

AUGUST 2025

Power Athletics, LLC

ALLSTAR CHEERLEADING AND TUMBLING
FOR THE GREATER MANKATO AREA

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Executive Summary

VISION

Bringing all star cheerleading and tumbling to the greater Mankato area and beyond by working with youth athletes and teaching our core values of mastery, accountability, kindness, excellence and strength.

MISSION

To expand into the greater Mankato area by offering opportunities to emphasize and teach our athletes mastery and safety of cheer and tumbling through the accountability, hard work and strength to do the sport while fostering a kind, inclusive environment.

MASTERY

We pursue mastery through continuous learning, practice, and refinement. Striving towards perfection in all that we do, before progressing to new levels.

ACCOUNTABILITY

We embrace accountability as a driver of learning and improvement, using feedback to grow and develop. We own our actions and their outcomes, taking responsibility for our commitments and performance.

KINDNESS

We foster a culture of kindness, where everyone feels valued, supported, and appreciated. We demonstrate kindness through our actions, treating everyone with respect, compassion and generosity.

EXCELLENCE

We relentlessly pursue excellence in all that we do. We are committed to the highest standards of quality and performance.

STRENGTH

We build strength through resilience, determination, and teamwork. We are committed to developing both physical and mental fortitude. We believe that physical wellness supports mental clarity and resilience, and that mental strength empowers us to overcome challenges and achieve our goals.

The Organization



BRIDGETTE ZINS

**Owner
& Co-Founder**

Setting strategy by defining the mission, vision, values, and goals of the business. Representing the company in public forms by managing relationships and marketing strategies. Monitoring the performance of employees. Assessing opportunities by monitoring industry changes and assessing areas of opportunities and growth.

HALEY HUCHON

**Owner
& Co-Founder**

Managing the business financial activities through financial planning, assessing financial risks and minimizing them, creating financial reports, overseeing accounting and ensuring the businesses compliance with financial regulations.

MAKI BRAUNSHAUSEN

**Owner
& Co-Founder**

Daily operations of the business. Ensuring strategic goals are met, managing performance of staff, creating and implementing strategies for business growth. Creating and maintaining relationships with athletes and parents. Cleaning, stocking, and maintaining equipment.

Business Description

PROBLEM

There is a desire to bring allstar cheerleading and tumbling into Mankato that offers safe, progressive training taught by skilled and knowledgeable coaches.

SOLUTION

Power Athletics offers a variety of classes and teams at all levels to bring all star cheerleading and tumbling to the Mankato area through the expertise of their skilled coaches and safe facility.

TARGET MARKET

1. CHEERLEADERS OF ALL LEVELS

Class offerings to benefit those at the beginner, intermediate and advanced levels.

2. INDIVIDUALS LOOKING TO IMPROVE TUMBLING

Progressive tumbling classes that benefit cheerleaders, dancers and gymnasts.

3. COMPETITIVE CHEER TEAMS

Performance and competitive teams in either half year or full year offerings for athletes of all abilities and commitments (novice, prep, elite).

4. INDIVIDUALS LOOKING TO GAIN FITNESS THROUGH MOVEMENT

Class offerings from infant exploratory movement through adult classes to gain physical fitness and stay active.

Business Information

NARRATIVE:

Power Athletics is seeking to establish a business presence within the city limits of Mankato, MN. Our needs for our facility to ensure a safe training area for our youth athletes includes, a large facility (Over 5000 square feet) to fit two competition sized floors, as well as training materials such as tumbling trampolines of various sizes. In addition to the large space needed, we are in need of high ceilings, as part of the sport involves tosses in which athletes are set into the air approximately 15 feet up. A similar feature needed is clear span area, as the competition floor is the size of 54 feet by 42 feet.

While Power Athletics has enjoyed being in Kasota/ St Peter, we have outgrown our location, and with the Highway 22 road construction for the years of 2025-2027, we are in need of moving to Mankato to be come more accessible to our families and to add a second floor. It is not possible to expand in our current location.

Power Athletics has searched the Mankato Area of over one year of time, and there are little to no options that are both affordable, and fit the criteria needed to provide safe, well lit, with appropriate facilities and parking available. Power Athletics has intension of moving to 1021 Elevate Ln, in the Elevate 22 Suites. Leasing 6129 sq ft, with a lease term of 5 years. Zoned as Office/Warehouse, Industrial, we hope to fit in with the current occupant businesses of Evenson Concrete Systems and Babe Plumbing.

Below are locations we have previously considered:

Rice/ De Mars Future Owned/Built: Power Drive Building- Not in construction phase yet, but ideal space.

River Hills Mall: - 30 ft structure poles, rent too high

Madison East Mall: Would need to retrofit building in existing hallways.

1850 Madison Ave: UNRL building: - Pricing too high, 30 ft structure poles

~1072 South Victory Drive- Space too small, no parking, zoning industrial

706 N Victory Dr (MVAC)- no bathroom addition option available to make suitable for code.

219 S. Victory Drive- differing ceiling heights, no space for a full floor, additional building not heated, cooled,

BUSINESS DETAILS:

Hours of Operation

June-August: Monday-Thursday

11:00am-8:00pm

September- May: Sunday-Thursday

4:00pm-8:30pm

Staff

Approximately 8-10 part time staff

(4 coaches max in building at one time)

Service Offerings

GROUP CLASSES

Beginner, intermediate and advanced levels to develop tumbling or cheer skills.

COMPETITIVE TEAMS

Formations of teams of various levels (novice, prep, elite) that perform and compete locally, regionally, and nationally.

PRIVATE LESSONS

Personalized coaching for specific skill development with qualified coaches.

SPECIALTY CLINICS

To develop areas such as stunts, tumbling, jumps, flexibility or themed clinics to have fun (princess clinic, tie dye & tumbling, Barbie, etc.)

BIRTHDAY PARTIES

Offering a space to celebrate away from home offering both time in the gym and time for cake/presents. Specialty parties such as Nerf Parties.

GYM RENTAL

Other teams or groups can rent the gym for floor time whether it be for practices or private parties. (Ex: school teams)

Marketing Plan

Our marketing plan is to reach potential customers through four main sources: digital, community outreach, promotions and branding.

DIGITAL MARKETING

This will be through our website, social media (Facebook, Instagram, etc) and targeted online advertizing.

COMMUNITY OUTREACH

Partnerships with local schools and colleges, community events to spread awareness of the gym.

PROMOTIONS

This will be achieved through running a free trial class, open houses, bring a friend class, and referral programs.

BRANDING

Consistent visual identity across all marketing materials (online media, print, apparel).

Market Analysis

INDUSTRY GROWTH

Growing popularity of competitive cheerleading has increased the demand for specialized training and the rising interest in the sport as a fitness activity.

“Currently, cheerleading is one of the most popular activities across the US and around the globe – with over 3 million cheerleaders in the US participating in youth rec, all star, school cheer, and STUNT, and hundreds of thousands worldwide. With the recent recognition by the IOC and USOPC, there’s no signs of slowing down the growth and interest for cheer!” – USA Cheer, usacheer.org

LOCATION	POPULATION
Mankato, MN	Population: 45,742 Persons under 5 years: 5% Persons under 18 years: 17.3%
INCOME	LOCAL HIGH SCHOOL TEAMS
Median Household Income: \$64,826	- St. Peter High School - LCWM High School - St. Clair High School - Maple River High School - New Ulm High School - Waseca High School
LOCAL COLLEGE TEAMS	NEARBY COMPETITORS
- MSU, Mankato Cheer Team - MSU, Mankato Dance Team - Gustavus Adolphus College Cheer Team	- Empire All Stars – Jordan, MN - K & G Gymnastics – Mankato, MN - Mankato Area Gymnastics Academy – Mankato, MN - Spotlight Dance Company – Mankato, MN - Dance Express – Mankato, MN - Northern Elite All Stars – Bloomington, MN

Competitor Analysis

Power Athletics, LLC has several similar sport competitors in the radius of 45 miles. Power Athletics specific advantages are being the only competitive cheerleading program in a 40 mile radius. Competitors locally for similar type sports do not offer competitive cheerleading of any capacity. Thus creating an open need in the Mankato and surrounding communities. Recreational programming is available in Mankato and surrounding communities, however most programs have limited safety measures in place for the intermediate to advanced athlete.

EMPIRE ALL STARS – JORDAN, MN & NEW MANKATO LOCATION

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
Highly ranking competitive cheer teams on a national scale	- Distant Owners - High prices comparatively to other gyms/studios - Small Mankato location	Power Athletics can offer competitive pricing compared to their costs of teams/classes	If they offer teams or tumbling classes at times that are more convenient to our families

MAGS – MANKATO, MN

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
- Optimal gym location off of Hwy 169 - More equipment such as pits, trampolines, mats	- High prices - Does not offer cheer	- Power Athletics offers competitive pricing - Offer a service that they do not have – cheer classes	Convenient location

Financial Plan

All financial projections can be found in our Annual Business Budget.



[Link to Annual Business Budget](#)

Price Comparisons

Price comparisons collected based on comparable and competitive industries in our area.



[Link to Price Comparisons](#)

Fall Schedule

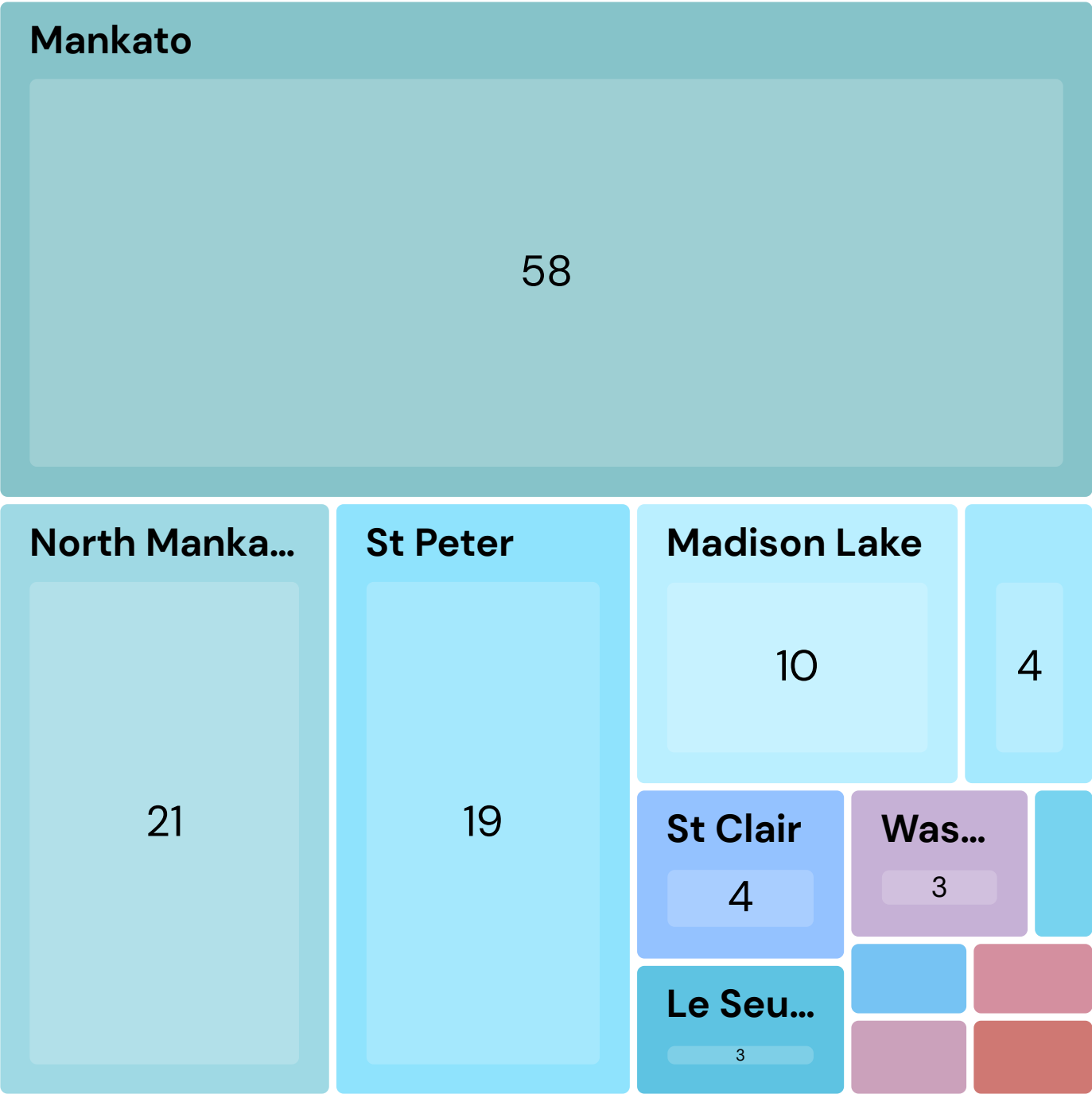


[Link to Proposed Current Fall Schedule- 1 Floor](#)

Current Families

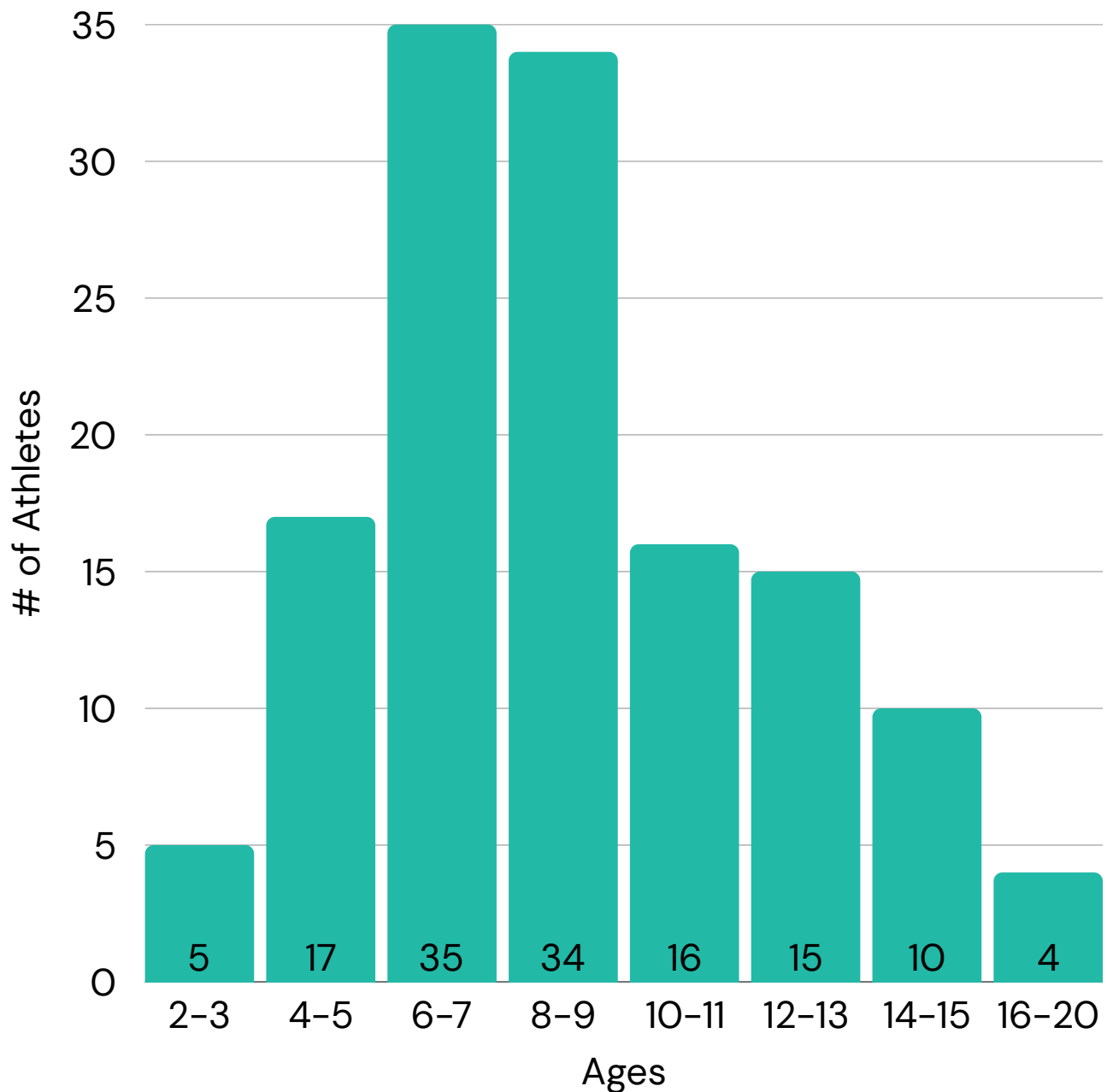
Active enrolled families as of August 19, 2025

POWER ATHLETICS, LLC

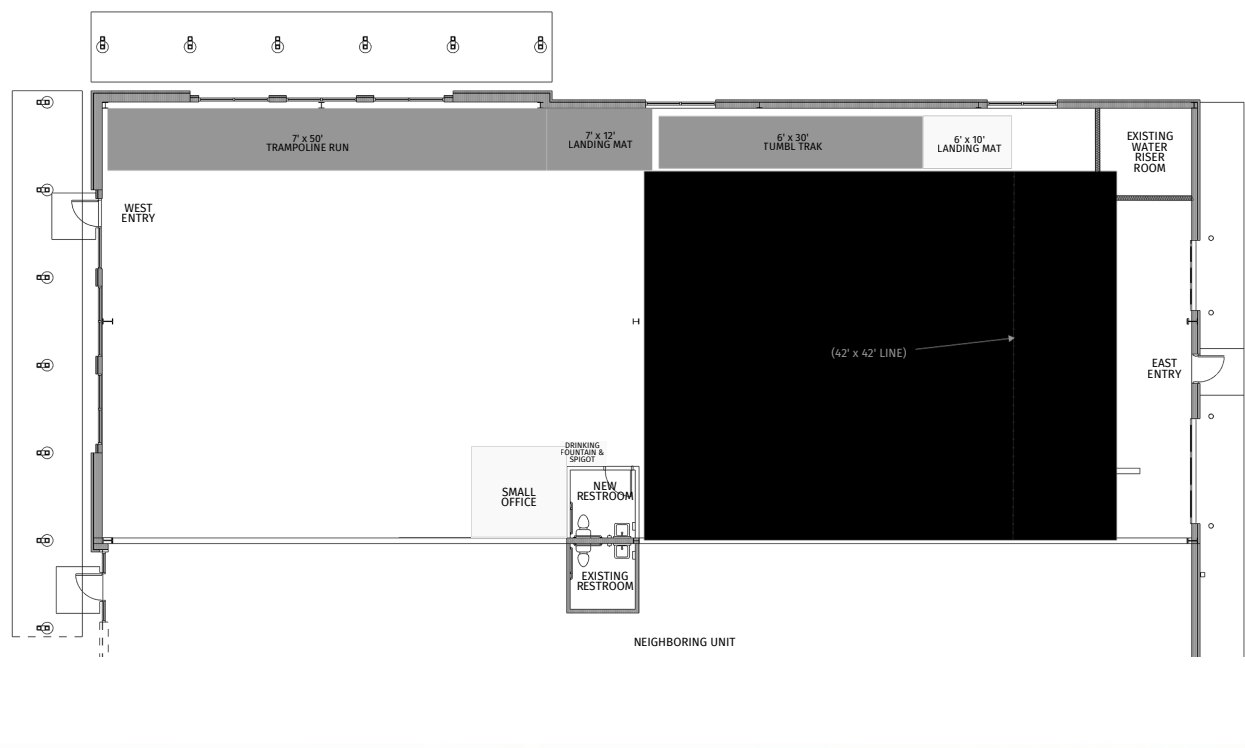


Current Families

Active enrolled Ages of athletes as of August 19, 2025



Proposed Building



SCALE
3/32" = 1'
1:128

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	FLOOR PLAN OPTIONS	2025.08.01
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