

Cornerstone Mixed Martial Arts LLC
Building A Foundation For A Better You
113 McHenry Rd, #346 Buffalo Grove, IL 60089
(224) 772-0007 cornerstonemma1@gmail.com

Mission Statement

Cornerstone Mixed Martial Arts, LLC aims to provide the Northshore area with the best in fitness and martial arts through experienced and knowledgeable instruction, great customer service and a state of the art facility. We are looking to lease 444 Lake Cook Road Suite 27 a 2,127 sq. ft. unit.

Company Information

Mario Gomez, Alex Hulbert and Justin Hanlin first conceptualized Cornerstone Mixed Martial Arts, LLC after years of training individuals in Highland Park and Buffalo Grove through a blend of martial arts and personal training. This was all done by sub-leasing space from various gyms in different towns in the Northshore area. Continued interest from clients in this form of training led the team to create the LLC in 2017 and begin a venture in creating a successful business out of their passion for coaching and instructing.

Products and Services

We plan to improve fitness, self-defense and competitive spirit. Our facility will not only promote fitness but discipline, honor, respect, drive and teamwork. We specialize in teaching students ages 8-65. Students can focus on improving themselves by embarking on a path to better fitness, learning to defend yourself and even competing on an amateur or professional level.

Benefits

- Fitness – martial arts help develop power, strength, coordination, flexibility and cardiovascular endurance.
- Self-defense – understanding the power of leverage and practicing strikes/grappling, develops the proper training to feel safe and secure in most situations.
- Self-Confidence – as students achieve goals their confidence levels increases. This carries over into all aspects of life.

Programs

- Kickboxing
Taught by Justin Hanlin and Mario Gomez
- Grappling
Taught by Mario Gomez and Alex Hulbert
- Kids Martial Arts
Taught by Mario Gomez and Alex Hulbert
- Fitness Boot Camps
Taught by Mario Gomez and Alex Hulbert

Schedule

All classes have a sign-up sheet with a max attendance of 15 members (average 10 per class)
Peak hours are week days 5-7am and 5-8pm, Weekends 7-10am

MWF

5:00 am – 6:00 am Cardio Kickboxing
6:15 am – 7:00 am Boot camp
7:15 am – 8:15 am Cardio Kickboxing
8:15 am – 4:00 pm Private one on one Personal Training sessions by appointment only
4:15 pm – 5:00 pm Little Kicks Kids Martial Arts Class (6-10 yrs old)
5:15 pm – 6:00 pm Kids Martial Arts Class (11-15 yrd old)
6:15 pm – 7:15 pm Adults Kickboxing Discipline and Fundamentals
7:30 pm – 8:30 pm Adults Intermediate/Advanced Kickboxing

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5:00 am – 6:00 am Boot Camp
6:15 am – 7:00 am Cardio Kickboxing
7:15 am – 8:15 am Boot Camp
8:15 am – 4:00 pm Private one on one Personal Training sessions by appointment only
4:15 pm – 5:00 pm Little Kicks Kids Martial Arts Class (6-10 yrs old)
5:15 pm – 6:00 pm Kids Martial Arts Class (11-15 yrd old)
6:15 pm – 7:15 pm Adults Kickboxing Discipline and Fundamentals
7:30 pm – 8:30 pm Adults No Gi Grappling

Saturday

7:00 am – 7:45 am Boot Camp
8:00 am – 9:00 am Cardio Kickboxing
9:15 am – 10:15 am Adult All Levels Kickboxing
10:30 am – 11:15 am Kids Martial arts (11-15 yrs old)
11:30 – 2:00 pm Individual/small group Personal Training sessions by appointment only

Sunday

7:00 am – 7:45 am Cardio Kickboxing
8:00 am – 9:00 am Boot Camp
9:15 am – 12:00 pm Individual/small group Personal Training sessions by appointment only

Special Events

Any special event outside of our normal classes, such as belt promotions, where parents would come observe will be done strictly on weekends and separated by each individual class. This way we keep our space capacity the same as if a group fitness class was running so that the facility does not get over crowded and there's no negative effect on parking.

Management Team

Mario Gomez, Co-Founder

Ownership Interest: 45%; General partner

Mario Gomez is a Managing Member in charge of the day to day operations and has voting rights to all decisions made for the business. Mario Gomez has been a NASM certified personal trainer for the past 6yrs, Fitness nutrition specialist, is undefeated in MMA with a 4-0 record and holds a Blue Belt under Carlson Gracie in Brazilian Jiu Jitsu. Prior to founding Cornerstone Mixed Martial Arts, LLC, Mario Gomez held managing roles at Kapap Combative Concepts (a martial arts studio in Highland Park) and Target.

Alexander Hulbert, Co-Founder

Ownership Interest: 35%; General partner

Alexander Hulbert is a Managing Member in charge of out of house operations (city meetings, licensing, negotiating, etc) and has voting rights in all decision making. Alexander Hulbert graduated from Bradley University with a degree in Industrial Engineering. Prior to founding Cornerstone Mixed Martial Arts, LLC, he organized and led an MMA program at Bradley University and has an MMA record of 1-1. Alexander Hulbert wrestled 6 years through middle and high school and is a certified group fitness instructor.

Justin Hanlin, Co-Founder

Ownership Interest: 20%; General partner

Justin Hanlin is a Managing Member and the head of the martial arts program. Justin Hanlin is an ACE certified personal trainer that has been in the fitness industry for over 10 yrs and in the martial arts industry for over 15yrs. He has a professional kickboxing record of 7-0 and an MMA record of 1-1 and has a Black Belt in Taekwondo. He has managed operations at the Highland Park Rec Center and is a highly sought after instructor and coach.

Employees

The 3 owners are the only employees and only Mario Gomez will be full time at the physical location.

Traffic and Parking

The parking study considers the 61 spaces directly north of Building B, not including the 20 spaces directly in front of 448 Lake Cook Rd. nor the spaces behind 448 Lake Cook Rd. And the 32 spaces to the East of 444 Lake Cook Rd. Buildings A and B for a total of 93 immediate spaces to be used between us and the 7 other businesses in Building B. Please note that all employees will park to the east and enter building from the side entrance. Also note that these other businesses by nature do not bring in large numbers, if any, daily customers to their physical locations.

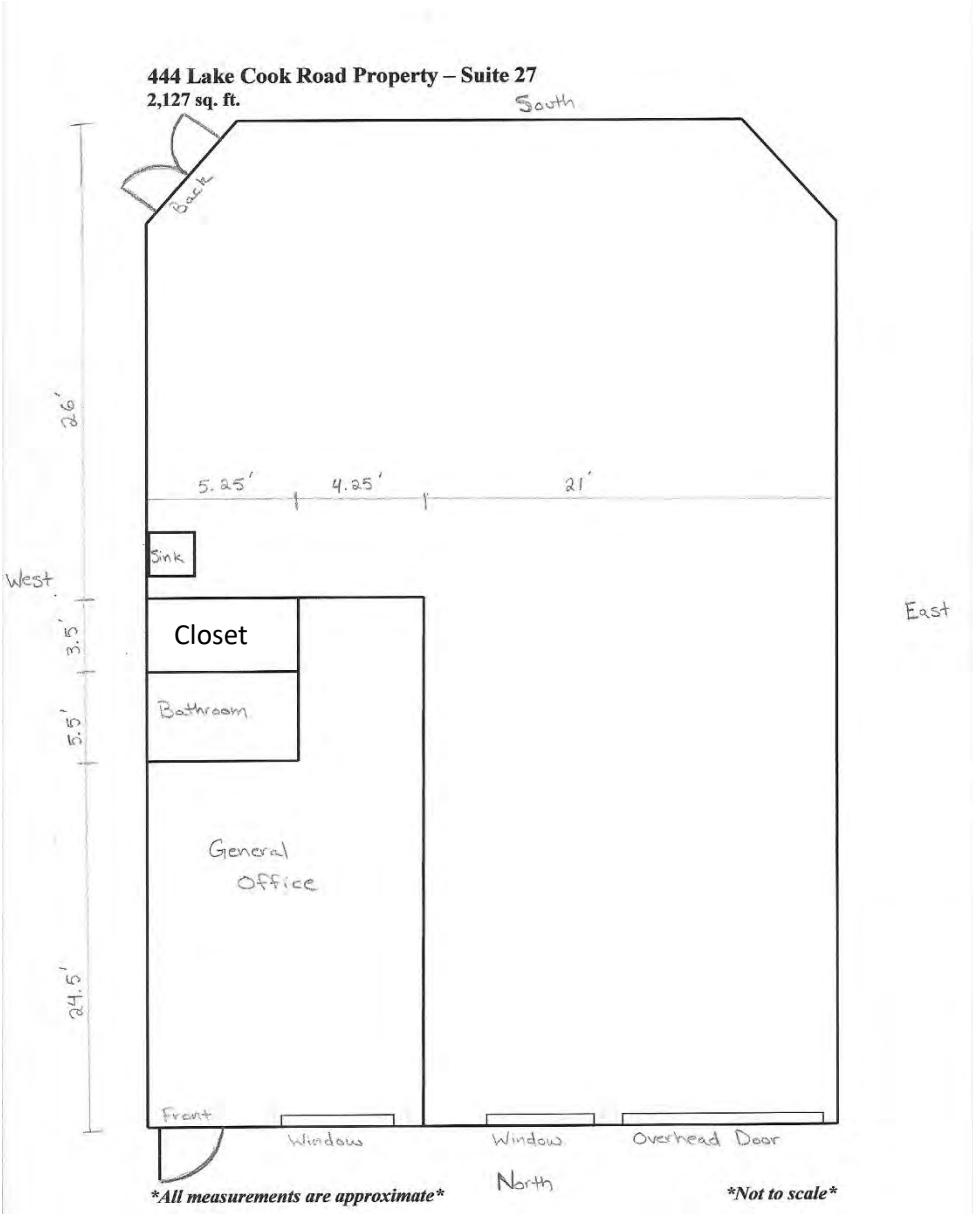


Thursday February 7th, 2019			
93 Parking Spaces Available in Immediate Area			
Time	North # of cars Parked (46 spaces)	East # of cars parked (32 spaces)	Total Open
5:00 AM	16	10	67
6:00 AM	17	10	66
7:00 AM	19	11	63
8:00 AM	24	15	54
9:00 AM	28	18	47
10:00 AM	29	19	45
11:00 AM	29	19	45
12:00 PM	28	18	47
1:00 PM	30	19	44
2:00 PM	29	19	45
3:00 PM	29	19	45
4:00 PM	26	18	49
5:00 PM	20	17	56
6:00 PM	18	12	63
7:00 PM	18	11	64
8:00 PM	18	11	64
9:00 PM	16	10	67

Monday February 11th, 2019			
93 Parking Spaces Available in Immediate Area			
Time	North # of cars Parked (46 spaces)	East # of cars parked (32 spaces)	Total Open
5:00 AM	16	10	67
6:00 AM	17	11	65
7:00 AM	19	11	63
8:00 AM	24	15	54
9:00 AM	28	18	47
10:00 AM	28	18	47
11:00 AM	28	18	47
12:00 PM	25	17	51
1:00 PM	28	18	47
2:00 PM	26	15	52
3:00 PM	26	15	52
4:00 PM	23	16	54
5:00 PM	20	15	58
6:00 PM	20	12	61
7:00 PM	18	11	64
8:00 PM	18	11	64
9:00 PM	16	10	67

Saturday February 9th, 2019			
93 Parking Spaces Available in Immediate Area			
Time	North # of cars Parked (46 spaces)	East # of cars parked (32 spaces)	Total Open
7:00 AM	16	10	67
8:00 AM	16	10	67
9:00 AM	17	11	65
10:00 AM	17	11	65
11:00 AM	17	11	65
12:00 PM	17	10	66
1:00 PM	16	10	67
2:00 PM	16	10	67

Floor Plan



Site Plan



444 Lake Cook Road



- 16: Heritage Flooring
- 18: EA Engineering
- 20: EA Engineering
- 21-23: FlashCut CNC
- 24: Mad Science of N. Illinois
- 26: Skil Vending
- 27: Cornerstone MMA
- 28: Pizza Crisp International
- 29: Aqua Clear

0.02 mile
1 inch equals 83 feet

Signage

The tenant signage for this building has been consistent over time with white letters on a blue background. The same font appears on all of the tenant signage. There will be the same signage on suite 27 and a panel on the directory, both will be provided by the Land Lord. They will be in place of the "AVAILABLE 2,127 SQ. FT." signs shown below.



SATISFACTION OF VILLAGE STANDARDS

Cornerstone Mixed Martial Arts believes that the proposed use of the premises as stated is an appropriate use in the I-2 zoning district, and complies each standard required for a special use in the village, as outlined on the next page:

1. **Compatible with Existing Development**

Cornerstone Mixed Martial Arts is a new business operated by certified personal trainers who are long standing and highly respected professionals servicing the North Shore area. Cornerstone's intended use is consistent with normally and orderly usage of the surrounding property.

2. **Lot of Sufficient Size**

The building consists of approximately 27,500 square feet in total. Cornerstone's proposed premises in suite 27 is 2,127 square feet, or 7.7% of the total building area. The size of the building and premises are more than sufficient in size.

3. **Traffic**

Traffic will consist of members who attend one hour classes on a specified schedule. As a destination martial arts studio, we will not be receiving walk-ins without a scheduled appointment and classes are staggered to ensure we have no negative impact on the office and industrial uses of the building.

4. **Parking and Access**

No more than 3 employees are expected to be on the premises at any given time. Employees will be instructed to park at the east side parking spaces which typically have 15 unused spots. Members will require no more parking spaces than our maximum capacity for a class, which is 15 members.

5. **Effect on Neighborhood**

The proposed use will not be detrimental to the health, safety or welfare of the public or injurious to the neighborhood.

6. **Adequate Facilities**

Adequate utilities, including access roads, drainage, and/or necessary facilities currently exist to accommodate our special use. Our use will not require the construction of additional public infrastructure.

7. **Adequate Buffering**

Adequate fencing and screening is currently in place to ensure buffering to the surrounding properties.

Based on the above, Cornerstone Mixed Martial Arts respectfully requests that the village issue a Special Use permit allowing Cornerstone Mixed Martial Arts to operate on the premises. Thank You.

Respectfully,

Alex Hulbert, Mario Gomez, Justin Hanlin

Cornerstone Mixed Martial Arts, LLC

Market Analysis

Cornerstone Mixed Martial Arts, LLC is in the health and fitness industry. The industry has grown by 2.6% globally and continues to be on the rise especially in the area of planned operation where revenue increased by 7.2% in 2017.

The company currently has less than 1% of the market share. As the company is able to expand operations and introduce the market to new and exciting forms of fitness and martial arts, Cornerstone Mixed Martial Arts will gain greater brand recognition. This in turn will allow a market share growth of up to 5%.

Competitors

The company's competitors are other martial arts or small group fitness studios, such as 9Round, Orange Theory and Alpha Krav Maga. In addition, larger fitness centers also take up a market share. Cornerstone Mixed Martial Arts, LLC is the only fitness and martial arts facility in the area that has a comprehensive martial arts program led by an experienced and professional kickboxer coupled with a fitness program suited for anyone's needs.

Marketing and Sales

The company will market its products and services through the following methods and sales channels:

- social media
- email marketing
- community/event appearances
- posters
- fliers
- coupons
- Internet ads
- grand opening ceremony

Internet Marketing: The objective is to obtain enough new members to generate positive word of mouth through social media, with the emphasis on the company's Facebook, Instagram and Twitter profiles. The company believes social media will be integral in gaining new members as more exposure in that medium will increase overall profitability. A company website will complement this initiative. This will be led by a contracted marketing manager who will assist in strategizing and executing objectives free of charge through the opening of the facility.

Community/Event Appearances: The objective is to have a presence in local community events such as the 4th of July parade, charity events, etc. We will also look to have our presence known in regional boxing and martial arts competitions to ensure our practices are noticed by the consumers we are trying to attract.