

**Conditional Use Application for
Athletic Republic**

Conditional Use Statement

Athletic Republic is the culmination of over 28 years of research and relentlessness. It's a brand built out of a firm belief that there is a better way to train athletes, a better way to reach peak athletic performance, and a better way to achieve athletic goals.

For more than two decades Athletic Republic has been backing up that belief by seamlessly integrating science into sports. Now North America's largest sports training operator is ready to open in Dublin, Ohio.

WHEN AN ATHLETE WALKS THROUGH OUR DOORS, THEY WALK INTO OUR TRAINING ARENA, WHERE MAXIMIZING ATHLETIC POTENTIAL IS OUR ANTHEM.

Athletic Republic has been developing advanced sport-specific training programs that have been proven to deliver athletes of all ages a competitive advantage. You need only to look to the 100 performance sports training centers in North America and Asia for confirmation. There IS a better way to train. That very notion of training at a higher level has driven players harder and further than ever before. It has elevated the play of nearly 1 million competitors and has dramatically changed the landscape of sports performance training. We want to help every athlete in the Dublin, OH area achieve the goals they have set for themselves. Dublin, Ohio is a very active community and Athletic Republic wants to help ensure that never changes. The city of Dublin is continually recognized as the best suburb for businesses to operate in and Athletic Republic wants to become a part of this community.

The first Athletic Republic in the Columbus, Ohio market will open in spring of 2020 in Dublin, Ohio to help athletes get faster, improve their footspeed and first step, become more powerful and more agile, while developing the stamina to play as well in the games closing minutes as they did in the opening minutes. Athletic Republic will always operate from 6 am to 8pm six days a week and have 3-5 employs of staff .

In the spaces adjacent to Athletic Republic are a Goldfish Swim School and the Columbus Dance Academy. Across the street is a child daycare and opening behind our space is the Rock'in Jump trampoline park. Athletic Republic fits in very well with these properties because they are all family oriented, fitness & exercise based locations where families go to stay healthy. The location we are applying for was chosen because of the surrounding businesses, high volume of student athletes in a 10 min radius along with great access from

both Dublin and Hilliard directions. The area around the location has many family friendly, health oriented companies and Athletic Republic believes we can be a wonderful complementary business to them.

The space we are occupying is 6,196 sq./ft which will have a turf field, exercise equipment, plyometric floors and open reception area. Along with the application Athletic Republic has provided the most updated floor plan to give the Board a look at what we are building. There is an open parking lot outside the location with more than 100 parking spaces.

BUSINESS HIGHLIGHTS

- » **Market Leader.** Athletic Republic pioneered the sports performance training category 28 years ago. Since then, the AR training system has helped more than 1 million athletes improve their speed, power, agility, stamina and competitive capabilities, so they could achieve their competitive goals.

For the first 15 years of existence, the company was focused on building its training system – developing and perfecting the equipment it was manufacturing, while creating and revising training protocols based on performance improvement data. In 2007 new ownership took control of the business, introduced the Athletic Republic® brand, and invested in the franchise business platform (systems, operations, marketing, education, programming, etc.) that would perform as an investment at the local / unit level for individual franchisee ownership.

AR has been selected by US Lacrosse to train the US National Team and purchased a franchise for their new Headquarters. The University of Utah (D1 – Pac12 Conference) has added an AR training center to help develop their varsity athletes. AR has international reach and has been operating three centers in Japan for the past 15 years, a training center in Seoul for the past 3 years and an a training center in Queensland, Australia for the past year.

- » **One Size Fits One.** The Athletic Republic Training System is a complete athlete assessment, performance training and conditioning program that is unlike any other sports training system. AR's "test-teach-train" approach to an athlete's development is unique in sports training and allows for athletes to be trained as individuals (even in a team training setting) ... which adjusts for their physical development, sport, position, time of year, strengths, and areas for improvement.
- » **Training System.** AR provides its operators with a franchise-in-a box which is comprised of four proprietary components (Proprietary Equipment, Sport-specific Training Protocols, Trainer Education, and Business Operating Systems) and a collection of proven best practices and support systems that leads new operators through the on-boarding, opening and operating cycles of their sports performance training business.
- » **Program Innovation.** Over the past several years, Athletic Republic has expanded beyond its roots in training youth, teen, college and pro athletes with its **Acceleration** program to include: **Endurance**, for the runner, cyclist, and triathlete getting ready for next season; **AR-FIT**, for the active adult committed to getting better, so they may enjoy the sports they love to play; **Return 2 Play** programs for the athlete

recovering from ACL surgery or a Concussion; and **Occupational** training for the first responder, fire fighter and military personnel who must be fit to work.

- » **Best Practices Drive Business Economics.** AR has assembled the best operating practices from its most successful centers; developed new programs that have helped centers improve performance and expand services into all day-parts; provided tools to manage and measure business performance; leveraged its critical mass for aggregated purchasing; produced seasonal marketing campaigns that centers may localize; and created resources that help center operators build a winning team.
- » **Competition.** The competitive sports performance training landscape includes the former athlete who is training athletes either out of the back of their truck or in a small studio, and a few national franchise chains (D1 Sports Training, Parisi Speed School, and Redline Athletics) which offer boot camp style strength and conditioning and are much smaller in size and scope of services than Athletic Republic.