



October 27, 2020

Mr. Andrew D. White
City Manager
City of Powell
47 Hall Street
Powell, Ohio 43065

Re: Feasibility Study Phase Proposal for a Health & Wellness Center

Dear Andy:

Pursuant to our recent conversations, this letter is in response to your request for a proposal to conduct a first phase Feasibility Study for a proposed Health & Wellness Center ("Center") on a site to be determined within the City of Powell (Project"). Integrated Wellness Partners and Signet Enterprises ("IWP/Signet") are pleased to provide The City of Powell ("City") this proposal to undertake a 90-120 day feasibility process that will provide an evaluation and recommendations for key project determinants, including: a needs assessment, a market study, core program identification, base facility building program, operations and staffing plan, operating pro forma and project narrative for Medical Fitness.

Needs Assessment. Utilizing a variety of methods that may include use of surveys, focus groups and one-on-one interviews, IWP/Signet will determine the need/demand for health promotion and wellness services in the surrounding marketplace/catchment area. Likewise, the study will ascertain the need for fitness, recreation, aquatics and community meeting and social facilities. It is anticipated that the needs assessment process will engage with the general public, local government leadership, business leaders, local schools and colleges, healthcare providers, local medical community physicians/clinicians as well as other key stakeholders and prospective projective project partners as identified by the current project team.

Market Study. IWP/Signet will conduct a market analysis to determine the potential for utilization of the wellness services (fitness, recreation, aquatics, sports performance, worksite wellness, etc.) and retail components of the proposed Center as identified through the needs assessment. This effort will include basic demographic analysis and market segmentation of the residential community within the likely trade area. IWP/Signet, at their discretion, may engage with third-party consultants when evaluating niche program elements and/or unique service lines associated with the Project. Demographic information will also be gathered and assessed for key constituencies such as guests/visitors to the area, students, faculty, staff and affinity groups. An in-depth review of the local business community will also be completed to identify industry type, employee demographics, employee health promotion needs, etc. to determine market potential for membership and worksite wellness services. The competitive landscape in the market will be assessed pertaining to all Center components. A price sensitivity analysis for all likely retail offerings will be conducted to insure the accurate development of financial pro forma for the project.

Core Program Identification. Based on the needs assessment and IWP/Signet historical experience with health and wellness center product offerings, recommendations and descriptions will be provided for programs and services having the greatest potential to function in a collaborative and synergistic manner to promote overall project success. Areas of focus in this regard will include: wellness services (fitness, nutrition, worksite wellness, recreation, aquatics and sports performance), academics (research,

curriculum/classroom, internships, STEM), clinical integration, campus and community directed health promotion/wellness programming and retail offerings.

Project Site Analysis. An analysis of proposed project site will be conducted. A site evaluation and criteria matrix will be developed that illustrates the identified relative strengths, weakness and opportunities of the site.

Facility Building Program. Based on the identified site, any previous and new quantitative/qualitative analyses, and historical experience with community health and wellness center projects, IWP/Signet will work with its professional development team to estimate initial space allocations for suggested program and building components.

Operations and Staffing Plan. IWP/Signet will provide an operating plan overview for the center. This plan will include a high-level strategic marketing and communications approach, integration plan, organizational chart and oversight board development recommendations. An FFE plan will be developed to insure the various project components are appropriately equipped to effectively and efficiently deliver their services, programs and user experience. An initial staffing model (including position description, credentialing and FTE allocations) for the health and wellness component will be provided.

Capital Requirements Analysis and Ownership Structure. Based on the overall analyses and recommendations contained in the feasibility study and program plan, IWP/Signet will estimate capital requirements related to project development and oversight, site development, building construction and funding of initial operating losses. Potential ownership structures will be identified, highlighting the relative impact of each structure on project attractiveness and viability.

Financial and Operating Pro Forma. IWP/Signet will formulate both a detailed year 1 operating pro forma as well as yearly financial operating and cash flow projections covering years 1-10. All pro forma will include sections that address all key underlying revenue, expense and other critical assumptions.

Project Narrative and Identification of Prospective Project Partners. IWP/Signet will work with The City and others to develop a compelling project vision or “narrative”. This narrative will describe the physical and programmatic elements of the proposed project and the positive impact it would have for the project partners and the community. It will describe the opportunities for partner involvement, including the benefits that are anticipated to accrue to those organizations that choose to become involved. Also, in collaboration with The City, IWP will conduct introductory meetings with potential project partners to present the project vision, partner opportunity and assess the suitability and interest level of the various prospective partners.

Fees. Our standard fee for the feasibility phase is \$60,000. However, based on the particulars of this proposed project/partnership and our belief that this project has the opportunity to have a truly transformative impact on the health and well-being of The City of Powell and the surrounding communities, we will underwrite 50% of our customary fee. Therefore, we are pleased to offer to perform a comprehensive feasibility phase for this proposed project for a total fee of \$30,000.

The fee will apply for 90 days from date of this proposal. Additional services apart from those described will be available at an additional cost.

Timeline. The feasibility phase will be completed within 90-120 days of acceptance of this proposal. A detailed presentation of the feasibility phase study to the client and Q & A session is included in the price and can be scheduled at the client's site at a mutually agreeable date and time.

Terms. The \$30,000 feasibility phase fee will be payable in 3 equal monthly installments (\$10,000) due on the 1st day of each month and beginning when this agreement is signed.

Client shall reimburse Signet/IWP for those direct out-of-pocket expenses (not to exceed \$3,000) incurred including, but not limited to, travel expenses, meals and lodging. IWP will provide Client with an invoice statement each month detailing out-of-pocket expenses incurred in conjunction with the services rendered under this Agreement. Payment for these expenses shall be made by Client no later than 15 days after submission of an itemized invoice.

Thank you for the opportunity to provide you with a proposal to explore the feasibility for the proposed health and wellness center to be located in The City of Powell. IWP/Signet have been fortunate to lead project and operations teams in the development of health and wellness center projects that, when properly planned for and executed, transform the communities that they serve. We look forward to working with all the key stakeholders in this process.

Sincerely,

Jim Ellis
EVP & Managing Director
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