



To: Plan Commission
From: Ronald Mentzer, Interim Community and Economic Development Director
Date: April 11, 2024
Re: Platinum Triple Play/D-Bats Special Use and Variances

Project Details

Project	Platinum Triple Play Special Use & Variances
Request	Special Use & Variances
Location	425 Caton Farm Road

Site Details

Lot Size:	1.32 acres
Existing Zoning	M-2

Land Use Summary

	Land Use	Comp Plan	Zoning
Subject Parcel	Manufacturing	Light Industrial	M2
North	Prison	Stateville Correctional Center	M1
South	Utility	Light Industrial	M2
East	Manufacturing	Light Industrial	M2
West	Manufacturing	Light Industrial	M2

Supporting attachments provided by Applicant and Property Owner:

- ***Proposed Parking and Driveway Improvements – Exhibit A***
- ***Business Plan - Exhibit B***

Project Summary

Platinum Triple Play, Edith Murillo, is seeking approval of an M-2 special use and parking variations for an indoor recreational facility at the property located at 425 Caton Farm Road (the “Subject Property”).

Analysis

In consideration of the request, the key project details and points of discussion include:

Applicant Requests and Staff Input:

1. A Special Use Permit to allow an Indoor Recreational and Entertainment Facility, in the form of a D-Bats youth baseball and softball training academy, to be operated in the existing 12,749 sq. ft. warehouse building located on the M-2, General Manufacturing

District, zoned property at 425 Caton Farm Road (the "Subject Property") per Zoning Ordinance Table 4.

Key points to consider when evaluating this request include:

- The existing building would be remodeled in accordance with the proposed floor plan that will be emailed to the Plan Commission members on Wednesday, April 10, and distributed at the meeting. The Applicant is still working with their Architect to finalize specific details of the proposed floor plan for the facility.
 - Details of the youth baseball and softball training academy operations planned for this location are outlined in the Applicant's business plan document attached as Exhibit B.
 - These types of recreation uses are commonly operated successfully in retrofitted warehouse facilities. The size and configuration of the existing building appears to be conducive to reuse as a youth baseball/softball academy provided proper paved driveway access and parking related improvements are provided.
 - The existing warehouse facility will need to be remodeled to comply with applicable building, plumbing, life-safety, handicapped accessibility, and fire code requirements for a business/assembly use. A building permit would be required for this work. Numerous City/Fire Protection District inspections will be performed to verify the remodeling work satisfies all applicable code requirements before a business license and occupancy permit would be issued.
 - It is not anticipated that existing development and business uses in the surrounding area would conflict with or create unsafe conditions for the proposed operation of a youth baseball/softball academy at this location provided the property is improved and the facility is operated in accordance with the recommended "Conditions of Approval" outlined in this report.
2. A Variation to Section 11.8-2.p. of the Zoning Ordinance to reduce the number of required parking spaces for the proposed D-Bats youth baseball and softball training academy from 81 parking spaces to 39 parking spaces.

Key points to consider when evaluating this request include:

- According to section 11.8.-2.p. of the Zoning Ordinance, "Indoor Recreational Facilities, Clubs, and Gymnasiums" are required to provide one parking space per 150 square feet of floor area. This requirement is intentionally conservative due to the wide variety of uses that would qualify as a "Indoor Recreational Facility, Club, or Gymnasium".
- In this case, the proposed D-Bats facility is geared towards youth who generally do not drive themselves to the facility. The proposed facility is not set up for large numbers of adult spectators. This type of facility has a relatively low actual occupant/per square foot of space usage due to the large amount of space

necessary to serve one occupant/customer. Applying the standard parking Zoning Ordinance parking requirements in this case would result in the creation of a large number of parking spaces that would not be used.

- The Applicant's business plan attached as Exhibit B contains miscellaneous information to support their contention that approximately 40 parking spaces would be more than sufficient to support the parking needs of their proposed new Crest Hill facility. This information seems reasonable and supports the Applicant's request to reduce the number of required parking spaces to 39.
 - The Applicant and the property owner intend to work together to install the new parking and driveway pavement improvements reflected on the proposed site plan attached as Exhibit A.
 - These improvements include paving all proposed parking spaces and related driveway improvements for the proposed facility in accordance with applicable City design standards and requirements. These paving improvements would eliminate a significant amount of existing gravel parking and drive aisle improvement on the Subject Property and the adjacent property to the east. Staff feels the proposed paving improvements represent a very desirable upgrade to these properties.
3. A Variation to Section 11.5-2 of the Zoning Ordinance to eliminate the requirement for a 5-foot wide landscape area between the proposed parking spaces located south of the existing building and the adjacent east side lot line.

Key points to consider when evaluating this request:

- This request is triggered because the proposed new parking and drive aisle improvements would be constructed across the common side lot line located between the Subject Property and the adjacent commercial/manufacturing property to the east.
- At this time, the same individual/LLC owns the Subject Property and the two adjacent commercial/manufacturing properties to the east.
- The proposed new parking and drive aisle improvements along this common property line has a gravel surface. Since it is gravel, it is not possible to differentiate what portions are used for parking and what portions are used as a drive aisle. In a certain respect, the approval of the requested setback variations would legalize an existing, long-standing, non-conforming situation.
- The Applicant has represented that the property owner is prepared to support the implementation of the proposed parking and drive aisle improvement reflected on Exhibit A across the property line between the Subject Property and the adjacent property to the east owned by the same property owner.

Staff recommended list of potential Conditions of Approval:

1. **Cross Access Easement and Maintenance Agreement** : The owner of the Subject Property shall prepare and record a cross access easement and maintenance agreement

(the CAEMA) that encompasses the area of the Subject Property and the adjacent property to the east that will be utilized to accommodate new paved access driveway improvements that will serve both properties and the paved parking and related landscaping improvements constructed across the common property line to serve the parking and access needs of the Subject Property. The CAEMA shall also:

- a. Document the right of customers and staff of the proposed D-Bats facility to utilize the existing gravel areas located on the property owner's adjacent parcel to the east for automobile circulation and overflow parking purposes.
- b. Clearly outline who will be responsible for normal and customary maintenance and snowplowing of the paving, striping, and landscaping improvements located within the cross-access easement area.
- c. The recorded CAEMA shall be in a form approved by the Crest Hill City Attorney. The CAEMA shall be recorded at Will County prior to the Applicant being issued a Certificate of Occupancy to operate in the building.
- d. The City approved CAEMA shall remain in place so long as the approved special use is in operation.

2. New Parking Improvements: Unless otherwise approved in this case, or requested and approved by the City at a future date, the Applicant/Property owner shall design and construct the proposed new parking and paving improvements in general conformance with Exhibit A. All new parking lot and driveway improvements shall comply with all applicable City of Crest Hill permitting and design requirements, including but not limited to, City engineering specifications, stormwater management regulations, landscaping regulations, and lighting regulations. Said improvements shall be constructed and operational before the proposed D-Bats facility opens to the public/customers.

3. Business Operations: The special use requested/approved in this case shall be tied to the operation of a youth baseball and softball training academy in substantial conformance with the planned business operations outlined in Exhibit B.

Zoning Ordinance Special Use and Variation Approval Criteria

Section 12.6-2 of the Zoning Ordinance states the Plan Commission shall recommend, and the City Council shall grant a variation only when it shall have been determined, and recorded in writing, that all of the following standards are complied with:

- 1. That the property in question cannot yield a reasonable return if permitted to be used only under the conditions allowed by the regulations in that zone;*
- 2. That the plight of the owner is due to unique circumstances; and*
- 3. That the variation, if granted, will not alter the essential character of the locality.*

Section 12.7-6 of the Zoning Ordinance states the Plan Commission shall recommend, and the City Council shall grant a special use only when it shall have been determined, and recorded in writing, that all of the following standards are complied with:

1. That the establishment, maintenance, or operation of the special use will not be detrimental to or endanger the public health, safety, or general welfare.
2. That the special use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values within the neighborhood.
3. That the establishment of the special use will not impede the normal and orderly development and improvement of surrounding property for uses permitted in the district.
4. That adequate utilities, access roads, drainage, and/or other necessary facilities have been or are being provided.
5. That adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.
6. That special use shall in all other respects conform to the applicable regulations of this Ordinance and other applicable City regulations, except as such regulations may in each instance be modified by the City Council pursuant to the recommendation of the Plan Commission.

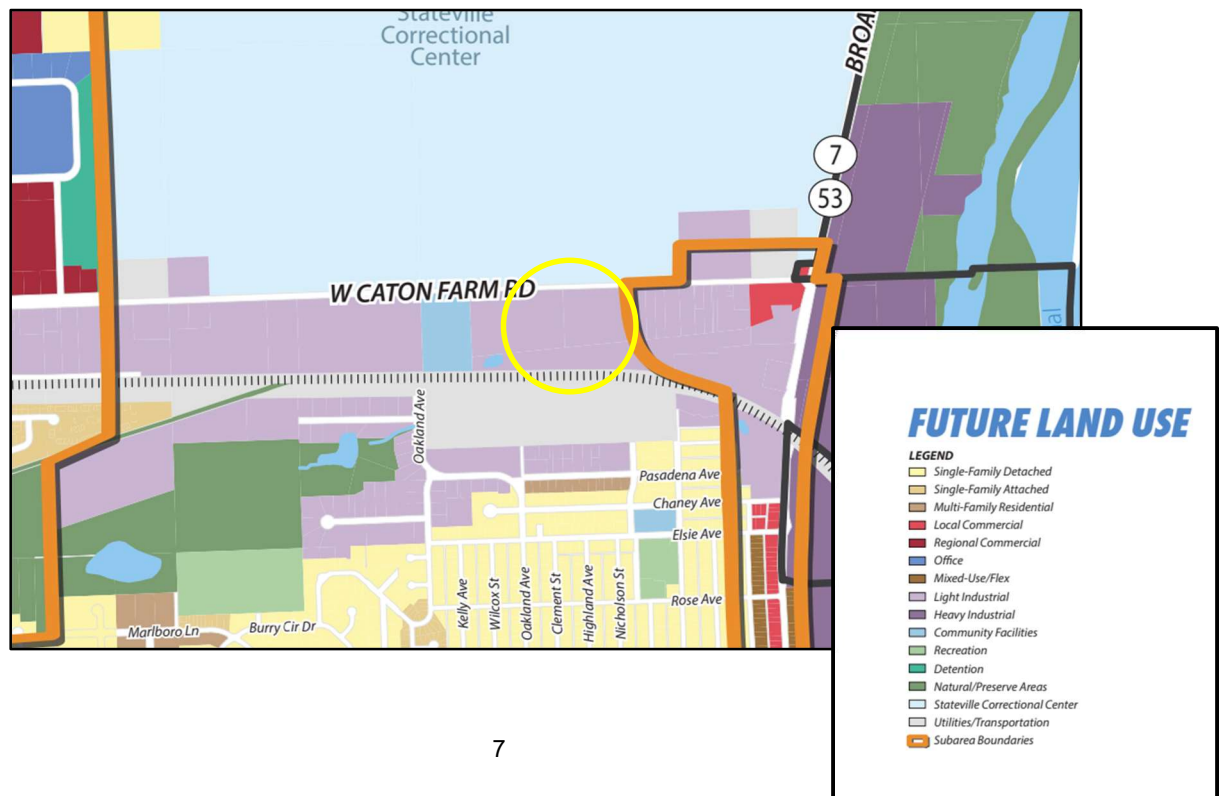
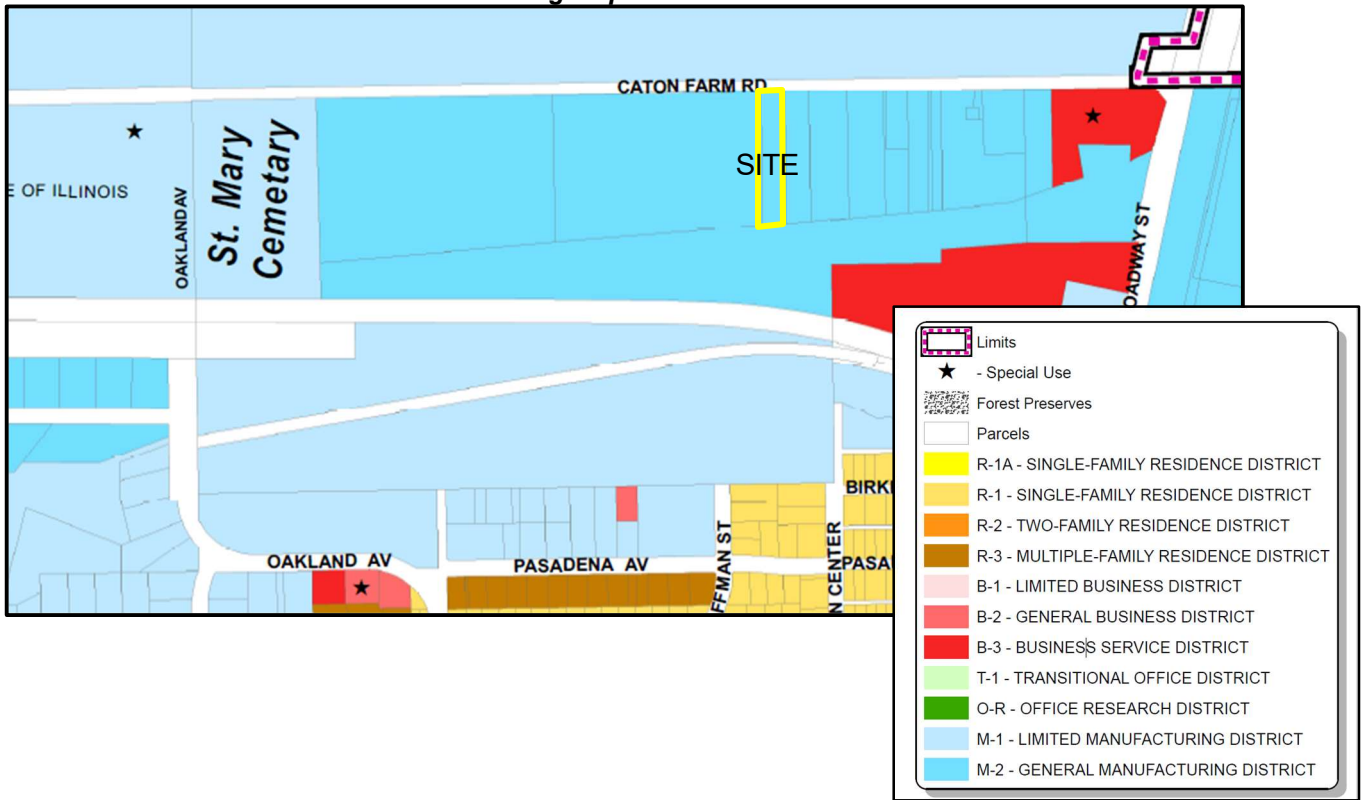
Additional supplemental standards (Exhibit C) are attached for your consideration.

Exhibit C

For the purpose of supplementing the above standards, the Plan Commission, in making the determination, whenever there are particular hardships, shall also take into consideration the extent to which the following facts, favorable to the applicant, have been established by the evidence:

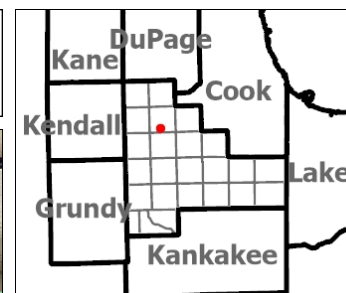
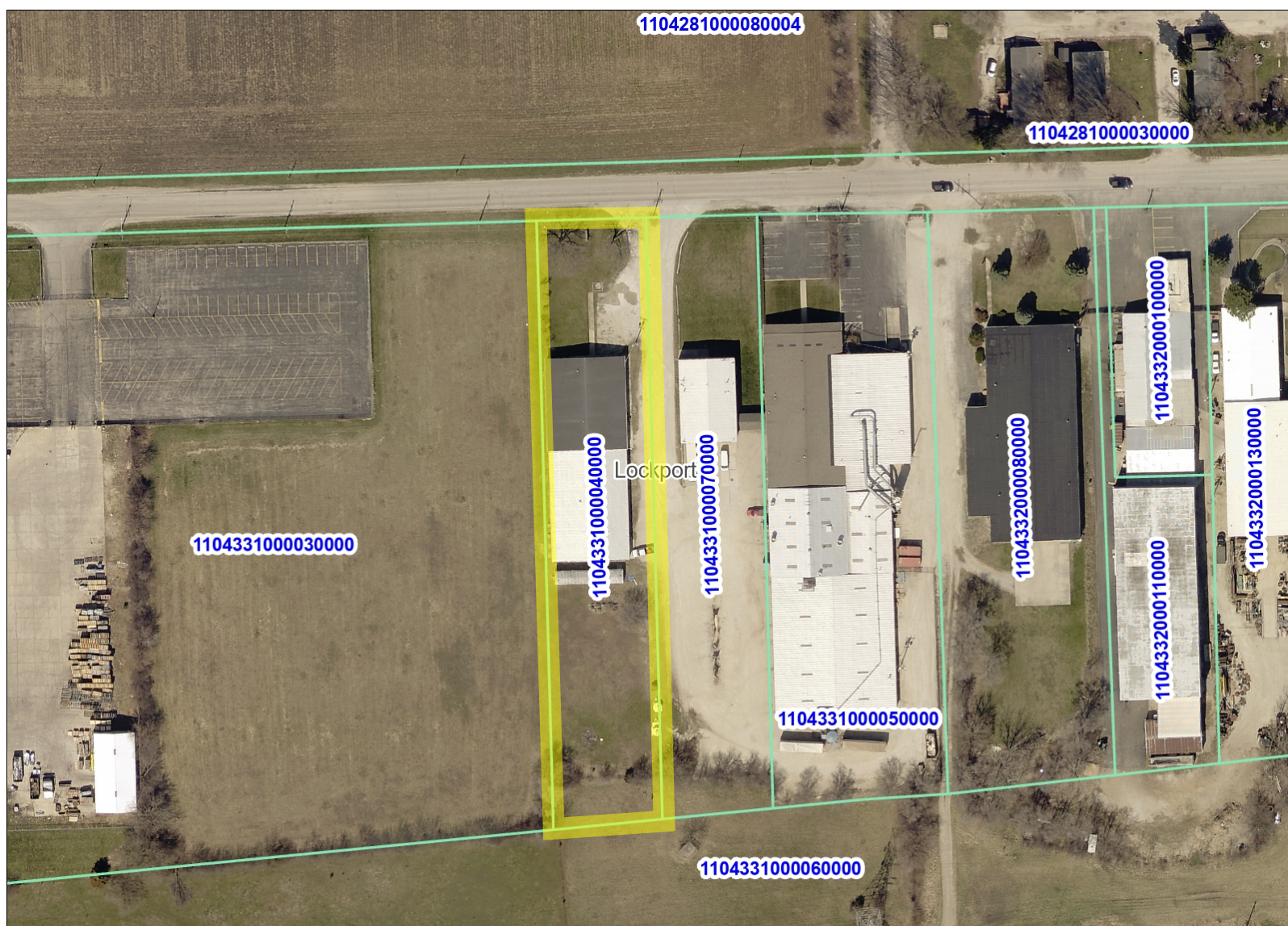
1. *That the particular physical surroundings, shape, or topographical condition of the specific property involved would result in a particular hardship upon the owner, as distinguished from a mere inconvenience, if the strict letter of the regulations were carried out.*
2. *The conditions upon which the petition for a variation is based are unique to the property owner for which the variation is sought and are not applicable, generally, to the other property within the same zoning classification.*
3. *That the alleged difficulty or hardship is caused by the Ordinance and has not been created by any person presently having an interest in the property.*
4. *That the proposed variation will not impair an adequate supply of light and air to adjacent property or substantially increase congestion in the public streets or increase the danger of fire, or endanger the public safety, or substantially diminish or impair property values within the adjacent neighborhood.*
5. *That the variation does not permit a use otherwise excluded from the particular zone except for uses authorized by the Plan Commission, subject to the approval of the City Council, as "similar and compatible uses."*
6. *That the variation granted is the minimum adjustment necessary for the reasonable use of the land.*
7. *That the granting of any variation is in harmony with the general purposes and intent of the Zoning Ordinance, and will not be injurious to the neighborhood, be detrimental to the public welfare, alter the essential character of the locality, or be in conflict with the Comprehensive Plan for development of the City Administration and Enforcement City of Crest Hill.*
8. *That, for reasons fully set forth in the recommendations of the Plan Commission, and the report of the City Council, the aforesaid circumstances or conditions are such that the strict application of the provisions of the Zoning Ordinance would deprive the applicant of any reasonable use of his land. Mere loss in value shall not.*

Zoning Map





D-Bats of Lockport



Legend

- Parcels
- Townships

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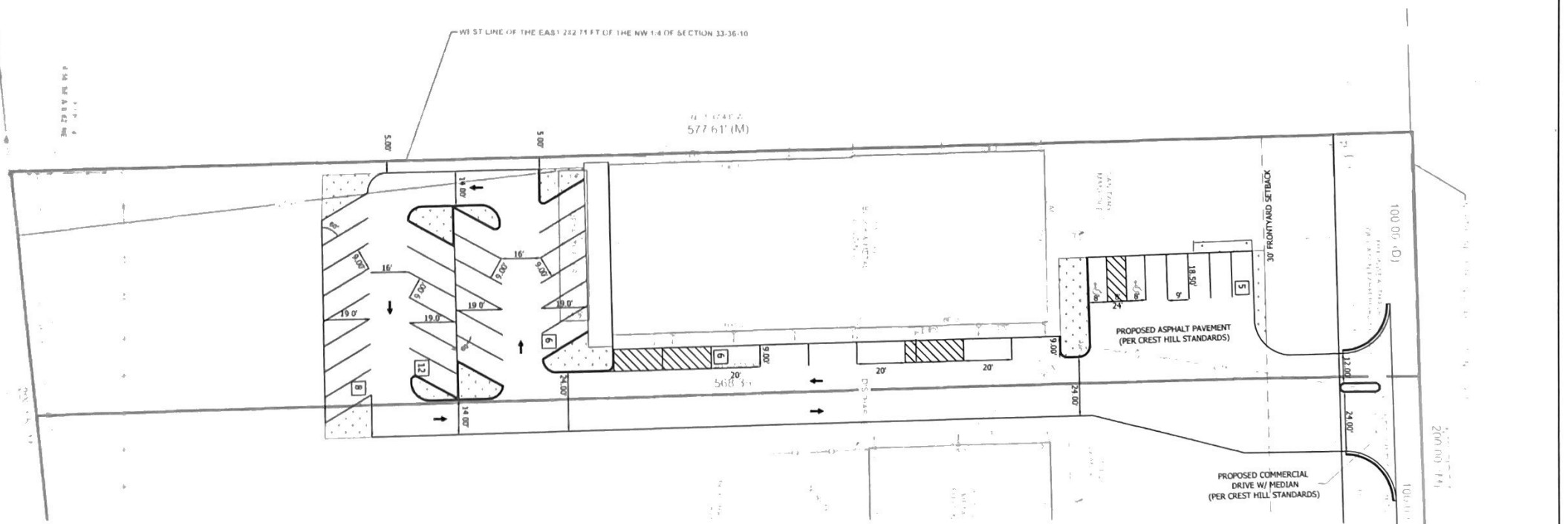


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Notes

Exhibit A

BEGINNING AT A POINT TO THE NORTH LINE OF THE NORTH EAST QUARTER OF SAID 33, WHICH IS 27 CHAINS AND 89 LINKS WEST FROM THE NORTHEAST CORNER OF SAID SEC., WHICH POINT IS ALSO THE NORTHWESTERLY CORNER OF THE PARCEL OF LAND CONVEYED BY CHARLES N. SPRAGUE AND EVELYN T. WHITE, TO OLIVER COOK BY WARRANTY DEED DATED MAY 3, 1926, AND RECORDED IN RECORDS OFFICE OF WILL COUNTY, ILLINOIS, AT 325, AS SAID SEC. 33, BEING THE NORTHWEST QUARTER OF SAID 33, THENCE SOUTH ALONG THE WEST LINE OF THE ABOVE MENTIONED PARCEL OF LAND CONVEYED, A DISTANCE OF 478.83 FEET, THENCE SOUTHWESTERLY A DISTANCE OF 56.21 FEET TO A POINT WHICH IS 498.35 FEET (MEASURED PERPENDICULARLY) SOUTH FROM SAID NORTH LINE OF THE NORTH EAST QUARTER, THENCE WESTWARDLY A DISTANCE OF 764.59 FEET TO A POINT WHICH IS 104.67 FEET FROM THE EAST LINE AND 552.4 FEET SOUTH FROM THE NORTH LINE OF THE NORTHWEST QUARTER, OF SAID SEC. 33, THENCE WESTWARDLY A DISTANCE OF 273.28 FEET TO A POINT WHICH IS 282.71 FEET WEST FROM SAID EAST LINE AND 577.61 FEET SOUTH FROM SAID NORTH LINE OF THE SAID NORTHWEST QUARTER, THENCE NORTH PARALLEL WITH AND 282.71 FEET WEST FROM SAID EAST LINE A DISTANCE OF 577.61 FEET TO SAID NORTH LINE OF THE NORTHWEST QUARTER, THENCE NORTH PARALLEL WITH AND 577.61 FEET WEST FROM SAID NORTH LINE OF THE NORTHWEST QUARTER, A DISTANCE OF 1089.18 FEET, TO THE POINT OF BEGINNING, IN WILL COUNTY, ILLINOIS.



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CONTINUOUS	③	EXIST. CURB HALT
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CONTINUOUS	⑥	EXIST. WALK
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PARKING SPACE SUMMARY	
TYPE	NO
TYPICAL PARKING	37
ADA PARKING	2


COMMONLY KNOWN AS:
425 CATON FARM ROAD
LOCKPORT, ILLINOIS 60441

PIN 11-04-33-100-004

PT. OF THE N $\frac{1}{2}$ OF SEC. 33, T36N-R10E

NOTE
EXISTING SURVEY INFORMATION OBTAINED FROM MORRIS
ENGINEERING, INC. ALTA/NSPS LAND TITLE SURVEY, DATED
5/11/2024

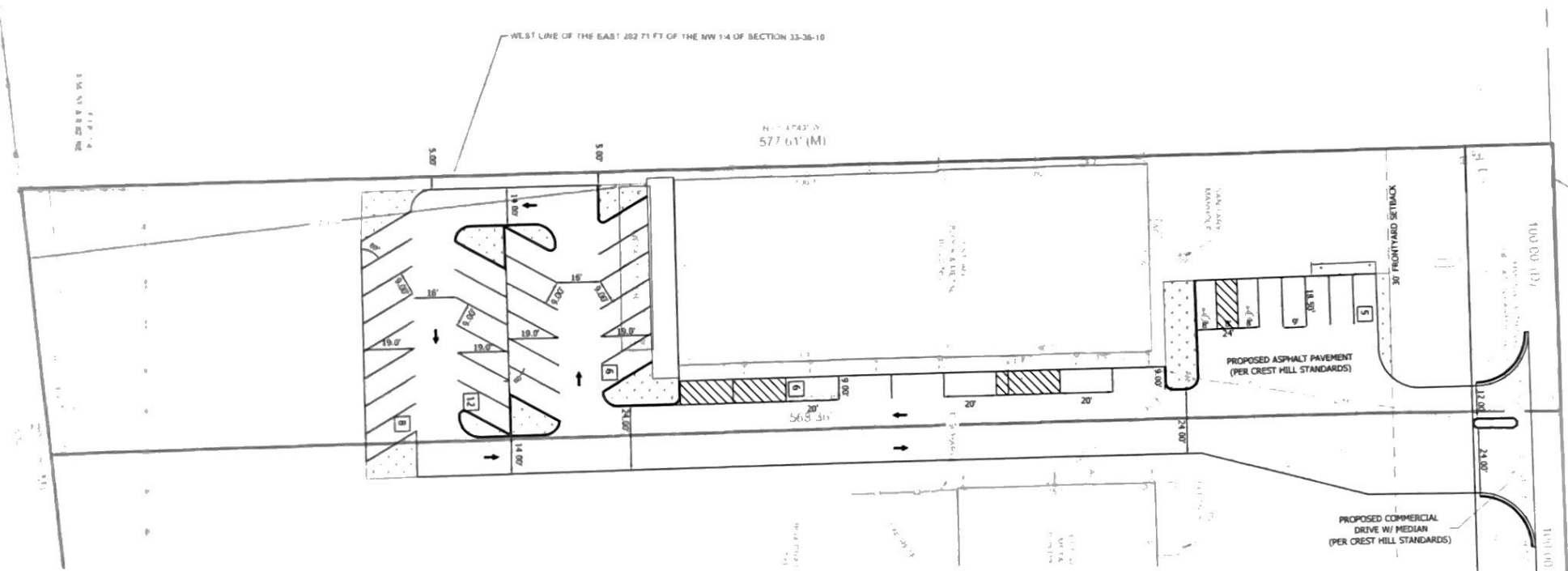
3/14/2024

 ROGINA ENGINEERS & SURVEYORS, LLC 1225 Champaign Road Joliet, Illinois 815/529-0777 FAX 815/729-0782 Professional Design Firm License No. 184-008043 Exp. 4/30/2025		DRAWN BY CRR
THE 405 LLC		FILE NO 6844 01

LEGAL DESCRIPTION

THE WEST 100 FEET OF THE WEST 200 FEET OF THE FOLLOWING DESCRIBED TRACT: A TRACT OF LAND IN THE NORTH HALF OF SECTION 33, IN TOWNSHIP 36 NORTH, AND IN RANGE 10 EAST OF THE THIRD PRINCIPAL MERIDIAN, DESCRIBED AS FOLLOWS:

BEGINS AT A POINT ON THE NORTH LINE OF THE NORTHWEST QUARTER OF SAID 33, WHICH IS 27 CHAINS AND 49 LINKS WEST FROM THE NORTHEAST CORNER OF SAID SEC., WHICH POINT IS ALSO THE NORTHWESTLY CORNER OF THE PARCEL OF LAND CONVEYED BY CHARLES N. SPRAGUE AND EVELYN T. HIS WIFE, TO OLIVER COOK BY WARRANTY DEED DATED MAY 1, 1926, AND RECORDED IN RECORDS OFFICE OF WILL COUNTY, ILL., ON MAY 6, 1926, IN BOOK 627, PAGE 325, AS DOC. NO. 791322; THENCE SOUTHWEST 1/4 SECTION 33, 33 CHAINS AND 49 LINKS WEST TO THE NORTHWEST CORNER OF SAID SEC. 33, A DISTANCE OF 478.93 FEET; THENCE SOUTHWESTLY A DISTANCE OF 56.21 FEET TO A POINT WHICH IS 498.35 FEET (MEASURED PERPENDICULARLY) SOUTH FROM SAID NORTH LINE OF THE NORTHWEST QUARTER, THENCE WESTWARDLY A DISTANCE OF 704.59 FEET TO A POINT WHICH IS 522.41 FEET WEST OF SAID NORTH LINE AND 552.41 FEET SOUTH FROM THE NORTH LINE OF THE NORTHWEST QUARTER OF SAID SEC. 33, A DISTANCE OF 1074.99 FEET; THENCE WESTWARDLY TO THE NORTHWEST CORNER OF SAID SEC. 33, A DISTANCE OF 1089.38 FEET; THENCE WESTWARDLY A DISTANCE OF 577.61 FEET TO SAID NORTH LINE OF THE NORTHWEST QUARTER, A DISTANCE OF 1089.38 FEET, TO THE POINT OF BEGINNING, IN WILL COUNTY, ILLINOIS.



LEGEND

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PARKING SPACE SUMMARY	
TYPE	NO.
TYPICAL PARKING	37
ADA PARKING	2

COMMONLY KNOWN AS
425 CATON FARM ROAD
LOCKPORT ILLINOIS 60441

PN 11-04-33-100-004

PT. OF THE N } OF SEC. 33, T36N-R10E

DATE	FILE NUMBER	INDEX NUMBER
10/1/68	100-441101	100-441101

DATE	TIME	LOCATION	BY
			CRR

ROGINA

R. G. & S.
ENGINEERS & SURVEYORS

ENGINEERS & SURVEYORS, L.L.C.
1175 Champlain Road, West, Illinois 60078-0078 FAX 815/778-0253

THE 405 LLC

6844.01

3/14/2024

NOTE:
EXISTING SURVEY INFORMATION OBTAINED FROM MORRIS
ENGINEERING, INC. ALTA/NSPS LAND TITLE SURVEY, DATED
5/11/2024



**Platinum Triple Play
dba
D-BAT-Lockport
Baseball | Softball Academy**

Business Plan

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EXECUTIVE SUMMARY

The following pages represent the business plan for Platinum Triple Play, LLC d/b/a D-BAT Lockport Baseball and Softball Academy. This plan contains a complete analysis of the market, the reasons D-Bat continues its expansion on franchisee growth, and how we intend to not only meet our goals for personal success, but how we will create a positive and rewarding space within our immediate and expanded communities. In addition, we will include data on all the revenue streams offered by D-Bat and the projected financial gains for (first three years) of this business.



Mission Statement

At D-BAT Lockport, our goal is to improve the physical and mental skills of young athletes on and off the field. Through our mentorship, we stress fundamentals, integrity, sportsmanship, and love for playing the game. D-BAT stands for “Developing Beliefs, Attitudes and Traditions”.

The D-BAT Franchise Overview



D-BAT Academies—originally Dallas Baseball Academy of Texas—was founded by Cade Griffis in the late 90s from a single location in Addison, Texas.

According to the 2023 DAT Franchise Disclosure Document, there were more than 150 locations across 34 states in the country and six (6) in China. With over 50 additional territories sold, D-BAT will have more locations than any other baseball Academy in the United States.

In Illinois alone, there are currently five (5) existing locations; D-Bat DuPage (2019), Mokena (2020), Hickory (2021), Rockford (2021), Champaign (2023) and coming soon, Lockport (anticipated Summer 2024).

D-BAT Academies are held in the highest regard by coaches and parents alike for their pristine and state-of-the-art facilities, professional instruction, and dedication to teaching athletes to play the game the right way.

D-BAT is the clear market leader with very little competition from smaller organizations or mom-and-pop shops. The competitive advantage is having multiple revenue streams.





D-BAT-Lockport Academy Overview

D-BAT Lockport will be the sixth franchisee baseball and softball academy in the Illinois market to offer its services to the public.

D-BAT Lockport will encompass a proposed (12,390) square foot facility delivering baseball/softball training and instruction to athletes of all ages. Located in Will County, approximately 30 miles Southwest of Chicago), D-BAT Lockport will be the most state-of-the-art indoor training facility serving not only Lockport, IL, but in the surrounding communities of Romeoville, Bolingbrook, Darien, Burr Ridge, Lemont, Crest Hill, Joliet, and beyond.



The climate-controlled facility will feature:

- 5 multi-purpose batting cages
- 2 Bullpens
- 3 pitching machines
- Party room/multi-use room
- Instructors lounge
- Pro-Shop powered by Rawlings.

All Hours Open

*Monday-Friday: 10 a.m. – 9 p.m. (Subject to change based on season. *Summer hours may be shorter than displayed.*

Saturday: 10 a.m. – 6 p.m.

Sunday: 12 a.m. – 6 p.m.

DISCLAIMER

D-BAT Academies assumes no liability from the accuracy or completeness of this document. This document or measurements is for informational and visual presentation purposes only and is not to be used as construction documentation. This document does not agree or imply that the proposed space has been approved by D-BAT Academies. It is recommended that all Construction documents must be drafted by a licensed architect.

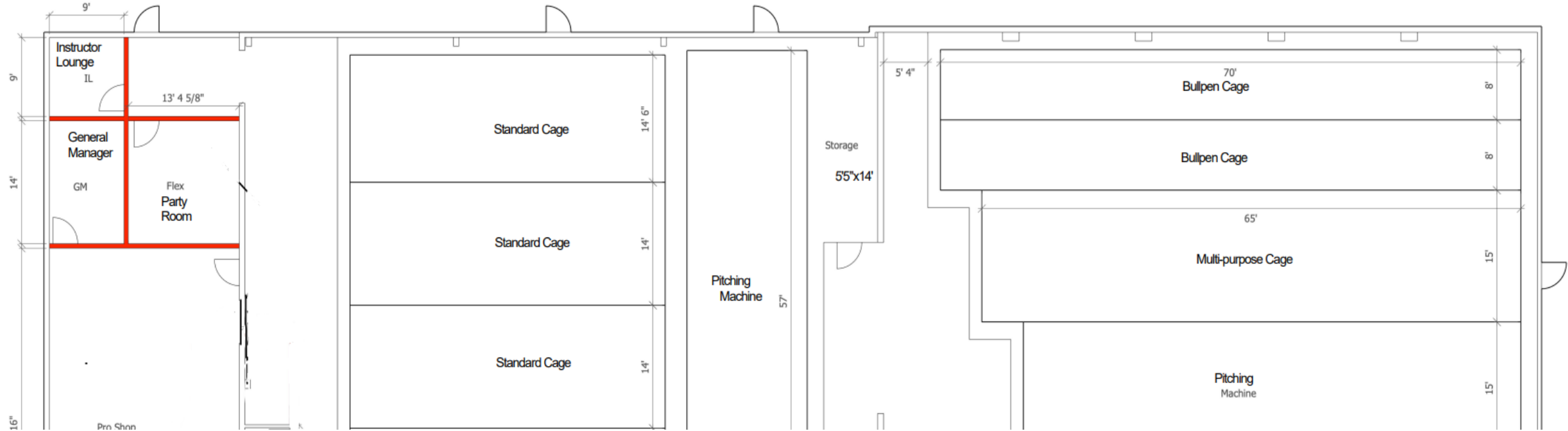
This is to be used for visual purposes ONLY

The below does not account for all D-BAT requirements. There will be additional electrical requirements needed that are not depicted On the below drawing such as but not limited to, HitTRAX in the cage area, TV's, Vending, Lighting, electrical outlets in offices area per code, etc.

All Drawings, Specifications, & other documents prepared by D-BAT & D-BAT's consultants are instruments of service solely for this project and are not permitted under any other use.



Lockport, IL



Immediate Business Goals



1. The first objective of D-BAT Lockport is to complete the buildout by end of June, 2024 **and open our doors by July, 2024 (Q3).**
2. Ensure parking lot repair will be completed by opening day. See next page for details).
3. The success of our business will depend on several revenue streams; One of the primary being MEMBERSHIP. D-Bat Lockport will conduct pre-sale of memberships, which will go into effect on opening day.
4. Recruiting and hiring of instructors & and trainers from local high schools, colleges, and universities.
5. Establish D-Bat events calendar for hosting of camps, clinics and private lessons

- Exhibit A: Parking

Parking Variance

425 Caton Farm Rd is projected to hold approximately 40 parking spaces (front and rear). * Additional parking may be available on the side of the building; if permissible.

On a typical day, D-Bat Lockport will hold no more than 100 patrons at one given time. Data compiled to justify a parking variance is as follows:

1. Camps and Clinics are held from 9 am-2 pm. This is standard across all currently operating D-Bat Franchisees. During this time, cage nets are pulled back to provide an in-field area.
 - The average camp or clinic will consist of 25 patrons.
 - Parents tend to drop children off and pick them up upon camp/clinic have finished.
2. Cage Use: Assuming all cages are being occupied simultaneously, there will be a mixture of teams and single-user cages.
 - 5 standard cages can total 10 patrons per cage = 50 patrons
 - Each Bullpen (total of 2), would consist of 6 patrons each = 12 patrons
 - 3 Pitching Machines, average of 3 patrons per machine = 9 patrons
 - 1 general manager/owner
 - 1 assistant
 - Parents
 - Team Practices- When baseball/softball teams choose D-Bat to host their practices, we have found many patrons car pool; reducing the need for individual patron parking.
 - Also, while some parents stay for the duration of practice, many choose the drop-off/pick-up method. This “revolving door” approach allows for reduced parking needs.

1. Special Events

- Meetings- Will be held at a specific time and subject to availability and season. They will not conflict with cage use; therefore, controlling total occupancy numbers
 - Parties- Include reserved cage rental times; therefore, also controlling occupancy numbers. The average party will consist of 15 patrons plus parents = approximately 45 patrons.
1. All existing D-Bat locations, 8,000-15,000 SFT currently hold between 25-35 parking spaces each. (Data provided by D-Bat Corporate, 2023). D-Bat corporate has found this number of parking spaces more than sufficient to accommodate their patrons on an average business day.



About the Owners

The academy will be owned and operated by six partners (three couples). All members will have equal ownership of the business and will share duties and responsibilities. Jaime Murillo, Edith Murillo, Lucia Murillo, Miguel Yniguez, Patrick Dillon & and Eva Luevano, will own, run and make the day-to-day operational decisions of D-BAT Lockport.



Meet **Jaime “Jimmy”**:

Jimmy is our “Baseball Maverick”. He is a loyal Chicago Cubs fan, but roots for all Chicago sports teams. Jimmy sleeps and breathes baseball. He dedicated many years to coaching his sons’ throughout their little-league years and remains active with their travel baseball. He holds a Bachelor of Science in Technical Management Degree and a Certificate in Cyber Security. Jimmy has spent most of his working life in the IT Operations sector. He plans to use his technical skills and baseball knowledge to ensure the passion and respect for the sport is felt throughout D-BAT Lockport.



Meet Edith:

Edith is our “Business Brainiac”. She grew up in the business world and has a natural neck for it. Edith holds a Bachelor of Arts Degree in Spanish and a Master of Science Degree in Healthcare Communications. She has worked in management for many years and is always three steps ahead of the game; especially when it comes to plan preparation and readiness of our D-BAT Lockport location. She plans to use her management and communication skills to engage with local youth groups and communities, to introduce the D-Bat brand, increasing our membership base and family.





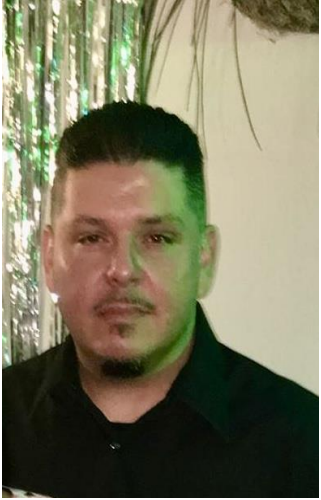
Meet Lucia *Lucy*

Lucy is our “V.O.C.” Vendor Ops Contact. She majored in Business and holds a Bachelor’s degree in business administration. Lucy currently works in managing operations; overseeing a multitude of vendor and provider relationships within the healthcare sector. She is well versed in multi-tasking and ensuring everyone marches to the same beat. She plans to use her background to work directly with vendors but will also with staff to ensure they exemplify D-Bat Lockport’s values and traditions.



Meet Eva:

Eva is our “By the Book Jewel”. Having worked in Human Resources for more than a decade now, Eva possesses a wealth of knowledge pertaining to full cycle HR; especially in on/off-boarding processes. She is attentive, careful, and pays attention to detail. Eva holds a bachelor’s degree in business management. She finds that the common attributes any organization must have in order to be successful, are respect and structure. Eva plans to use all her resources to promote a healthy, safe, yet fun, workplace. She commits to embodying what D-BAT Lockport should represent to our staff, our members and all extended baseball/softball communities.



Meet Miguel:

Miguel is our “Curious Master”. He is a die-hard Whites Sox fan, but cheers on all Chicago sports teams. Miguel has been very involved with **his** son’s baseball journey; past and current.. Miguel holds a certificate in the automotive technology field. He is currently a Master Certified Journeyman Technician. He has extensive experience in the automobile industry, is always curious to know how things work, and can fix just about anything. He plans to use his logic and technical skills to make certain all D-BAT Lockport machines and equipment are properly working so that they are ready to use by all patrons who love the game as much as he does.



Meet Patrick “Pat”

Pat is our “Catalyst”. He may come across as an introvert but quite often surprises everyone with his bold ideas. He is an avid all-around sports fanatic, but not only does he enjoy sports, he surrounds himself with people within that circle. Pat is a Union Certified Journeyman Engineer. He prides himself in being able to offer solutions for future planning and is ready to step in during unprecedented circumstances. With his go-getter attitude, Pat plans to bring further recognition to D-Bat Lockport by introducing past and present athletic talent to our camps and clinics.



KEY PERSONNEL

D-BAT Lockport) will be owned and operated by all owners as listed above. Day-to-day operations will be divided and conquered by all six owners up to the first year. Thereafter, we intend to bring a General Manager, who will oversee day to day operations. Regardless of the GM status, all owners will continue to be present (on rotating days and times), to ensure the business is running accordingly. In addition, a front desk assistant will also be hired to tend to incoming patrons, vendors and all who enter D-BAT Lockport's doors.

During the buildout process; leading up to the first few months of operation, Jaime Murillo will be in the interim GM. Edith Murillo, along with Patrick Dillon will be the in charge of advertising, marketing and scouting new hire talent for instructor roles. In addition, both will work together to conduct outreach and will use connections within the sports world, to hire sports figures for camps and clinics. Although Edith and Pat may take the lead on coordinating events, all owners will play a significant part.

KEY PERSONNEL

Assisting the Interim General Manager will be Lucia Murillo. Jaime and Lucia will work collaboratively on all things revenue, and in bookkeeping all finances. Lucia will work directly with vendors on contracts, negotiations, and any communication related to D-BAT suppliers.

Eva Luevano will join Lucia on the operational side by assisting with employee-related tasks; interviewing, hiring, onboarding, payroll, and more. Miguel Yniguez will provide support to the GM by brainstorming ideas to increase revenue and serve as a resource for membership-specific inquiries. Miguel will also be tasked with monitoring and maintenance of all equipment; so as to not interrupt revenue flow.



Upon start-up, we intend to bring in an intern, and eventually a part-time Front Desk Attendant. This individual will be hired on an hourly, as-needed basis. An Assistant General Manager will be hired by GM as business increases, and we can substantiate the additional resources.



**D-BAT'S COMPETITIVE
ADVANTAGE**

D~BAT Academies also enjoy the lowest available pricing from major retailers due to the buying power through the D~BAT Corporate office. D~BAT Powered by Rawlings and Easton” co-branded retail spaces first began opening in Nov. 2020 in select Texas and Florida locations; followed by an additional 50 locations in various states. On May 10th, 2022, Rawlings became the official brand of D~Bat franchises across the country. Members enjoy Pro-Shop discount perks and special pricing on cage rentals, lessons and camps.



D~BAT incorporates seven revenue streams, allowing franchisees to generate multiple income streams that other baseball/softball academies do not offer. D~Bat corporate collects royalties at 60(individual locations)/40(corporate) exclusively. However, for the remaining six revenue streams **and** any additional revenue sources, D-Bat Lockport collects 100% royalties. ,

D-BAT Lockport will leverage the business model set forth by D-BAT Corporate to its fullest. The D-BAT name stands for Developing Beliefs, Attitudes and Traditions, and D-BAT Lockport will diligently work to build upon this proven tradition of success.



REVENUE STREAMS

- CAGES
- CAMPS/CLINICS
- COACHING
- TEAMS
- INDIVIDUALS
- COMMUNITY EVENTES
- GIVING BACK

BASEBALL/SOFTBALL

- CREDITS
- PARTIES
- MEETINGS
- EVENTS
- PRO SHOP

THE MEMBERSHIP ADVANTAGE

- MEMBERSHIPS
- PLATINUM
- GOLD
- DISCOUNTS
- PERKS

MARKET ANALYSIS



Industry Description

D-Bat uses the Buxton Reporting, (a sophisticated sales and revenue forecasting analysis tool) to determine where the largest baseball and softball presence exists within any market. According to the 2024 Buxton report, Lockport, IL showed to have over 80% baseball and softball presence. The average T-ball player begins playing as early as 4 years old and continues through high school and beyond. Competition to make the cut in school and club teams is fierce. Coaches, parents and players are looking for every opportunity to sharpen their talent.



Quality baseball/softball instruction provided by professional instructors in a state-of-the-art environment can provide the edge an increasing number of parents and athletes are looking for in a competitive market.

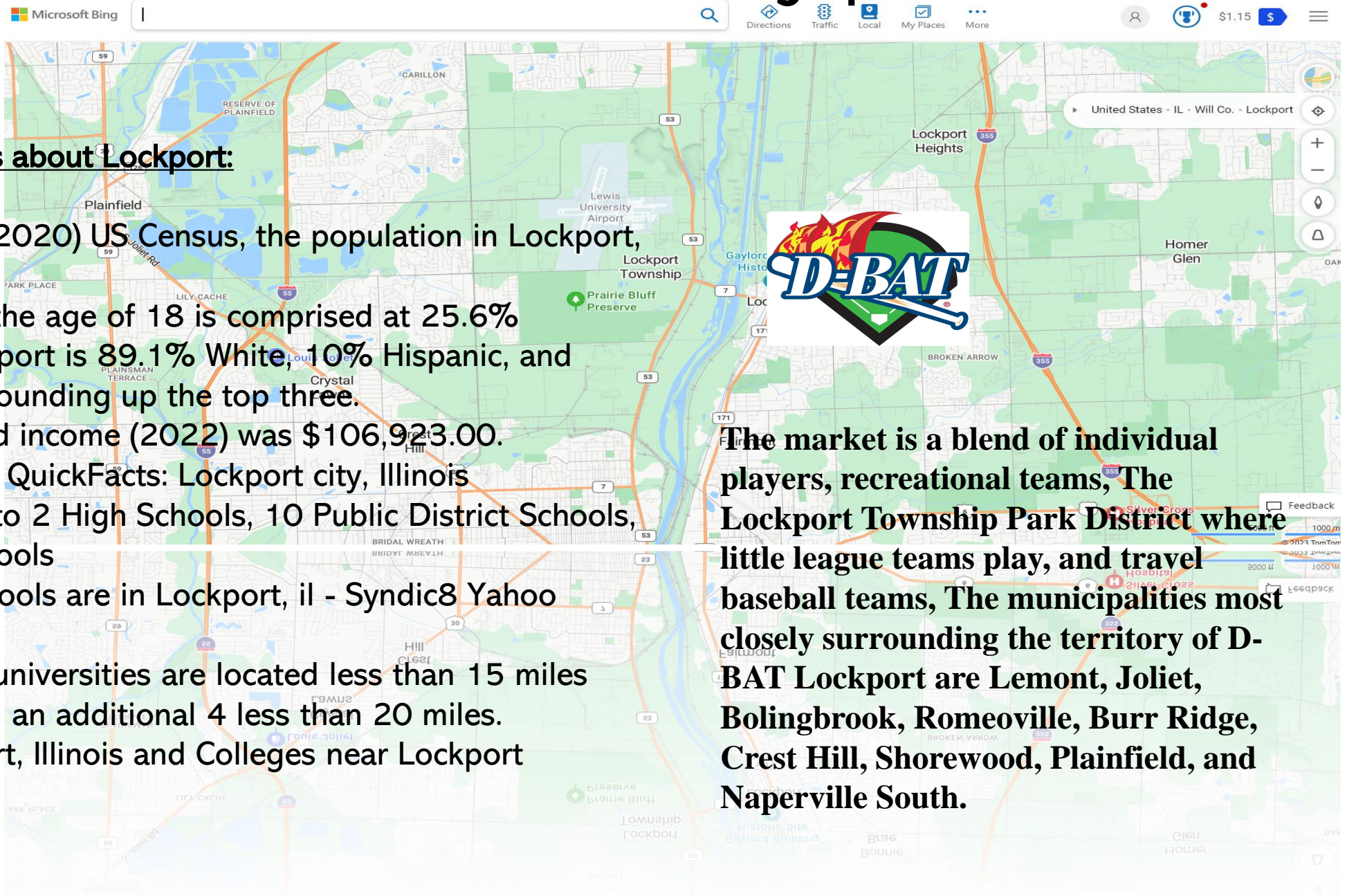


Young athletes are looking for more specialization and individualization, creating a market in which millions of dollars are spent year-round on baseball/softball teams, equipment, and instruction

The D-BAT Difference

We feel this industry has much room for growth. We also feel baseball is often highlighted, leaving softball behind. As a franchise comprised of 50% male and 50% female, our goal is to welcome, encourage and embrace ALL patrons. We also aspire to empower young girls to reach their athletic potential, whether it be in baseball or softball. In the Midwest states, Illinois being one of them, we treasure our Spring and Summer days but understand they are limited. Therefore, usage demands for indoor conditioning are difficult to come across if players are not exclusive to teams that have their practice facilities. For these and many reasons more, D-Bat's temperature-controlled facilities are the places to be year-round.

Market Size and Demographics LOCKPORT



Here are a few facts about Lockport:

- According to the (2020) US Census, the population in Lockport, IL was 26,118.
 - Population under the age of 18 is comprised at 25.6%
 - Per ethnicity, Lockport is 89.1% White, 10% Hispanic, and 6.4% mixed race; rounding up the top three.
 - Average household income (2022) was \$106,923.00.
- U.S. Census Bureau QuickFacts: Lockport city, Illinois
- Lockport is home to 2 High Schools, 10 Public District Schools, and 12 Private Schools
- how many high schools are in Lockport, il - Syndic8 Yahoo Search Results
- Five colleges and universities are located less than 15 miles from Lockport; with an additional 4 less than 20 miles.
- Colleges in Lockport, Illinois and Colleges near Lockport (collegesimply.com)

The market is a blend of individual players, recreational teams, The Lockport Township Park District where little league teams play, and travel baseball teams, The municipalities most closely surrounding the territory of D-BAT Lockport are Lemont, Joliet, Bolingbrook, Romeoville, Burr Ridge, Crest Hill, Shorewood, Plainfield, and Naperville South.

Baseball and Softball in Lockport and Surrounding Communities



We can identify prospects who fit D-Bat criteria through an innovative analysis and forecasting tool called the Buxton Report. This sophisticated instrument of technology has the capability of filtering specific criteria to identify baseball/softball potential customers throughout the entire United States. It can identify young children in a household, and the shopping habits of that household (for example a visit to Dick's Sporting Goods) to purchase something athletic. It detects the frequency of such purchases and tracks any association with the sports of baseball and softball, to provide a Buxton score. For Lockport and its surrounding municipals, the Buxton report displayed an 86% potential.

We must keep in mind that the percentage itself is only an identifier of “potential” customers. Securing a lease at a “fair value” and putting forth sweat equity, will ultimately generate higher revenue. However, being able to identify that Lockport and surrounding municipalities display such percentage, provides a promising and bright revenue stream.

See Exhibit B in Appendix





Statistics for top “3” neighboring cities

Crest Hill Statistics:

- Population in 2021: 20,293 (98% urban, 2% rural).
- Population change since 2000: +52.2% Males: 11,476 (56.6%) Females: 8,817 (43.4%)
- Median resident age: 40.3 years Illinois median age: 39.0 years
- Estimated median household income in 2021: \$61,853 (it was \$45,313 in 2000) Crest Hill: \$61,853 IL: \$72,205
- Schools: (2024) there are **4 public schools & 2 Private schools**
Read more: <https://www.city-data.com/city/Crest-Hill-Illinois.html>

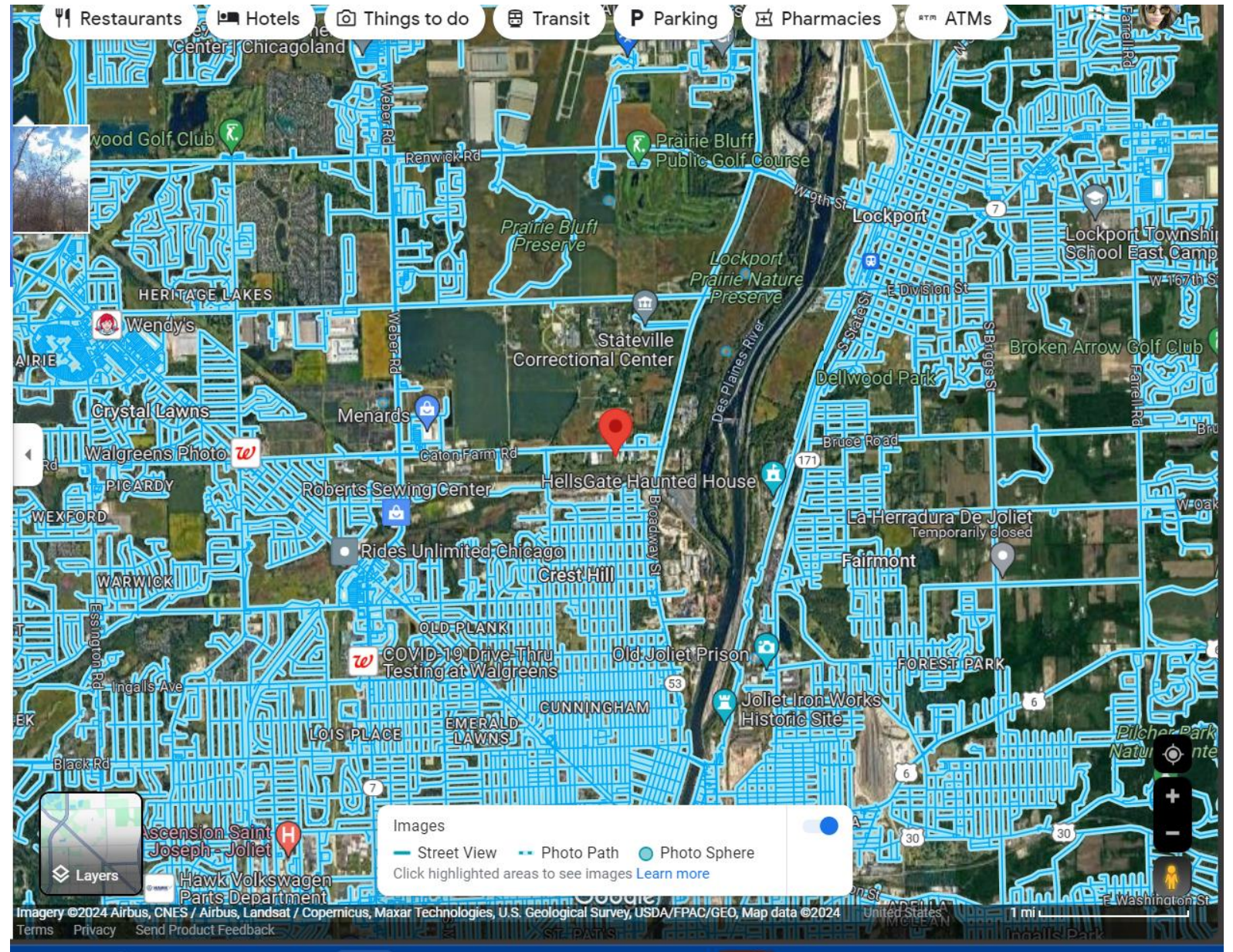
Romeoville Statistics:

- Population in 2021: 40,469 (100% urban, 0% rural).
- Population change since 2000: +91.3% Males: 19,971 (49.4%) Females: 20,498 (50.6%) Median resident age: 36.1 years Illinois median age: 39.0 years
- Estimated median household income in 2021: \$86,364 (it was \$60,738 in 2000) Romeoville: \$86,364 IL: \$72,205
Schools: Valley View School District 365U comprises most of the thriving communities of Bolingbrook, Romeoville and portions of Plainfield, Lockport, and Downers Grove. Formed in 1972, the district now serves the educational needs of approximately 18,000 students in 22 educational facilities.
Read more: <https://www.city-data.com/city/Romeoville-Illinois.html>

Joliet Statistics:

- Population in 2021: 150,372 (100% urban, 0% rural).
- Population change since 2000: +41.6% Males: 76,214 (50.7%) Females: 74,158 (49.3%) Median resident age: 34.9 years Illinois median age: 39.0
- Estimated median household income in 2021: \$76,495 (it was \$47,761 in 2000) Joliet: \$76,495 IL: \$72,205
- Schools: Joliet, IL District 44 has 50 Elementary Schools, 27 Middle Schools, 14 High Schools: 38 Public District Schools, 49 Private Schools
Read more: <https://www.city-data.com/city/Joliet-Illinois.html>

MAP OF 10 MILES AREA RADIUS FROM D-BAT LOCKPORT



COMPETITIVE ANALYSIS



D-BAT Lockport) will not have any direct competitors, but will have 3 indirect competitors within a 10-mile radius. These competitors do not offer an “apple to apple” market comparison. The indirect competitors offer lower or similar prices, with a limited range of services. Competitors primarily focus on batting cages and lessons. Our marketing strategies will focus on promoting all of D-BAT’s services without negatively targeting any of the mentioned indirect competitors.

We believe the location is void of any serious challengers providing consistent individualized, differentiated instruction with knowledgeable and professional instructors. DBAT-Lockport will offer a 21st-century facility including access to equipment, technology, and overall, the best product for purchase).

Our indirect competition at present are:

- **The Hitting Hut Hit Trax**
- **PWA Ball Club**
- **Genuwine Sports Training**

THE HITTING HUT HITTRAX

2601 Plainfield rd., Joliet, IL 60435

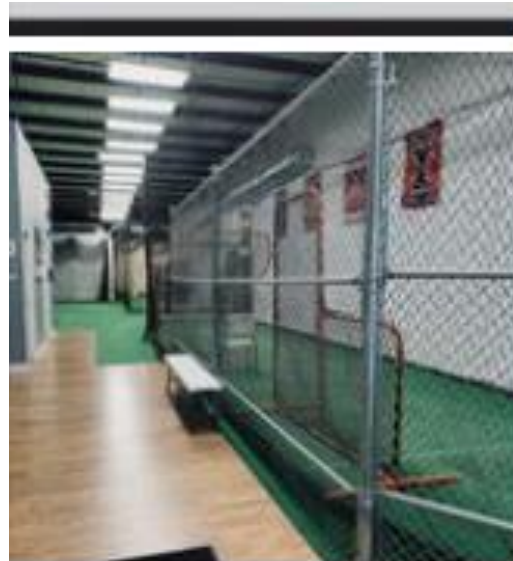
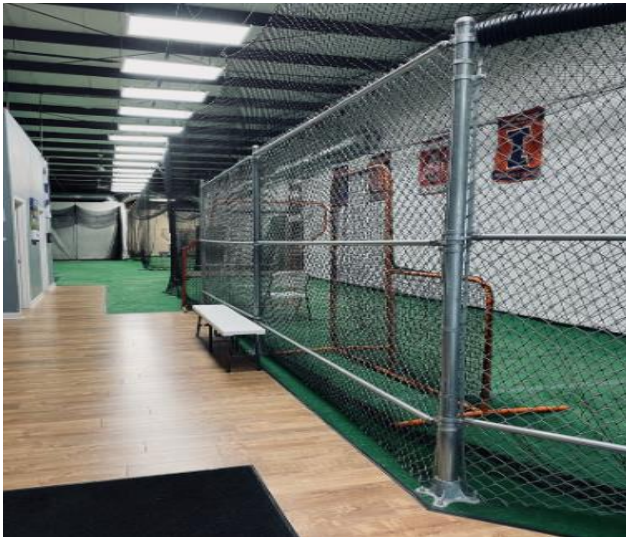
- State of the art batting cages
- # of cages: 3
- 24/7 Access
- Climate Controlled
- Free Wi-Fi
- Discounts on Hit Trax Sessions and Leagues
- Membership Options
- Single Month to Month-\$69.00
- Single 6 Month (save \$10 per month)
- Single 12 Month (save \$20 per month)
- Family Month to Month-\$99.00
- Family 6 Month (save \$10 per month)
- Family 12 Month (save \$20 per month)
- Camps
- Pitching lessons



PWA BALL CLUB

2725 W Jefferson St, Joliet, IL 60435

- There is no official website. PWA operates out of Facebook
- Only service matching that of D-BAT Lockport- Batting Cages (#unknown)
- Pricing: \$20/cage/hour
- No additional services offered or listed on Facebook page.



GENUWIN Sports Training

544 Anderson Dr., Romeoville, IL 60446

- 24,000 square foot sports complex
- Two infields
- Seven batting cages.
- individual private lessons and group training in baseball and softball.
- Field rentals are available for baseball and softball.
- Sale of baseball/softball bats and gloves
- Caters to established teams



Rates include:
Individual Private Lessons

\$55.00 per half hour
Package #1: 20 Lessons – \$50.00 per half-hour (\$1000.00 paid in advance)

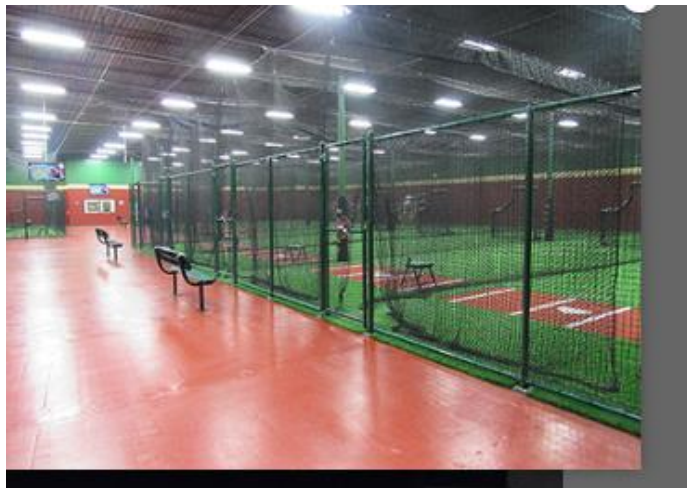
Field Rental

- \$125 per hour – minimum of 12 dates (must be consecutive excluding holidays)
- Cage Rental
- No Machines – \$40 per hour
- With Jugs Machines – \$45 per hour
- Weekends – \$30.00 per hour with or without machines



Even though we will offer similar services as some of our direct and indirect competitors when it comes to camps, cages and lessons, **they cannot compete with our location, facilities, name brand/value and services rendered. D-Bat Lockport will offer an extended array of services and benefits to its current and future patrons.**

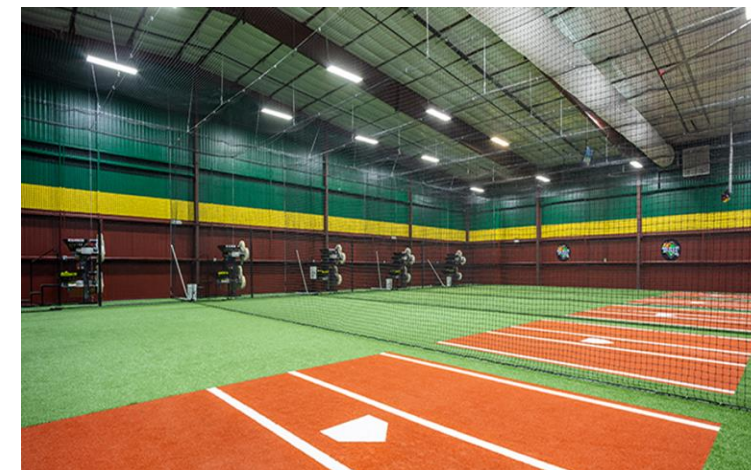
D-BAT ILLINOIS MARKET



DUPAGE



MOKENA



HICKORY



ROCKFORD



CHAMPAGNE



LET'S WELCOME LOCKPORT

DESCRIPTION OF PRODUCTS/SERVICES



D-BAT Lockport Offerings

We recognize local players and teams have a number of choices when they are selecting training and equipment. We want D-BAT (Location) to be the first indoor training facility that comes to mind when players and teams think of training and instruction in that area. Therefore, we strive to deliver a first class experience. From the time the customer calls for reservation/information until they have completed their training and left for the day, our objective is to offer them quality service throughout their experience.



Additionally, we will offer a fully stocked Pro Shop geared toward teams and players alike. We will sell high quality *D-BAT Inc. and Rawlings products

We will offer a state of the art facility, a computerized reservations and scheduling system that integrates with a mobile App, automated credit card approval, clean safe cages and equipment, an inviting place for parents to sit and watch, and a video room for digital analysis.

We will offer cages for pitchers to work on their mechanics or hitters to work on their swing. Teams or groups can rent cages and use them for either individual training or retract the netting for team training.

With 8 planned cages, as well as a 50'x60 turfed multi-use training area, we will have plenty of room to handle groups, teams, instruction, cage rental and token sales all at the same time.



Our Products and Services

Our initial goal is to achieve the maximum income possible from each unit used while leaving our customers feeling like they received maximum value.

To do this, we will offer all new equipment, displays, floor covering, netting, etc. We will offer pricing consistent with the customers perception of the value received. We believe this will be achieved by creating an outstanding image in each customer's mind by providing a fun, clean, safe and educational environment. All signage and logos will be professionally printed and applied. All pro shop furnishings and displays will be new and immaculately maintained. Training areas, aids and equipment will be the best in the industry, clean and maintained at top performance

The following provides a detailed description of each service and product we will offer

***refer to Exhibit C for pricings and service benefits...**





Lessons - Offered as daily or recurring membership. We will employ 8-10 instructors and coaches, (starting at 4-5 for Year 1 and gradually increasing based on demand), who will train athletes by reservation. Employees will be recruited using social media, advertising, word of mouth, referrals, and direct recruitment through college/university career services centers.

Cage Rental - offered to walk-in and membership holders. We will have netted hitting and throwing tunnels available for individual, team and member rental to use for physical training, hitting or throwing, and catching.

]

Token/Machine Use - Offered to walk-in and membership holders.

We will have 8-9 netted hitting tunnels available for individual, team and member rental to use for hitting practice. These will be offered only through token purchases. Price per token for walk-ins is \$\$\$ each.



Pro Shop Sales - When customers walk into the facility, they will be welcomed by a fully stocked, professionally constructed Pro Shop offering the latest varieties of baseball and softball bats, gloves, clothing, equipment and protective gear offered by D-BAT Sports, as well as by companies such as Easton, Rawlings, Wilson, Under Armor, and more. Additionally, DBAT exclusive items such as gloves, batting gloves, and wood bats to name a few will also be offered.

Camps & Clinics - At D-BAT, our camps and clinics provide a great opportunity for players to improve skills while having fun at the same time. Spring Break and Summer Camps are popular with parents who are looking for something constructive to keep their ballplayers busy while school is out. Holiday camps provide a great opportunity for ballplayers to stay sharp before and during the spring season. The “Bat Speed Clinic” & “Power Pitching Class”, for example, are conducted during the winter and are considered by many players to be valuable attributes for their continued development. Additionally, D-BAT Lockport will offer college camps and clinics that are led by nationally ranked college programs in both baseball and softball, including Bradley University, Chicago State University, DePaul University Southern Illinois University, and Loyola University. We will have several fall classes that are available to suit every player’s needs.

Birthday Parties & Social Events- We will offer a large multi-purpose room that will be perfect for birthdays and fun corporate events. Our party room/lounge will not only serve for parties and events but will also allow parents a full view of their child’s D-BAT experience from the comfort of our climate controlled seating area

Memberships - The D-BAT Membership Program is the most innovative of its kind and rewards the dedicated ballplayer with the means to improve their physical and mental skills.)

Membership fees recur month-to-month with no contracts and no setup or cancellation fees. You can cancel at any time.



YEAR	Memberships	Camps /clinics	Lessons	Tokens credits	Pro shop	Cages	Parties Events	Total
**2024	\$157,000	\$60,000	\$250,000	\$47,000	\$58,000	\$52,000	\$16,000	\$640,000
2025	\$250,000	\$170,000	\$400,000	\$100,000	\$150,000	\$200,000	\$25,000	\$1.2M
2026	\$275,000	\$195,000	\$550,000	\$120,000	\$200,000	\$260,000	\$31,000	\$1.37M
TOTAL	\$682,000	\$425,000	\$1.2M	\$267,000	\$408,000	\$512,000	\$72,000	\$3,210,000

The above calculation used to arrive at monthly revenue is based on cost per membership being:

1. \$204,6000 for Gold and \$477,400 for Platinum for the combined 3 Year period
2. 30% of membership being Gold and 70%being Platinum
3. Applying a royalty fee of 40% paid to the franchisor would then take place per memberships ONLY (\$272,800).

MARKETING STRATEGIES





Implementation Summary

As we begin the installation of the facility and as we approach opening, we will market in the local community using flyers, signage at the facility, direct calls, email and social media. The franchise web site will begin a marketing push to site users and members in the area.

- ☐ We will make personal connections with the area school coaches and set up a marketing strategy to each of the area youth and adult leagues. We will contact the student activities and intramural director at (all neighboring universities). When possible, we will attend local baseball and softball events to introduce ourselves and to invite customers to our opening.
- ☐ At our grand opening, we will have top-of-the-line bats, gloves, monthly membership promotions, and clinic registration giveaways and drawings to get people in the door. We believe once the word gets out about the facility, it will spread quickly through teammates, classmates, and word-of-mouth.
- ☐ Our goal is to maintain a professionally operated facility providing the highest quality specialized and individualized training with the top-of-the-line equipment available while aiding athletes to achieve their top potential. We will not target the lower-end consumer. We intend to market heavily to the local leagues and teams to generate interest prior to our grand opening.
- ☐ We will focus time and effort on the grand opening to generate interest and curiosity by getting people in the door. We believe word-of-mouth and social media will also be major factors in our future growth.
- ☐ Our main channel of distribution is direct to our customers with local promotional efforts. We consider each of our personnel to be part of the sales organization. The friendliness and service we can offer our customers is one of the best sales tools we will have. Top-of-the-line

COMMUNICATION STRATEGIES

TARGET(S)

Our targets will be teams (via coaches), individual players and parents of kids between the ages of 3-18. As a secondary target, we will market to all college and universities within a 15miles radius; including, but not limited to, Lewis University, Joliet Junior College, Benedictine University, College of DuPage and beyond.

GUERRILLA TACTICS

We propose to set up D-BAT Lockport booths/hand out materials at local parks during games and tournaments

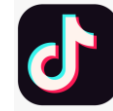
PROMOTION

As with any business, word-of-mouth is the best promotional tool. We understand that every interaction with a parent or player is a new opportunity to spread the D-BAT (location) message.



website tbd

D-Bat franchise services assist in this area by maintaining our website on the franchise site.



D-BAT Inc. franchise services provide proven techniques for both the initial opening and continued marketing. Such techniques include direct mailings, membership email pushes, special offer fliers, etc. In addition to that, we will market using the following mediums:

FINANCIAL MANAGEMENT



Assumptions

The baseball and softball industry is continuing to grow in popularity, so the demand for a high quality academy like ours is bound to increase. Playing time is somewhat seasonal and we recognize that repeat business, weather, economic conditions and growth of youth sports will determine our success.

Start-Up Funding Request

D-BAT Lockport) seeks financial support via a Small Business (SBA) loan, to start a new location in Lockport, IL). The finances will support a new franchise facility improvements, new inventory and equipment, some operating expenses and marketing. We are looking to secure funding of approximately \$500,000.

Financials Pertaining to Property Lease Agreement

D-BAT Lockport) will operate business at 425 Caton Farm Rd, Lockport, IL 60441. Property located in Crest hill, IL; pending Plan Commission hearing. Lease contingent on board approval. (See Exhibits E)

FINANCIALS PERTAINING TO PROPERTY LEASE AGREEMENT

D-BAT Lockport) will operate business at 425 Caton Farm Rd, Lockport, IL 60441. Property located in Lockport, IL; pending Plan Commission hearing. Lease contingent on board approval.

Supporting Professionals:

Insurance Carrier

Thornton Powell Insurance Financial Services
(Hartford Insurance)-Worker's Compensation
Michael Vita, Agent
Ph: (708) 710-4761

Financial Institution SBA Loan

Hinsdale Bank & Trust Company, N.A.
A Wintrust Community Bank
6734 Joliet Road
Countryside, IL 60525
(630) 560-1929



CPA-

Cristina Porcelli Accounting, LLC
Accounting, Tax & Bookkeeping Services
1000 Jorie Blvd., Suite 150
Oak Brook, IL 60523
P: 630.522.3146
O: 773.209.4371
F: 773.289.0733

Franchise Attorney

Alissa C. Version, Director
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1755 South Naperville Road, Suite 200, Wheaton, IL 60189
P: 630.871.3332
F: 630.221.1756
E-mail: averson@huckbouma.com
Please visit our websites at: www.hbfranchise.com
www.huckbouma.com

APPENDIX

Exhibit A- Parking- TBD

Exhibit B*Please note all the statistics on the cities listed above only give the percentage of children under the age of 18. This does not give the amount of young adults that are 18 years and older. <https://www.census.gov>**
Percentage of people under 18 per municipal near D-Bat Lockport

MUNICIPAL	% AGE 18
BOLINGBROOK	23.6%
BURR RIDGE	18.4%
CREST HILL	16.0%
JOLIET	26.5%
LEMONT	23.3%
NAPERVILLE SOUTH	24.8%
PLAINFIELD	28.7%
ROMEOVILLE	23.5%

Exhibit C

Memberships

YEAR	MEMBERSHIP S	CAMPS /CLINICS	LESSONS	TOKENS CREDITS	PRO SHOP	CAGES	PARTIES EVENTS	TOTAL
**2024	\$157,000	\$60,000	\$250,000	\$47,000	\$58,000	\$52,000	\$16,000	\$640,000
2025	\$250,000	\$170,000	\$400,000	\$100,000	\$150,000	\$200,000	\$25,000	\$1.2M
2026	\$275,000	\$195,000	\$550,000	\$120,000	\$200,000	\$260,000	\$31,000	\$1.37M
TOTAL	\$682,000	\$425,000	\$1.2M	\$267,000	\$408,000	\$512,000	\$72,000	\$3,210,000

Exhibit D
THE DBAT DIFFERENCE

Business name	Multi-use	≥ 3 cages	Camps	Clinics	Memberships	Pro-shop	Tokens /credits	Private lessons	Parties Meetings
DBAT-LP	✓	✓		✓	✓	✓	✓	✓	✓
GENUWINE	✓	✓	✓	✓				✓	
PWA		✓							
HITTRAX	✓		✓		✓				

Exhibit E- Revenue Streams

	CAGE RENTALS	LESSONS	TOKENS/CREDITS	*CAMPS	PRO SHOP
NON-MBR	½ hr \$20 1 hr \$40	½ hr \$45 1 hr \$80	\$2 per swipe \$15 per 20 swipes	FULL PRICE	FULL PRICE
GOLD	½ hr \$16 1 hr \$ 32	½ hr \$36 1 hr \$64	15 QTY Free credits/day	20% OFF	10% OFF
PLATINUM	½ hr \$14 1 hr \$28	½ hr \$31.50 1 hr \$56	Unlimited credits/day	30% OFF	15% OFF
Membership Monthly Cost/perks	Gold \$48/mon Plat \$ 68/mon	Gold-20% off Platinum-30% off Lessons	Included with monthly cost. Details listed above	*Prices vary depending on type of camp/clinics	Discounts apply to all Pro shop items

EXHIBIT F
Financial Projections

**Estimated Three Year Projections are after expenses have
been deducted (NET PROFIT)**

YEAR 1 (2024) Q3 & Q4	\$340,000
YEAR 2 (2025)	\$ 525,000
YEAR 3 (2026)	\$875,000

**THANK
YOU**



Created by: Edith Murillo (1/31/2024)