

**Experts in our field.** We are committed to building better lifestyles and we love what we do. From the pre-opening process to management and operations, we provide seamless solutions for the campus recreation market. Our team infuses corporate business practices with a unique understanding of the university system. Focused, driven and collaborative, we build long-lasting and meaningful affiliations with our clients.

## /needs assessment studies



At CREW, we help bring your ideas to life. By understanding who you are and what you do, we are able to assess your needs. Whether you plan to build a new recreation facility or add to an existing one, our team of experts can ensure that it serves your goals. The journey to a better lifestyle begins by assessing available resources, choosing desired outcomes and creating realistic solutions.

**Scope:** Market and Demographic Evaluation / Competitive Analysis / Space Plan Recommendations / Complete Financial Analysis

## /business plans

Business plan development doesn't have to be technical and dry. At CREW, we understand the need for creativity and innovative thinking when it comes to planning the creation, implementation and operation of your campus recreation and wellness services. What is your vision? What do you need in order to achieve your goals? Success begins with a thoughtfully crafted plan. By learning what you would like to do, the CREW team will create a cost effective, innovative business plan tailored to your goals and expectations.

**Scope:** Target Market Analysis / Strategic Positions and Risk Assessment / Management and Organization / Developments and Milestones



## /operational consulting

Every successful program needs a talented, dedicated team as well as a thorough, effective set of protocols and procedures. At CREW, we are committed to immersing ourselves in your culture. The way you operate is a reflection of your core values. We are here to provide you with operational standards and measures that complement your culture and your mission.

**Scope:** Program Development / Staff Training and Development / Creative Marketing and Promotion / Daily Operations / Financial Analysis and Advising / Repair and Replacement Planning / Leadership Coaching / Development and Assessment of Service Models and Standards

## /design

Functional design is essential. The look and feel of your center is just as important as the programs and services it offers. From the conceptual phase to the actual bricks and mortar, CREW's team of experts collaborates with you to capture the environment that best serves your campus. We partner with you to create a facility that will enrich the overall campus experience and offer healthy resources and services.

**Scope:** Conceptual and Strategic Planning / Space Program Development / Equipment and Furniture Specifications / Mechanical and Electrical Specifications



## /pre-opening



Certain milestones are only celebrated once. After helping you bring your vision to life, CREW is with you when you open your doors for the first time. Preparation is essential and an organized and systematic approach must be established. The CREW team will design and implement a viable, cost effective plan to open your center according to a timeline that makes sense for you and leaves a lasting impression on the community it serves.

**Scope:** Timeline Development / Selection and Training of Highly Qualified Personnel / Promotion Plan Development / Programming Menu / Standard Operating Procedures

## /management

Your campus recreation and wellness center is more than just a building. As it promotes wellness and healthy lifestyles, it serves to enrich the lives and overall health and prosperity of your campus community. At CREW, we understand the importance of entrusting only the most gifted and experienced team to guide your center's mission and how crucial it is for them to have the proper tools. As your allies and advocates, we're here to help you hire and train your staff and to develop appropriate systems and protocols in order to support them. Our focus is to ensure your continued success.

**Scope:** Customer Service Protocols / Cost Efficient Operational Models / Continuous Staff Training and Supervision / Management Systems / Program Implementation/ Ongoing Oversight

