

# Skate Laramie 501(c)(3) – Indoor Skate Park Business Plan

**Date:** March 2026

**Prepared by:** The Skate Laramie Board

Board Executives: Josh Kaffer President, Blake McGee VP, Norman Frost Treasurer, Ken Hanson Secretary.

## 1. Executive Summary

**Organization:** Skate Laramie

**Legal Status:** 501(c)(3) Non-Profit Organization

**Location:** South Kiowa Street 132'x125' lot between 287 and Ft. Sanders Rd.

**Mission:** Educate and empower through wheeled sports

**Vision:** A thriving, sustainable training facility and community hub. Space that empowers at-risk youth, engages young adults and connects Albany County residents through recreation, mentorship and shared experience.

**History:** Since 2014 Skate Laramie founders have focused on making outdoor recreation accessible and fun. 2026 will be our 12th season offering free learn to skate programming. This training facility is our 6th infrastructure upgrade to Albany county's wheeled sports offerings. We have spearheaded over \$350K in infrastructure investment and have volunteered thousands of hours teaching and building this community.

### Why this?

**Mission:** Wyoming is the best place for outdoor recreation. Many of our favorite sports have prohibitive costs of entry as well as safe practices that need to be taught. The skatepark is the most accessible and cost effective outdoor recreation for those traditionally left out of these spaces. We are creating a pathway for at risk and low income youth of our community to access

Several deterrents endemic to public spaces counteract our goals.

1. Uncontrollable elements: Weather and People. Our high altitude location leads to long cold winters and limits our ability to offer sustained outdoor programming throughout the year. By providing a consistently managed space, we build resiliency and accountability in individuals and the community. Modeling best practices for etiquette we can create an overwhelming group of positive actors we hope will override negative behaviors at public facilities.
2. Perception: Too many in our community have a negative association with skateparks and our athletes. This space will offer everyone the chance to join our athletic community, see value in themselves and in their fellow athletes.

the greatest wealth of Wyoming. Outdoor community and the abundant free and accessible recreation spaces.

## Why Now?

**Mission:** We see this as a great time to broaden our outreach and give our community a safe space to practice new skills all year long. Giving our community broader access and ownership in outdoor infrastructure.

**Organization:** We are ready. We have land, the will, time and expertise. Josh is dedicated to serving this community through 2030 and we would like to create a sustaining business model that can continue the mission without relying on the largesse of a small number of volunteers and donors.

**Skatepark riders:** Need an indoor facility to recreate through the 7-9 mo. “off” season.

**Snow Sports:** Winter conditions are variable and snow park builds and conditions are unpredictable and/or very expensive. A training facility will help individuals build skills in a controlled and economical environment.

**Bikes:** Albany County has seen major investment in public infrastructure for wheeled sports in the last few years. Pilot Hill has added many miles of advanced and expert terrain. The City of Laramie will be investing \$1.2M into a new bike park this Spring.

**Other flow sports:** All athletes that rely on coordination, spacial and body awareness, can benefit and cross training with us.

## Project Overview:

Skate Laramie plans to construct a **5,000 sq. ft. energy-efficient facility** featuring:

- **4,000 sq. ft. indoor skatepark**
- **1,000 sq. ft. of retail and social space**
- Located on our **132' x 120' plot** on South Kiowa Street
- Designed with **100 feet of southern exposure** to maximize **passive solar gains** and minimize operating costs

This year-round facility will provide youth programming, adult and college student events. A social hub for the entire community.

## 2. Organizational Overview

### Legal Structure:

- Nonprofit 501(c)(3) registered in Wyoming
- Governed by a volunteer board of directors
- Supported by community partnerships, sponsors, and volunteers

## Core Values:

- Inclusion and accessibility
- Community and mentorship
- Health and well-being
- Creativity and lifelong learning
- Environmental responsibility

## 3. Programs and Services

### Youth and Teen Programs

- **After-School Program:** Safe, structured space with mentorship, social and creative activities.
- **Weekend, Summer & School Break Camps:** Week-long and day camps blending skating, art, and community-building.
- **Lessons:** Two free skate lessons each month for beginners, individual and group lessons.
- **Birthday Parties:** Affordable private sessions with and without instruction.

### Community Offerings

- **18+ Skate Sessions and Lessons:** Dedicated times for adult and college participants.
- **Live Music & Special Events:** Local bands, community nights, and cultural showcases.
- **Competitions:** Local and regional events to attract tourism and broad community engagement.
- **Workshops:** Wellness, fitness, and art workshops that complement skate park engagement.

## 4. Facility and Design

**Total Area:** 5,000 sq. ft.

**Plot Size:** 132 ft x 120 ft (15,840 sq. ft.)

### Proposed Layout:

- **4,000 sq. ft. indoor training facility:**

- Concrete Street Style Sandbox with variable set ups incorporating wood and steel elements.
- Concrete transition section and bowl.
- Progressive take off zone with airbag and resi landing areas.
- Harness system for assisted progression on miniramps.
- **1,000 sq. ft. retail/community area:**
  - Retail shop (gear, apparel, local art)
  - Snack counter
  - Lounge/social area for community gatherings
  - Spectator loft, party and meeting space.

#### **Sustainability Goals:**

- Passive solar design (100 ft southern exposure)
- Insulated, energy-efficient structure
- Solar-ready roof
- LED lighting and high-efficiency HVAC
- In-ground heating

## **5. Market and Community Need**

#### **Target Customers:**

- **Youth & Teens (Ages 6–17):** Limited recreation options, especially in winter months.
- **Young adults (UW, LCCC & WyoTech Students 18–25):** Seeking inclusive and social activities beyond bars and spectator sports.
- **Adults (18–70):** Looking for community engagement, thrilling family fitness and events.

#### **Community Impact:**

- Year-round recreational option in a climate with long winters
- Safe and healthy environment for youth
- Supports mental health and physical activity

- Provides mentorship and skill-building opportunities
- Strengthens Laramie’s creative and social fabric

## 6. Funding Strategy

### Startup and Construction Costs (Estimates):

Category	Estimated Cost
Land (owned)	\$0
Building construction (5,000 sq ft @ ~\$100/sq ft)	\$325,000
Skatepark buildout and equipment	\$125,000
Parking Lot	\$25,000
Leech Field	\$25,000
Total Estimated Cost	<b>\$500,000</b>

### Funding Sources:

- Grants (local, state, national recreation and youth orgs)
- Corporate sponsorships and naming rights
- Individual donations (capital campaign)
- Fundraising events and merchandise
- Partnerships with University of Wyoming and local businesses

### Revenue Streams (Post-Construction):

- Memberships and day passes
- Lessons, camps, and event fees
- Retail sales (gear, apparel, snacks)
- Birthday parties and rentals
- Sponsorships and community events
- Grants for specific improvements and programs

## 7. Operations and Staffing

### Staffing Plan:

- Executive Director (PT) average 20hrs a week @ \$30K/yr, Potential to earn more with expanded profits and programming.
- Instructors (Contracted to start, payroll eventually) \$15-20hr
- Volunteers (additional weekend coverage, event staff, and special projects) build toward paid positions

### Hours of Operation: School Year and Summer

- SY Weekdays: 3:00 PM – 9:00 PM
- SY Weekends: 10:00 AM – 10:00 PM
- Limited Summer hours adjusted for camps and events

## 8. Partnerships and Community Support

Partners include:

- City of Laramie Parks & Recreation
- University of Wyoming: UW Skate Club
- Local schools: Field trip support.
- Youth centers: Big Brothers Big Sisters, Cathedral Home, Scouting America
- Regional skate brands and shops: Actionball Boardsports, Tempt
- Wyoming Arts Council and local musicians

## 9. Timeline (Proposed)

Phase	Description	Estimated Date
Phase 1	Finalize design & engineering	Q1 2026
Phase 2	Capital campaign & grant funding	Q1–Q3 2026
Phase 3	Construction & interior build	Q4 2026–Q2 2027

Phase 4	Grand Opening	Fall 2027
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## 10. Evaluation and Impact

### Metrics for Success:

- Number of youth participants and program graduates
- Frequency of events and attendance
- Membership retention
- Targeted programs building specific athlete communities (scooter, quad skate, college and adult skate nights)
- Community satisfaction surveys including a baseline study

## 11. Appendices (coming)

- Architectural concepts or site plan
- Letters of community support

## 12. Financial Plan and 5-Year Projection

### 12.1. Key Assumptions

Category	Assumption
Facility size	5,000 sq. ft. (4,000 skatepark + 1,000 retail/ community)
Start-up Year	Construction completed by Fall 2027
Year 1	First full year of operations (2028)
Average Day Pass	\$15
Monthly Membership	\$60
9 month Season Pass	\$450
Average Retail Margin	40%
Camp Enrollment	12 camps/year, 12 participants average
Average Camp Fee	\$150 per participant

Birthday Party	\$200 average per event
Sponsorships	Local + regional partnerships
Inflation	3% annual increase in expenses/revenues

**12.2. Startup & Construction Budget (2026–2027)**

Category	Estimated Cost
Land (owned)	\$0
Site preparation and utilities	50,000
leech field (\$20K)	
Gravel parking lot (\$20K)	
ADA parking spot \$5K	
Building construction (5,000 sq ft)	325,000
Colton Construction Post Frame 50x100’ \$179,450	
Blown Insulation \$56K	
Foundation estimate from Rockhard 46-70K caissons 85-100K full foundation	
Water tap South Laramie Water 3/4” \$6061	
Plumbing	
electrical	
Interior Build, Shop and Skatepark	\$125,000
skatepark 4000 sq ft @ ~\$25/sft	
shop floor and framing ~\$25K	
<b>Total Startup Cost</b>	<b>500,000</b>

12.2. Capital Campaign Projections and Dreams (2026–2027)

Category	funds committed	funds requested	funds to request
Anonymous Donation	\$250,000		
Skate Laramie Funds	\$10,000		
Albany County community partner grant FY26 (FY27 to request)	\$1,800	\$5,000	

City of Laramie community partner grant FY26 (FY27 to request)	\$2,000	\$5,000	
JK and RJ	\$5,000		
ACRB FY27		\$50,000	
DH	\$1,000		
Intertie Grant			\$50,000
Kiwanis			\$5,000
Daniels fund			\$20,000
SL Board			\$5,000
Public Capitol Campaign			
+50K donations (goal 1)			50,000
+25K donations (goal 2)			50,000
+\$10K donations (goal 5)			50,000
+\$5K donations (goal 10)			50,000
+\$1K donations (goal 15)			15,000
+\$500 donations (goal 30)			15,000
<b>Total Commitments</b>	<b>269,800</b>		
Current Requests		<b>60,000</b>	
Dream numbers			<b>310,000</b>

### 12.3. Revenue Projections (Years 1–5)

Source	Year 1	Year 2	Year 3	Year 4	Year 5
Memberships (avg 50 members)	\$20,000	\$20,600	\$21,218	\$21,854	\$22,510
Day Passes (avg 10/day @ \$15)	\$39,000	\$40,170	\$41,375	\$42,616	\$43,895
Camps & Lessons	\$21,600	\$22,248	\$22,915	\$23,603	\$24,311
Birthday Parties (20 @ \$200)	\$4,000	\$4,120	\$4,244	\$4,371	\$4,502
Events & Competitions	\$3,000	\$3,090	\$3,183	\$3,278	\$3,377
Retail Sales (net profit margin)	\$6,000	\$6,180	\$6,365	\$6,556	\$6,753
Sponsorships & Grants	\$20,000	\$20,600	\$21,218	\$21,855	\$22,510
<b>Total Revenue</b>	<b>\$113,600</b>	<b>\$117,008</b>	<b>\$120,518</b>	<b>\$123,133</b>	<b>\$127,858</b>

## 12.4. Operating Expense Projections

Expense Category	Year 1	Year 2	Year 3	Year 4	Year 5
Director Salary	\$30,000	\$30,900	\$31,830	\$32,780	\$33,770
Contract wages	\$15,000	\$15,450.0	\$15,914.0	\$16,391.0	\$16,883.0
Payroll Taxes	\$4,000	\$4,120	\$4,244	\$4,371	\$4,502
Utilities & Energy	\$8,000.00	\$8240.00	\$8487.00	\$8742.00	\$9004.00
Maintenance, Repairs, Office	\$6,000	\$6,180	\$6,365	\$6,556	\$6,753
Insurance (liability, property)	\$5,565.00	\$5733.00	\$5905.00	\$6082.00	\$6264.00
Marketing & Outreach	\$1,200	\$1,236	\$1,273	\$1,311	\$1,351
Professional Services (accounting, legal)	\$3,000	\$3,090	\$3,183	\$3,278	\$3,377
<b>Total Operating Expenses</b>	<b>\$72,765.0</b>	<b>\$74949.0</b>	<b>\$77,201.0</b>	<b>\$79,511.0</b>	<b>\$81,904</b>

## 12.5. Net Operating Summary

Year	Total Revenue	Total Expenses	Net Income (Before Reserves)
Year 1	\$113,600	\$72,765	\$40,835
Year 2	\$117,008	\$74,949	\$42,059
Year 3	\$120,518	\$77,201	\$43,317
Year 4	\$123,133	\$79,511	\$43,622
Year 5	\$127,858	\$81,904	\$45,954

## 12.6. Use of Surplus & Reinvestment

Annual surpluses will be reinvested to:

- Support more youth programming and scholarships
- Maintain and upgrade building, indoor and outdoor park features
- Expand solar or renewable energy capacity or otherwise decreasing costs of operation

- Fund staff training and community outreach
- Build a long-term sustainability reserve fund

## **12.8. Long-Term Financial Goals**

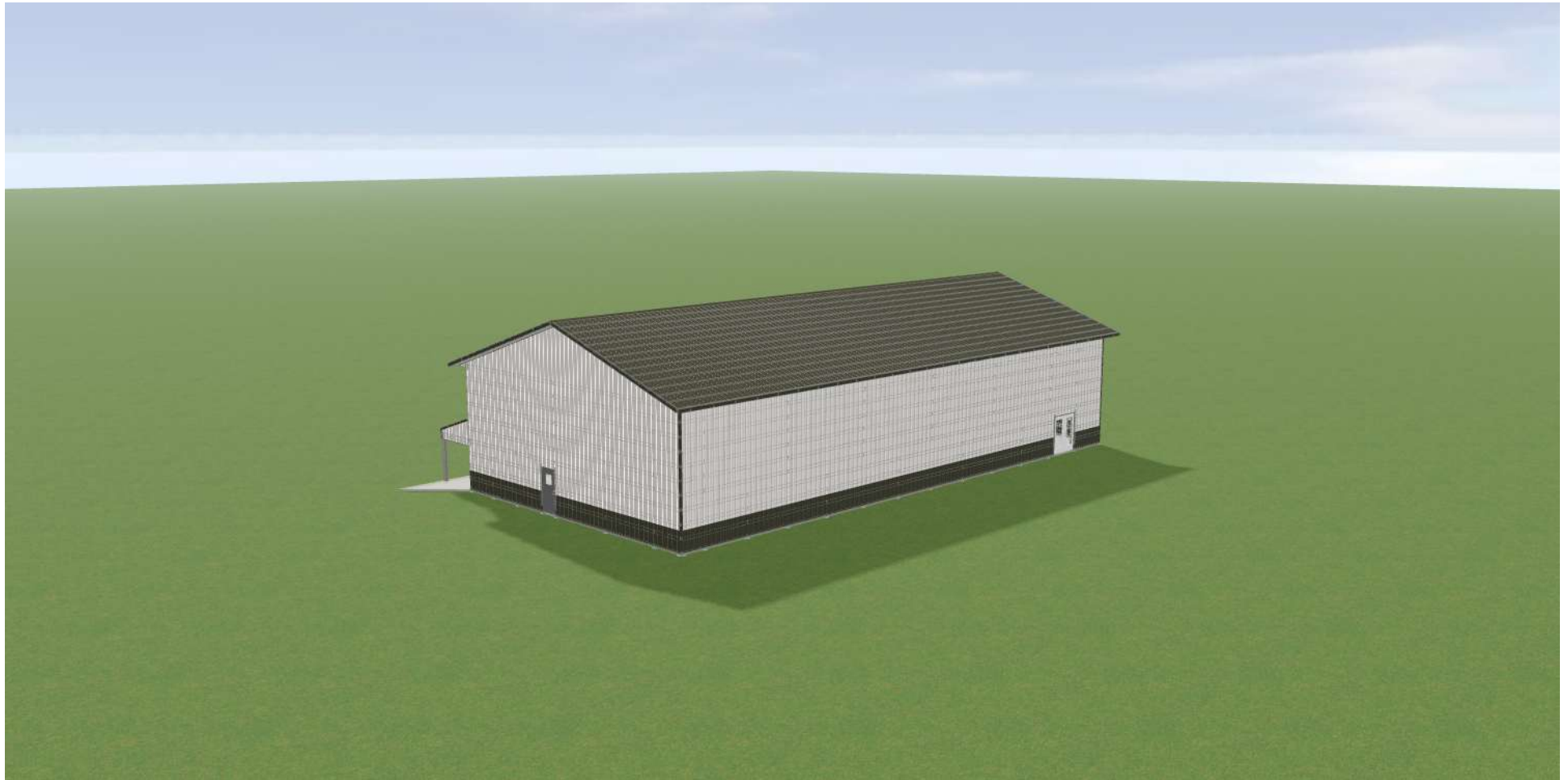
- 1. Achieve full operational self-sufficiency by Year 1**
- 2. Build a \$60,000 reserve fund by Year 5**
- 3. Develop expansion plans** (more programming, lower utilities via efficiency and PV upgrades, van for outreach) by Year 5

# Iso 1



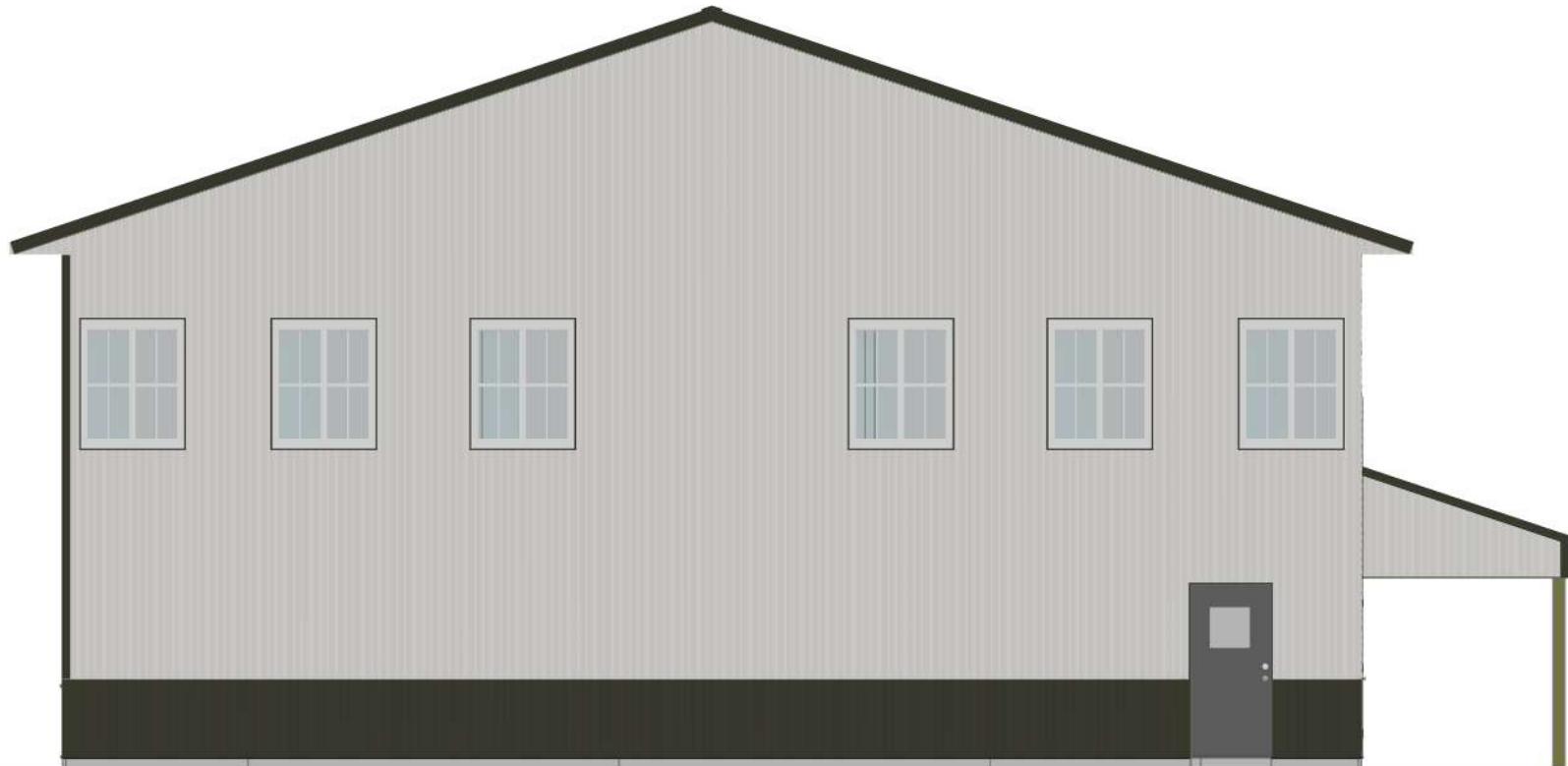
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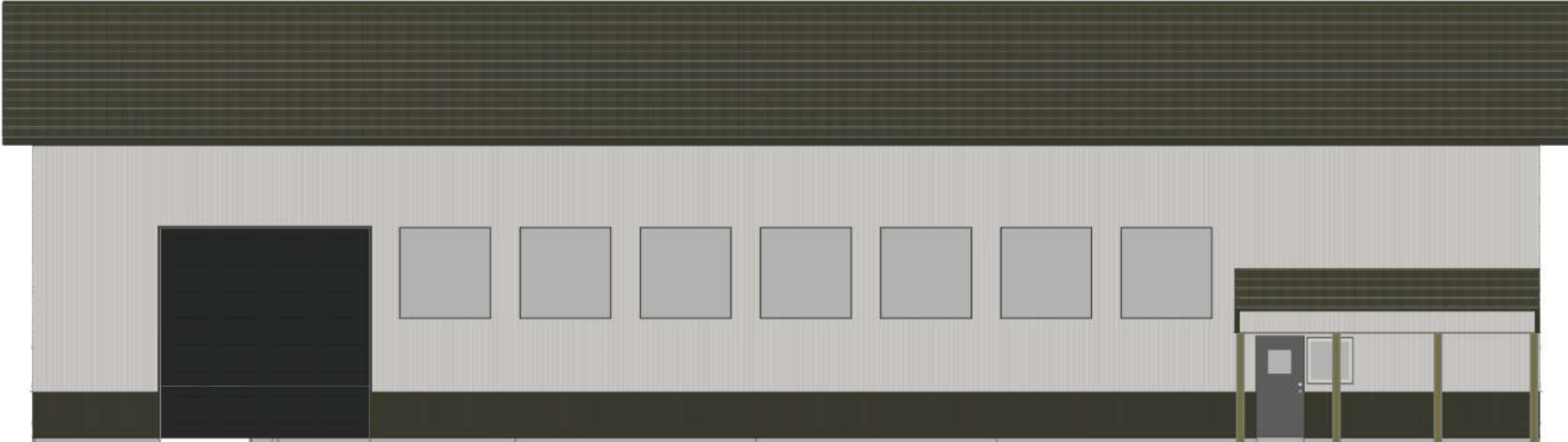


# Front Elevation

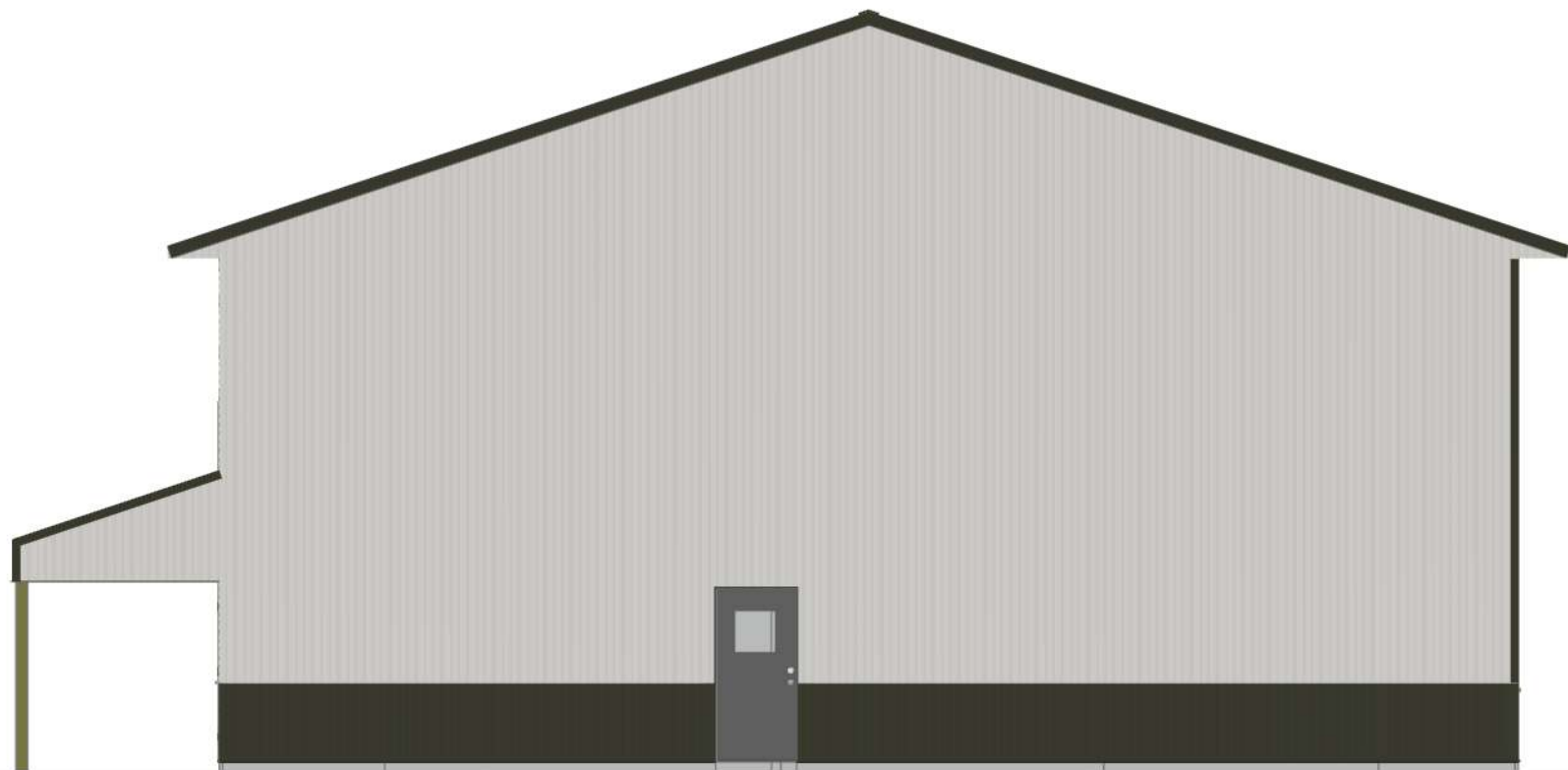
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# Left Elevation



# Back Elevation



# Right Elevation

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