Debt	-		-		-	
Line of Credit	-		-		-	
Bad Debt Expense	-		-		-	
Total Other Expenses	979,357	38%	954,821	30%	928,248	26%
Net Income Before Income Tax	(102,661)		285,408		591,721	
Income Tax	-		-		-	
Net Profit/Loss	(102,661)	-4%	285,408	9%	591,721	16%

Projected Member Count

Prepared by: Mike Palmer & Mitch Eadens
Company: The Knot - Climbing Gym

Seasonal Variance and YOY Growth

% Variance	15.3%	153
Initial Amount	2000	1867
Peak Month	February	2
YOY Growth Year 1	30.0%	834
YOY Growth Years 2-3	15.0%	37

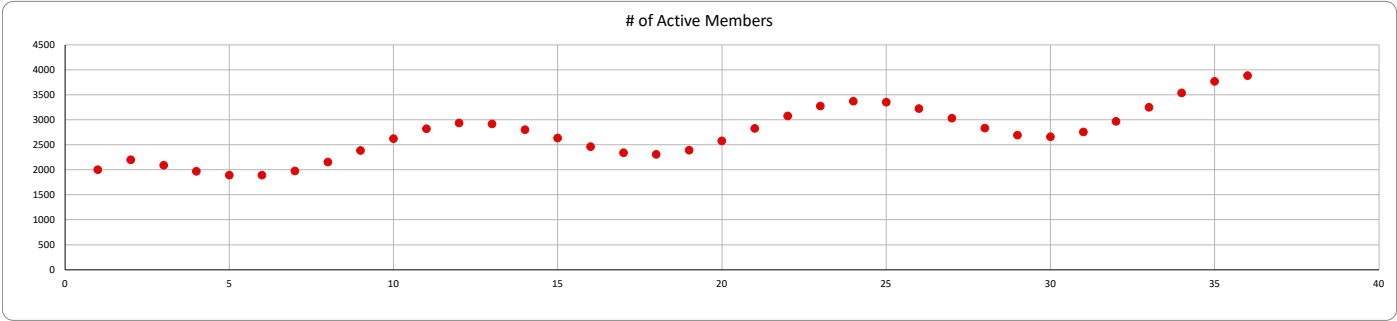
Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Month	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Seasonal %	9.4%	9.0%	8.3%	7.7%	7.2%	7.1%	7.2%	7.7%	8.3%	9.0%	9.4%	9.6%	9.4%	9.0%	8.3%	7.7%	7.2%	7.1%	7.2%	7.7%	8.3%	9.0%	9.4%	9.6%	9.4%	9.0%	8.3%	7.7%	7.2%	7.1%	7.2%	7.7%	8.3%	9.0%	9.4%	9.6%
YOY %	100.0%	102.2%	104.5%	106.8%	109.1%	111.6%	114.0%	116.5%	119.1%	121.7%	124.4%	127.2%	128.7%	130.2%	131.7%	133.3%	134.8%	136.4%	138.0%	139.6%	141.2%	142.9%	144.6%	146.3%	148.0%	149.7%	151.5%	153.2%	155.0%	156.9%	158.7%	160.6%	162.4%	164.3%	166.3%	168.2%
Members	2000	2201	2089	1972	1894	1890	1978	2152	2382	2621	2819	2933	2915	2803	2634	2461	2339	2311	2394	2579	2825	3077	3275	3373	3352	3223	3029	2830	2690	2657	2753	2965	3249	3538	3766	3879

This is where things start to get fun.
Using the sliders to the left, tweak your initial membership characteristics to match your expected number of members and Year Over Year growth rate.

We all know that climbing gyms will experience a seasonal variance in their overall numbers. The "% Variance" slider will help you adjust how much your numbers will vary from your peak month and slowest month to the average.

The initial amount is the expected average amount of members for the first year. YOY Growth reflects expected YOY Growth. It is an exponential function, not linear.

Peak month basically shifts the graph to the left and right. This may vary by gym, but it seems that February would typically be peak month in the USA.



PRE-QUALIFICATION

DEDICATED TO THE DOERS™



July 7, 2023

Dear Michael and Mitchell,

Thank you for your interest in our business loan programs. Live Oak Bank is pleased to present this pre-qualification letter for a loan request. This letter does not constitute a formal commitment or offer to lend on the part of Live Oak Bank, and instead is provided to summarize a loan scenario for discussion. A commitment may be made at a later date, but only after the completion of Live Oak Bank's underwriting process and formal loan approval, and satisfaction of any contingencies pursuant thereto.

Loan Purpose: Provide permanent financing for the purchase of commercial real estate and construction/improvements. Loan will also finance soft costs, FF&E, working capital and closing costs.

Borrower: Entity to be Formed (or other designated entity)

Guarantors: Mitchell Eadens
Michael Palmer
The Knot Climbing Gym, LLC
Climbing Related Asset Group, LLC

Note on Personal Guarantees: Any 20% or more owner of the borrowing entity will be required to provide a full joint and several personal guaranty. Additional guarantors may be required by Live Oak as part of the underwriting process.

Note on Corporate/Trust Guarantees: All entities that own 20% of the borrowing entity will be required to provide a full joint and several guarantee. If the owner is a revocable trust, the Trustor also must guarantee the loan.

Please note this pre-qualification letter assumes that cash flow of the business is sufficient when we take into account guarantor salary needs from the business.

Loan Amount: Not to exceed \$6,000,000. The loan will be a Live Oak Bank, SBA 7(a) fully funding term loan. Live Oak Bank is an SBA preferred lender, so we approve, close and disburse all loans in-house. *The interest rate will be determined during detailed analysis of the project and guarantors.*

Borrower's Equity Contribution:

15-20% of total project costs (estimated to be \$1,000,000 - \$1,500,000)

Borrower equity to be from non-borrowed funds unless previously disclosed and approved by Live Oak Bank. Source of equity injection will be verified and documented prior to close.



Repayment: Interest only payments for 12 months, followed by principal and interest to be amortized over the remaining 300 months.

Pursuant to the USA Patriot Act, you will be required to provide satisfactory evidence of your personal and/or business identity before credit is extended. Live Oak Bank may assign and/or participate any portion of the funded loan.

Should you have any questions, please do not hesitate to contact me at 910.212.4952 or angelo.medici@liveoak.bank.

Sincerely,

Angelo Medici

Angelo Medici
SVP – Head of Fitness Center Financing
Live Oak Bank



July 25, 2023

The Knot Climbing Gym, LLC
704 S. Main St
Gainesville, Florida 32601

Mr. Eadens & Mr. Palmer

I am pleased provide you with the following non-binding term sheet. The following is not a commitment to fund the request at this time, but is a representation of the anticipated terms and conditions under which we may approve the loan and is provided for discussion purposes only.

Credit Facility

Borrower:	TBD – Entity to be formed
Guarantors:	Mitchell Eadens Michael Palmer Climbing Related Asset Group LLC The Knot Climbing Gym LLC
Loan Amount:	\$4MM This loan amount will be limited to 75% of the value of the real estate proposed as collateral.
Purpose:	Property acquisition and development
Interest:	7.5%
Terms:	5 years fixed amortized over 20 years – adjustable-rate period begins after year 5
Security:	The loan will be collateralized with a first mortgage on the real property TBD
Loan Fees:	.75 bps
Conditions:	<p>1) The loan documentation will be prepared by the Bank and a Bank approved closing agent with the cost to be borne by the Borrower. In addition, the Borrower shall pay any recording fees, survey fees, title insurance costs, appraisal fees, environmental report fees, inspection fees, documentary stamps and intangible taxes and other cost in connection with the making, documenting, and closing of the loan</p> <p>2) An appraisal shall be ordered by the Bank and certified to Capital City Bank. The cost of which is to be borne by the applicant. The real estate appraisal must be acceptable to the Bank and support a maximum 75% loan to value ratio</p> <p>3) Borrower shall be responsible for compliance with all environmental regulations and/or requirements of local, state, or federal government prior to closing. Evidence of said compliance shall be submitted to Bank upon request. An</p>

environmental questionnaire shall be completed by Borrower. Bank may require an environmental assessment report, and at the Bank's discretion, additional environmental assessments may be required showing the subject properties to be free from environmental contamination.

4. Current financial statements and tax returns in scope and form acceptable to the Bank will be provided annually on the Borrower and Guarantors and other financial information as may be requested by the Bank

5. Primary depository banking relationship must be maintained at Capital City Bank for the life of the loan.

Sincerely,

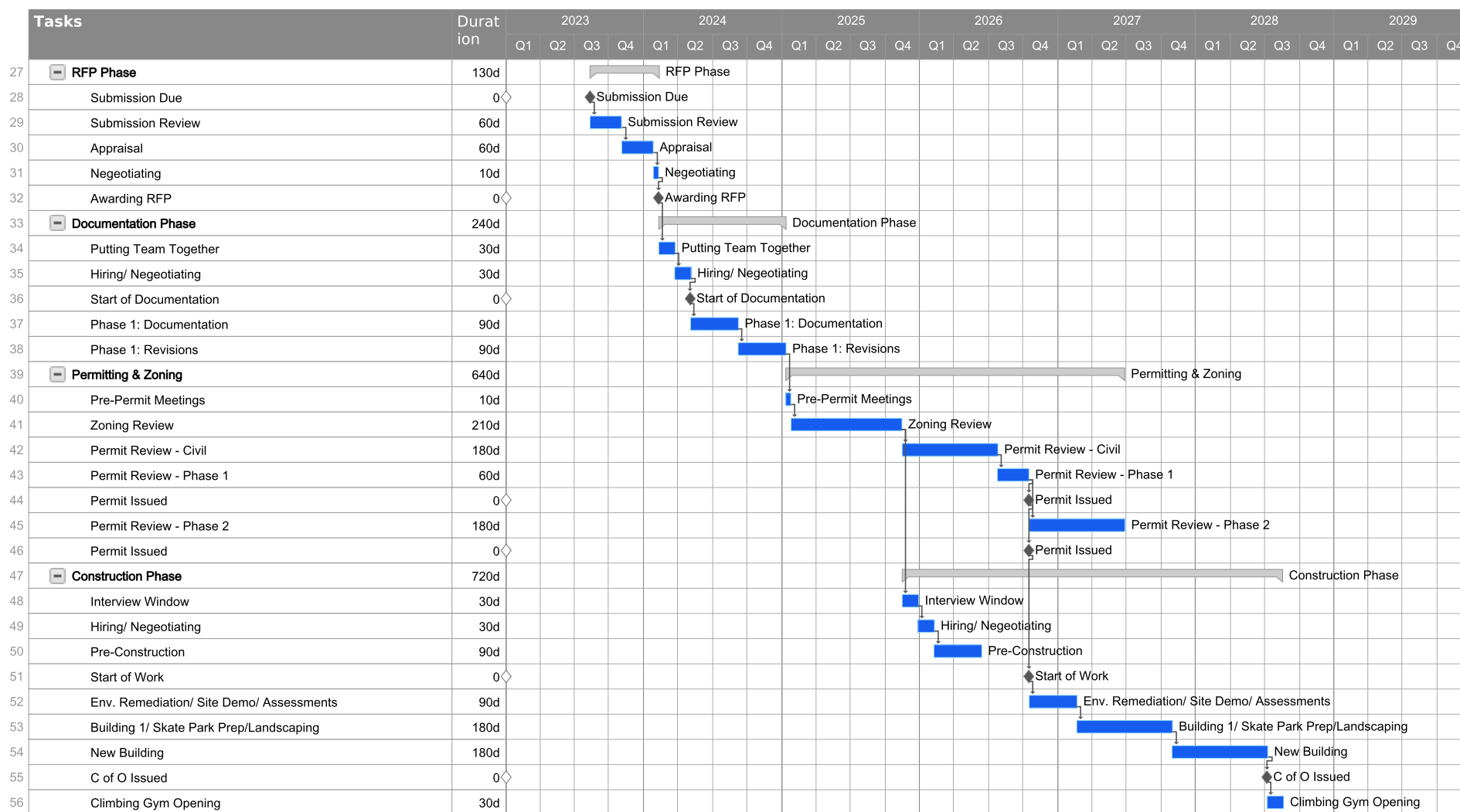


Tom Higgins | AVP | Business Banker
5200-A West Newberry Rd | Gainesville | FL | 32607
O 352.339.7655 | EXT 177655 | C 352.593.1786
NMLS #2434469



The Knot Task Sheet

2023-992F



July 26th, 2023

City of Gainesville
200 E. University Ave
Gainesville, FL 32601

Re: Redevelopment of Old RTS Administrative and Maintenance Facility

To Whom it May Concern,

Joyner Construction Partners had the privilege to work with "The KNOT" on their climbing gym venture in 2020. Their vision for the space and commitment to detail helped with the rehabilitation of downtown Gainesville. Joyner Construction was able to work with the owners and complete the project in a scheduled time frame and within budget.

We here at Joyner Construction are personally familiar with "The KNOT" and their principals, Mike Palmer and Mitch Eadens. Both of these gentlemen and their organization have what it takes to undertake the Redevelopment of this location. Their image of this rehabbed facility and downtown Gainesville is something that this City needs to keep its charm and appeal.

Joyner Construction Partners has been established for over 50 years with all of its business being predominately in the City of Gainesville. We wholeheartedly recommend "The KNOT" and their principals to be awarded the Redevelopment of the Old RTS Administrative and Maintenance Facility. They will treat this project with care and ultimately give the City of Gainesville a location that it can be proud of.

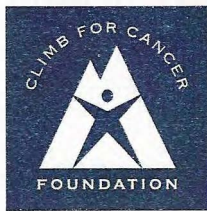
Sincerely,



Ryland Wagner
Joyner Construction Partners, Managing Member
7545 W. University Ave
Suite B
Gainesville, FL 32607
(352) 332-8171



JOYNER CONSTRUCTION PARTNERS, LLC
GENERAL CONTRACTOR • CONSTRUCTION MANAGER • DESIGN/BUILD
CGC1525818



July 31, 2023

City of Gainesville

Re: The Knot Climbing Gym

To Whom It May Concern;

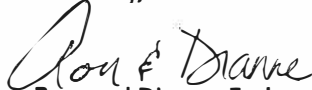
Recently, The Knot Climbing Gym approached us about hosting a fundraising event for the Climb for Cancer Foundation to support pediatric oncology programs at Shands Hospital. The event featured thirty-nine two-person teams climbing for twenty-four hours to achieve 3000 vertical feet, which is the equivalent of the height of El Capitan in Yosemite National Park.

The professionalism of the owners, Mike Palmer and Mitch Eadens, as well as their entire staff, was amazing. The event, called El Swampitan, raised \$8500, which greatly exceeded our expectations, and will become an annual event.

From start to finish, the event was very well-organized, and every effort was made to make sure even the smallest details were accomplished flawlessly. It was a great pleasure and honor to work with Mike and Mitch on this event.

We fully endorse any future plans they have to expand the business, and offer Gainesville one of the finest climbing gyms in the country. Their love of their city, and for the climbing community here, as well as their social conscience, and commitment to give back to the community, assures me that their goals will be achieved with great success and make Gainesville proud.

Sincerely,


Ron and Dianne Farb
Co-founders

5745 SW 75TH STREET #317

GAINESVILLE, FL 32608

352-333-9663

WWW.CLIMBFORCANCERFOUNDATION.ORG



Living Wage Statement

At The Knot, we firmly believe in the value of providing a living wage for all employees. As of July 2023, we proudly pay a starting wage for all staff surpassing the living wage as defined by Gainesville, FL city ordinances.

Our commitment to fair compensation extends beyond initial hiring. We ensure that all employees have the opportunity for wage growth as they continue their journey with us. Management personnel are compensated at a higher scale, reflecting their vital roles.

We view our wage policy as more than compliance with local regulations—it's a reflection of our core values. We're committed to fostering a work environment where everyone feels appreciated, which in turn enhances the experience for our climbers/customers and strengthens our community.



Market Viability

Climbing is a growing sport. With the recent debut in the 2020 Olympics and Academy Award winning documentaries like 'Free Solo', climbing is 'having its moment'. Climbing's economic impact has grown large, too. According to the AAC State of Climbing Report, climbing contributed nearly \$12.5 billion to the United States economy in 2017. Over the 36-month study period, climber spending on gear rose by 14.4% to a total of almost \$170 million in 2018. Although revenue levels haven't quite returned to their pre-pandemic high, gyms have shown a strong rebound since 2020. The indoor gym industry is around \$500 Million Dollars as of 2021 and saw an 8.24% increase in new climbing gyms being built. This brings the new total of 591 gyms in the US as of 2022.

To supplement this data, The Knot/CRAG commissioned a study and evaluation of the market for climbing in Gainesville, FL by Futurist Climbing Consultants. Document Attached. This document uses CBSA population data and estimates the potential market for climbing based off similar markets. From there, it makes a recommendation on the size of a facility to capture that market (roughly 30,000sf). Using revenue figures from similarly sized facilities, it suggests current market revenue (\$2.7M) and a 5-year projected revenue (\$4.18M).

Additional Sources:

Growth of Climbing:

<https://www.99boulders.com/the-growth-of-climbing>

Climbing Gym Trends from the Climbing Wall Association

<https://www.climbingbusinessjournal.com/gyms-and-trends-2021>



Business Development Opportunities Afforded by a Larger Space

The currently operating business at 704 S Main St was built with the goal of proving and establishing a viable market for climbing. The existing facility was built 20 years ago. Since then climbing gyms have made strides in offering more features for people who want to participate in climbing or the other fitness activities available at modern gyms. While we will need to grow membership significantly to create a viable and successful business, there are a variety of opportunities for us to generate more revenue. Below is a list of revenue opportunities that we have been unable to pursue for no reason other than lack of space.

Day Passes/Entertainment Sales

We do not currently offer single day passes. When we opened, Covid was a major factor in many of our decisions. We decided not to sell day passes and quietly sold memberships only so that we would not be overrun with business at a tricky time. We have upheld this policy since we have not had need to increase the number of visitors to our facility. It has created some benefits, but also some challenges in that it makes climbing less accessible to people who may not be able to afford it and may limit the people who would like to just come climb for fun occasionally. A larger space will have a dedicated area designed for more first-time/inexperienced/infrequent climbers.

Kids/Youth/Family Climbing

Being able to offer day passes would allow us to generate more business around youth climbing. Many parents are looking for active entertainment for their kids, but we are currently unable to provide youth opportunities in our current facility. The older design of our existing building creates situations where small kids might end up directly underneath full-size adult climbers creating a fall hazard for both. We are very strict with a 1 (adult) to 1 (child under 13) and this has been a challenge for parents with more than one kid under 13. Climbing is a great sport for kids as many of them are natural climbers, but we are unable to create an appropriate place for kids in our current facility. More space for youth would allow us to create areas dedicated for kid's climbing and provide parents opportunities to expose their kids to climbing without having to be as hands-on. These dedicated areas will be great for programs like Summer Camps and Birthday Parties.

Olympic Development Programs

This size facility will let us host larger regional climbing events. With climbing's recent debut in the 2020 Olympics, there is an opportunity to create dedicated training programs for climbing athletes and position Gainesville as a strong training ground for the Southeast region. (Our business has already received inquiries from high level youth competitors considering UF for college and hoping to train for Olympic level climbing.)

**Team Building**

With the larger space, we can offer both small and larger scale team building workshops. Climbing is an excellent way for groups to learn to work together and build trust.

Corporate Events

In addition to extra space for our climbing events, we will be able to host larger corporate events. We have received inquiries for events of up to 150 people and have not been able to host. There are many businesses and organizations in Gainesville looking for new spaces to host gatherings and functions.

Corporate Memberships

We currently do not offer any large group memberships. Many of these organizations provide incentives to their employees through access to fitness. We would be able to become a more substantial provider for these types of programs. We currently work with Peerfit and have opportunities to expand those programs via the various insurance, technology, municipal, and educational institutions in town.

Medical/Rehab

Climbing can have a positive impact on a person's overall health. We have had medical organizations reach out to provide opportunities for climbing for their patients and hope to provide access through a larger space.

Job Training

As a business, The Knot, has a strong relationship with the Santa Fe CIED. There are opportunities for us to provide ropes and safety training that will prepare employees for a variety of jobs. Some of these jobs would include: Electrical Linework, Cell Tower, Tree Work, Multi-Story Building Cleaning/Maintenance, and Stadium Rigging.

Expanded Retail

We are extremely limited in the quantity of retail equipment for climbing that we can sell from our facility. Our storage areas are too small to maintain an adequate supply of climbing equipment for our customers to purchase. As such, they are making purchases through other retailers in town. We would bring more inventory in a larger facility or we would look to lease the space to an experienced area retailer.



Bridging the Gap

Based on the demand we are seeing for our business; we think these revenue numbers are achievable. In our 7,000sf building, we have less than 1/4th of the estimated space for the Gainesville market. Despite that, our business is currently generating around \$1M per year in revenue in our Second year of operations or nearly 1/3rd of the revenue estimated for this market.

Because of the limited space, we only serve a limited segment of our market and are limited in how many climbers we can handle at one time. We have a variety of business development opportunities, listed below, that we cannot currently explore due to limited space. In comparable climbing gyms to the one proposed, these opportunities make up 30-40% of their revenue. We would expect to see a similar jump in our current space were we able to offer these programs. With modest growth to 1500 members (roughly half the anticipated market) and these additional revenue sources, we would expect to generate roughly \$2M per year in revenue.

At a purchase price of \$2M for the land and the additional costs of renovations and installation of the walls, we expect the first phase of this project to cost \$5.5M. The yearly loan payments for \$5.5M at 8% interest, amortized over 30 years would be around \$484,000. Generating \$2M revenue, that would put the ratio of our property expense to revenue at 25%. This is towards the high-end, but still within a healthy range for a climbing gym.

Since the climbing gym will be the anchor tenant, the revenues from the gym will support the project. The revenues from the additional buildings on-site will not be necessary to ensure a viable project. The revenues may vary due to the needs of any tenants that would occupy these buildings, but will be an opportunity to offset the costs for the climbing gym. A cursory assessment of \$510,000 spent renovating these buildings will generate around \$120,000 per year. After debt expense, this would offset the yearly operating costs carried by the climbing gym portion of the business by around \$80,000 per year. This would bring the yearly property expenses down to close to 20% of revenue, which would be well within a healthy ratio for this business. This is considers we are only able to capture about 1/2 the estimated market for climbing.

At the current offer price, we are confident we can afford this project and will be create a viable, long-term community space.

Financial Statements for The Knot are available upon request.



THE KNOT: GAINESVILLE RFP

PROJECT DESCRIPTION:

This project proposal is an alternative-sport, mixed-use development centered on 3 Olympic sports and creating an event venue which includes a climbing gym, outdoor skate park/ event space, covered roller derby track, standing wave pool, and also includes areas of a housing, retail, food and beverage.

This site proposal will create a world-class destination for Gainesville, and a community center for the city. The specific uses will attract people to the site, and the outdoor areas such as the lawn and Woonerf can be utilized for larger public events.

The proposal will be executed with a "green" focus, specifically around high-efficiency building and building upgrades, new greenspace and trees, passive solar orientation of buildings, and active solar technology such as solar panels and daylighting features.

PROJECT LOCATION:
Gainesville, FL

BUILDING OWNER
The Knot

DESIGN ARCHITECT:
Chris Ryan, AIA
chris@ryanstudio.us
303-819-1526 (cell)



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3	08/03/23	CONCEPT DESIGN v.3	08/03/23	CONCEPT DESIGN v.3
4	08/08/23	CONCEPT DESIGN v.4	08/08/23	CONCEPT DESIGN v.4
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Gainesville RFP

COVER

A	01
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THE KNOT: GAINESVILLE RFP

PROJECT DESCRIPTION:
This project proposal is an alternative-sport, mixed-use development focused on 3 Olympic sports and an event venue which includes a climbing gym, outdoor skate park/ event venue, covered roller derby track, standing wave pool, and also includes a housing and retail area of development.

This site proposal will create a world-class destination for Gainesville, and a community center for the city.

The final configuration of housing is shown in 2 ways, one townhouse option, and one higher-density courtyard layout.

PROJECT LOCATION:
Gainesville, FL

BUILDING OWNER
The Knot

DESIGN ARCHITECT:
Chris Ryan, AIA
chris@ryanstudio.us
303-819-1526 (cell)



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4 08/08/23	CONCEPT DESIGN v.4
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The Knot Gainesville RFP	
Cover - Alt	
A	02

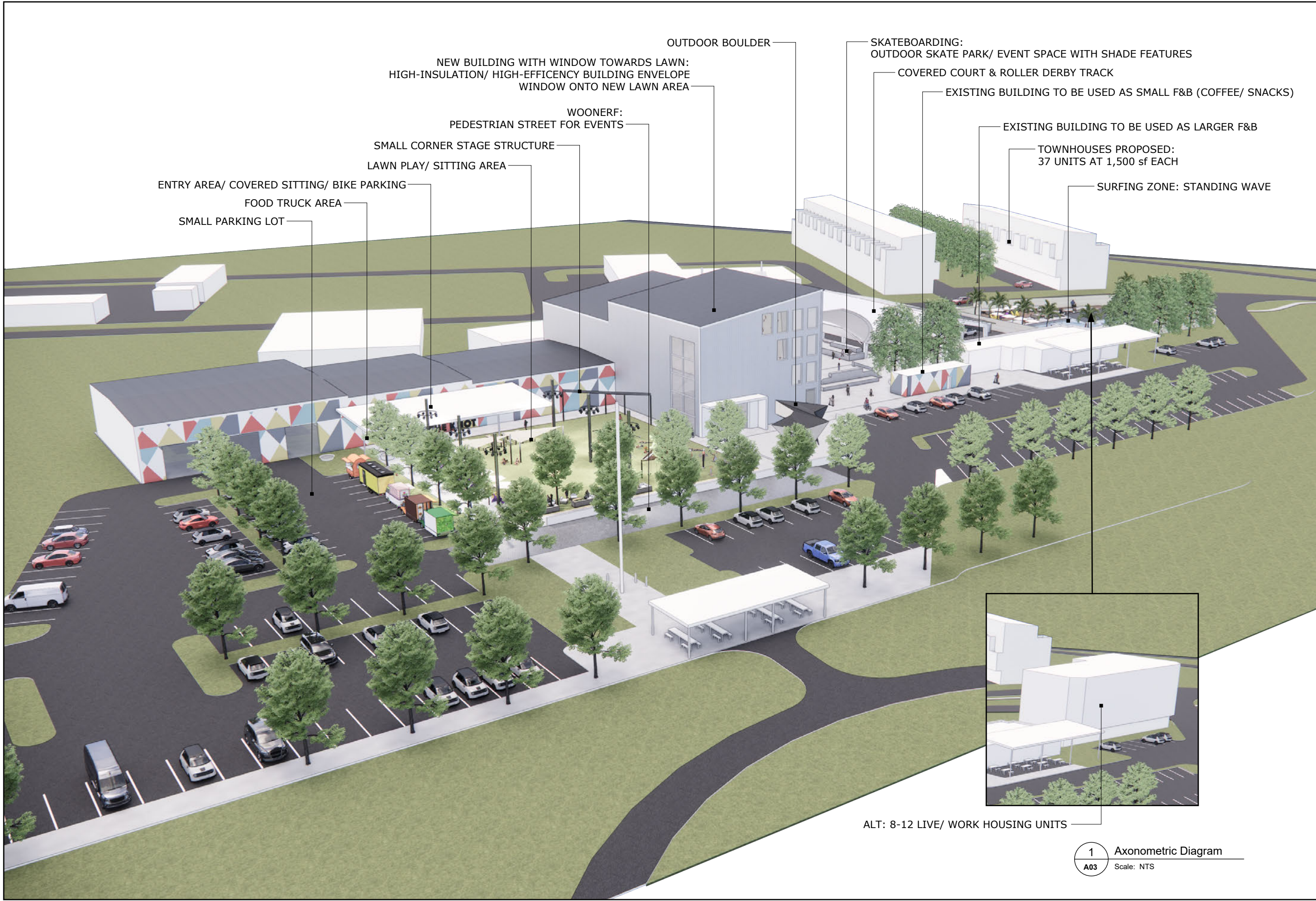


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Axonometric Diagram



1 Axonometric Diagram
A03 Scale: NTS



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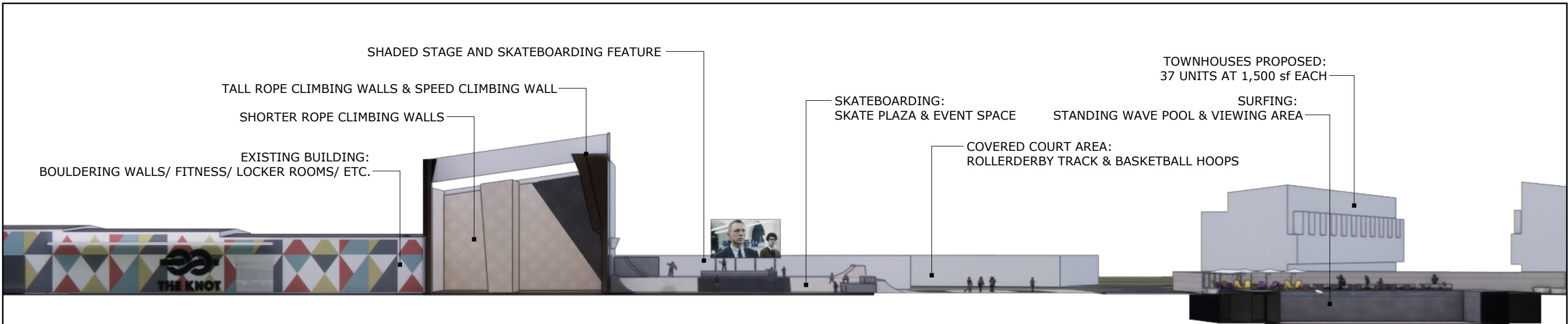
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Axonometric - Interior View



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1 Section & Perspective
A05 Scale: NTS



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Section & Perspective

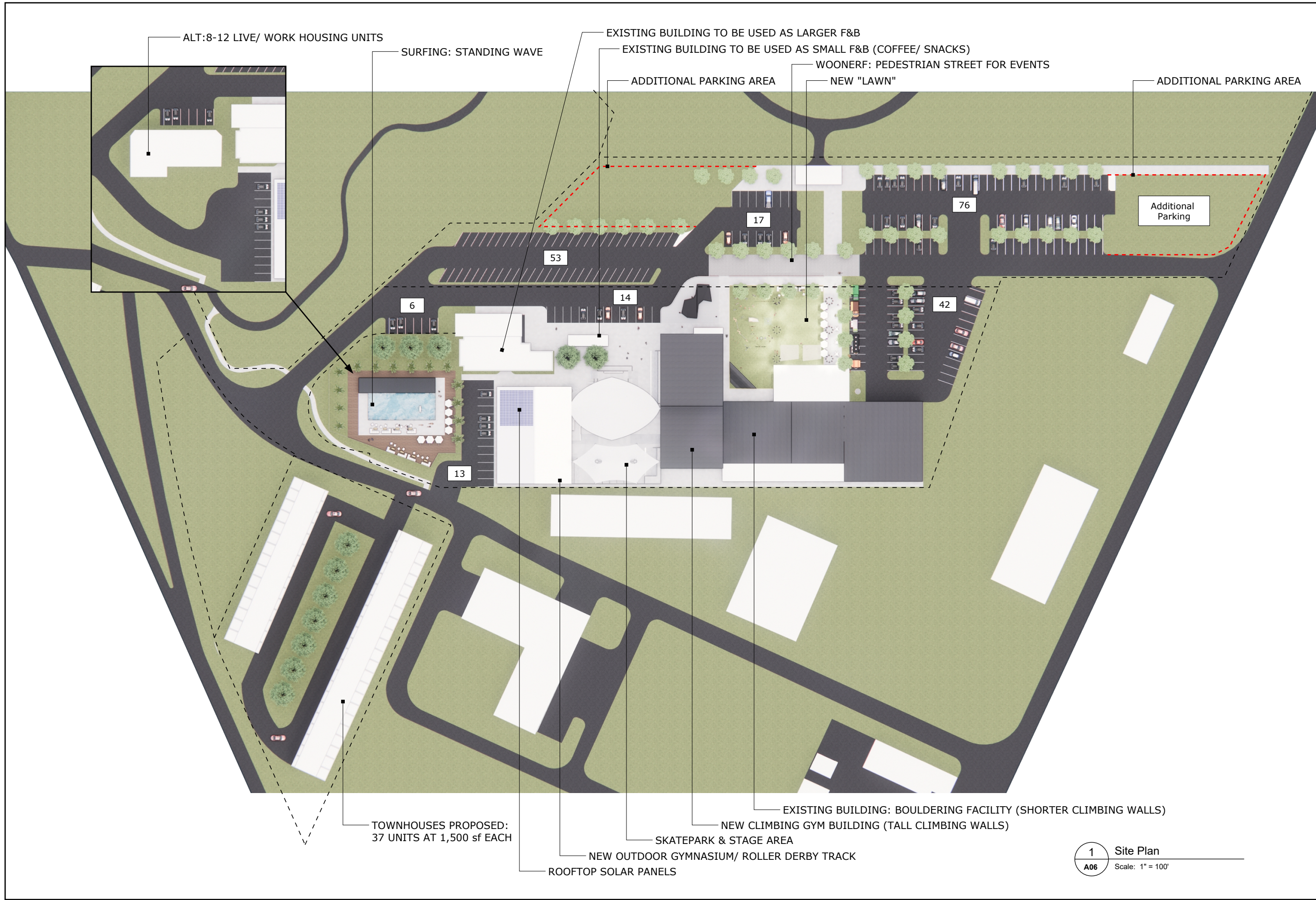


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Site Plan





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Aerial View



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Aerial View

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08



1 Perspective - Woonerf View
A09 Scale: NTS

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Perspective - Woonerf View



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Perspective - Yard View



1 Perspective - New Building View
A11 Scale: NTS

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Perspective - New Building View

A

11



1 Perspective - Skate and Event Plaza
A12 Scale: NTS

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Perspective - Skate and Event Plaza				
A	12			



1 Perspective - Covered Court Area
A13 Scale: NTS

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Perspective - Covered Court Area

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13



1 Perspective - Approach From Park
A14 Scale: NTS

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Perspective - Approach From Park

A	14
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