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RE: PROPOSED BUILDING ADDITION
PERFORMANCE ELITE GYMNASTICS CENTER
2930 Airport Road
La Crosse, WI 54603

PEG Enterprises, LLC requests Approval to construct a 60' Wide x 100' Long Training Gymnasium at their Existing Gymnastics Center located at the above referenced address (Lot 20, Airport Industrial Park).

PEG Enterprises, LLC is a Gymnastics Training and Performance Club originally formed by Aaron and Amanda Ross in February, 2015. Their mission was to not only teach children gymnastics, but to help build a solid foundation of life skills. They accomplish that by teaching teamwork and encouraging the students along the way through competition.

PEG Enterprises, LLC began negotiating the purchase of the Existing Building from Park Bank, the Owner due to foreclosure, in late 2016. Its previous use was as a Dog Day Care Center. The Existing Building included about 24,000 SF plus an Annex Structure equal to about 5,900 SF. Over half of the Structure included a dirt floor. During the summer of 2017 PEG Enterprises, LLC spent approximately \$500,000 to convert the Existing Building into a Gymnastics Center by creating a Training and Performance Venue in a recessed pit inside the Existing Structure. Part of the Annex Structure was converted into Locker Rooms.

The Proposed Addition will not typically be used as a Performance Venue but rather as a Training Gymnasium with an "at Grade" Floor (i.e. no Pit). This requires a Structure taller than the Existing Building. Furthermore, as the Existing Building is at its Maximum Allowable Area by the Wisconsin Commercial Code, any Addition will need to be separated by means of a 2-Hour Rated Fire Wall. Additionally, due to its size, it will need to be a different Type of Construction than the Original Structure. As a result, the Proposed Addition will not match the Existing in Roof Pitch, Wall Heights, etc. but will match Existing Exterior Materials.

The Proposed Addition will exceed 40% of the Lot Square Footage. It should be noted that the Use requires substantial Square Feet for Gymnastics Training and Performances. The size of the Structure is reflective of its Use, not of its Occupant Load.

The Proposed Addition will not provide a 25' Rear Yard. Again, due to its Use as a Gymnastics Training Gymnasium there are some minimum Building Length requirements. Due to the Existing Layout of the Structure and the Existing Type of Construction, such requires using more of the Rear Yard which does not allow for the 25' Rear Yard Setback. It should be noted that the Existing Building already does not provide for a 25' Rear Yard.

PEG is currently proposing to expand the Existing Facility to meet the growing needs of the Club and the community. The Club currently has 334 children members, but are unable to add additional Classes due to the lack of space. While that may seem incomprehensible given the size of the current Facility, they also allow the area High Schools to train and compete out of their Facility during the season. With the number of Training Classes they currently have, adding Levels and Teams that train, combined with the High School gymnasts who train, there is not enough rotations to add additional Classes as every piece of equipment is being used during those times. This additional space will also allow them to host large Meets without affecting the training and Classes for their program. This season they hosted 3 different High School regular season Meets, MVC Invitationals, and Sectionals which required them to cancel normal Classes and training due to not having the event rotations available to be accommodate use by all.

This Facility is the largest Gymnastics Performance Facility in the surrounding areas and it's located near an Interstate Exit making it an ideal Facility for hosting large events. MVC Meets and State Sectional Meets for High School teams bring in teams from both MN and WI. These large Meets bring in families that stay in our area to attend these Meets increasing revenue throughout the city in both hotel and dining. As a Club, they also host 3 large Invitationals as well as the Midwest Amateur Gymnastics Association Divisional State Championships. These Meets bring in teams from the Milwaukee area and the Northern Suburbs of Minneapolis/St. Paul. These Meets also increase revenue throughout the City in both hotel and dining, as they utilize Explore La Crosse to help secure Hotel Blocks for the teams attending such Meets. This expansion Project will not only allow them to grow their program, but it will allow them to do so while still accommodating the needs of both their Club Meets and the local High School team Meets.

Currently PEG'S Gymnastics Club includes families coming to the Facility to train from as far North as Black River Falls, as far West as Spring Grove, MN, as far South as Decorah, IA, and as far East as Warrens. These families who travel from a distance to bring their children for scheduled training plan their time accordingly and do their grocery shopping, household shopping, and many times dining all in our area while waiting for their children's training time to be completed. Any expansion in Club Membership brings more families to the Facility resulting in increased revenue throughout our area in shopping and dining.

The total cost of this project is estimated at \$350,000. It is estimated the proposed Building Expansion will increase their enrollment by 150 members in 2020. It is anticipated to Occupy the Expanded Facilities by the end of 2019.