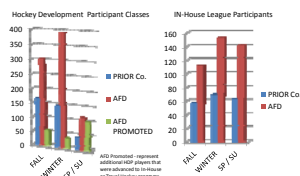


## ATHLETIC FACILITIES DEVELOPMENT

Ethical Facility Management  
and Business Development for  
Ownerships' Objectives

AFD's Recent HDP & In-house Growth - Participants



The Customer's experience translates  
to business growth and retention.

AFD specializes in ice and additional  
supporting athletic and multi-purpose  
venue facilities and arenas. Our  
emphasis is providing solutions for  
Management and Ownership, in:

- Facility Management
- Business Turn-around
- Business Plan Re-alignment
- Accounting Validation
- Auditing of Concerns
- Program Development
- Youth Organization Development
- Facility Operations and Procedures
- Staffing and Training
- Revenue Enhancement Ideas
- New Business Development
- Increased Utilization Strategies
- Marketing and Brand Development

AFD addresses and assists solutions  
on a consulting or management basis.

Athletic Facilities Development would  
appreciate the discussion opportunity.



ATHLETIC FACILITIES DEVELOPMENT, LLC

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Lisle, IL 60532

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E-mail: [request@athleticdev.com](mailto:request@athleticdev.com)  
[www.athleticdev.com](http://www.athleticdev.com)

*"a finite solution to infinite possibilities"*

## ATHLETIC FACILITIES DEVELOPMENT, LLC

MORE THAN A FACILITY  
MANAGER AFD IS YOUR  
CUSTOMER SENSITIVE  
BUSINESS DEVELOPER



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# REPRESENTING YOUR MISSION OBJECTIVES

**Athletic Facilities Development , LLC** believes it is their responsibility to represent your business in an ethical and positive brand image.



Servicing all of  
your communities

With our history of hands-on business management and development, we have successfully proven the ability to create clear, innovative, relevant and responsive programs that generate pride and trust, delivering on your customers' expectations.

Our customer experience audit results are with strong consideration to "other" organizations' needs within your facility. This method facilitates individualization of our successful curriculum based models, strengthening all facility components and customers; thereby creating a stable, supportive growth partnership process.

You empower us to carry out your mission objectives. Utilizing a trained staff focused on agility and unity of purpose, our mission objective is ... new ideas and vision in implementing your objective.

AFD would welcome the opportunity to work with you; accomplishing your goals.

Thank You,  
Ed Nickey



Athletic Facilities Development, LLC

*"a finite solution to infinite possibilities"*

## FINANCIAL INTEGRITY

AFD maintains clear, accurate, record keeping and financial reporting procedures designed to provide all involved parties' documents that may be discussed and analyzed with confidence and integrity in their decision making process.

With experience in facility management, pro shop, marketing company, and hockey/skating school ownership and management, AFD is adept in the discovery, internal auditing and analysis of: Integrity of Customer Billing, Misstated Receivables, Lost Revenues, Validation of Expenses and Payables, Co-mingled Labor Expense, Auditing of Percentage Leases, and Cash Transaction Losses, ...

## DISTINCTIVE DEVELOPMENT

AFD operates a highly successful curriculum based set of programs for youth and adult, hockey development, in-house leagues, and skating school both recreationally and competitively. AFD individualizes these programs based on customer needs, current development level within the facility, program interface with existing organizations, and brands them with your facility/club to strengthen the overall business environment. Our successes have demonstrated one year growth of Hockey Development Programs 432%, In-House Leagues by 357%, and Skating School by 276% with increased fee ranges, of value, from 148% to 188%.



Development Programs  
... foundational security  
for your business growth.

AFD brings vision and innovation to your facility by listening to customers and delivering a quality value in an adapting environment. We develop your foundation with retention rates over 90% operating year around, assisting all facility revenues.

## SYNERGISTIC STAFFING

AFD staff possesses a unity of purpose and focus. Staff members are selected on the depth of their experiences that uniquely fit the overall strategy. Attentive listeners to customers, they are trained to develop vision and adaptability to deliver customers' expectations and leadership to the development strategy.

AFD staff knows your customers' names. Instructors are professional and share the unified goals and attitudes.

AFD staff does not operate within a fixed job descriptive format and are involved in multiple areas to support effectiveness, responsiveness, and proactive solutions, appropriately ... a successful infrastructure.

## FACILITY MANAGEMENT

AFD is very perceptive and agile as a management group. The culmination of our business components allow for a cooperative strategy to approach the target clearly and effectively. Our staff functions as a cohesive unit, with overlapping responsibilities, which act as a supportive solution and provide a transparent experience for the customer.

We maintain a first quality facility and our customers have consistently provided Our / "Your" best marketing. AFD consistently provides customer surveys resulting in positive incremental change.

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