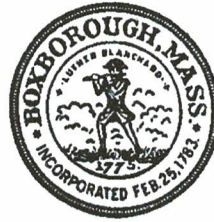


Boxborough Business Improvement Grants

ATTACHMENT A – Application Cover Sheet



Applicant Name: Steve Victorson Date: 02/13/2024

Business Name: Harvard Ridge (dba SwymFit)
Fitness Center Business Address: 90 Swanson Road, Boxborough 01719

Preferred Email: steve@swymfit.com Phone Number: (617) 699-4269

Description of Business: Health and Fitness Club

Please check one: ☐ New Business ☒ Existing Business – Date first opened: In operation for many years
☐ Temporary Installation

Brief description of the work proposed: Through a mix of capital investment and matching grant funds, SwymFit looks to ① replace its aging floor in gym, ② provide staff w/ various training and ③ replace the club's website
Amount of match provided: \$12,577 Source of matching funds: SwymFit

Application Checklist

It is the applicant's responsibility to provide each of the following materials. Applications with one or more pieces missing may be deemed incomplete and may not be evaluated. Please use the checklist below to organize your application. Once complete, application materials should be emailed to awade@boxborough-ma.gov using the subject "Boxborough Business Grant Application YOUR BUSINESS NAME". Paper applications will also be accepted at the Town Clerk's Office, in sealed envelopes labeled "Boxborough Business Grant Application YOUR BUSINESS NAME".

☒ Application Cover Sheet (this form)

☒ Detailed Project Budget

☒ Project Narrative (2000 words)

☒ Proof of Business operation or Business Plan

☒ Project Summary (750 words)

☒ Proof of Match funding (bank letter, account statement, notice of award)

Completion of this form does not constitute an award of funding. Funding is subject to competitive grant process and cannot be guaranteed. If you require reasonable accommodation completing this form, please contact the Office of Land Use and Permitting – awade@boxborough-ma.gov

Project Narrative

Company Overview:

Swymfit is a health and wellness club based at 90 Swanson Road in Boxborough. The club is a staple of the community within Boxborough and surrounding towns, offering a mix of both water and land-based offerings:

- Teaching toddlers and young children to swim
- Providing a swim team program for elementary students and teenagers
- Helping competitive athletes properly condition
- Providing adults and seniors the ability to maintain health and wellbeing

Project Overview:

Through a capital investment, the club looks to install new flooring in Swymfit's weight lifting and exercise room. The existing flooring is well beyond its intended useful lifespan and is badly in need of replacement for both functional and aesthetic reasons. This is a fairly intensive project as it requires moving a large quantity of existing equipment in order to install new carpet through the large space. The project cost is quoted at \$12,926 from a company called Perform Better, based out of Warwick, RI. (Note: Steve is in the process of double checking the quote included in Appendix B from late 2023 is still good).

Our goal for the matching grant funding is to:

- i. Provide staff with a mix of training / certifications over 12 months following grant approval. The club is continuously trying to provide our team with the necessary training and certifications to provide the best customer service possible, high quality instruction and to keep our guests safe.
- ii. Create a new website for Swymfit to improve customer usability and to provide the club with improved branding.

Project Summary

As illustrated on the prior page, the overall project includes replacing the floor in the gym, providing various training / certifications to our staff over 12 months (from time of application approval) and upgrading Swymfit's website. Each is described below in more detail.

Replace Gym Floor:

This is a laborious task consisting of materials and installation costs.

- A. Materials (\$7,965)
 - Extreme 2.5mm + 12mm Performance Rally Flooring Basic Black (1520 sf)
 - E Grip Flooring Adhesive
- B. Installation (\$3,496)
 - Rubber and Turf
- C. Shipping (\$749)
- D. Tax (\$716.31)

Staff Training & Certifications:

- A. Become a Personal Trainer (2 x \$899 = \$1,798)
 - These two certifications would be new and would improve the quality and safety of those teachers providing instruction.
 - Intended Attendees: Katy Sutton-Brown, Nan Schnitzler
 - Training Link: <https://www.nasm.org/become-a-personal-trainer>
- B. Yoga Course (1 teacher x \$395)
 - Intended Attendee: Katy Sutton-Brown
 - Training Link: <https://courses.onlineyoga.school/collections/childrens-ytt-options>
- C. Swim Coach (ASCA Level 1 @ \$179, ASCA Level 2 @ \$179, ASCA Swimming Strength & Conditioning Specialist Certification School Part \$434) x 2 = \$792 x 2 = \$1,584
 - These certifications are new for these two coaches and would greatly improve the safety and quality of our product for the swim team kids. It is a national problem in that most coaches of our kids have little to no real certifications or understanding of the human body.
 - Intended Attendees: Elena Garanina, Placeholder 1
 - Training Link: <https://swimmingcoach.org/store/ListProducts.aspx?catid=885019>

D. Certified Pool Operator (CPO) Training Course (3 x \$350 = \$1,050)

- When you receive your CPO® certification from the Pool Training Academy you'll walk away with much more than just a piece of paper certifying that you sat through a course. You'll have a much deeper understanding of how to properly and safely manage your aquatic facilities. And we do this in a way that is both educational and fun!
- Intended Attendees will include: Michelle Mullen, Placeholder 1 and Placeholder 2
- Training Link: <https://pooltrainingacademy1.com/products/fully-online-certified-pool-operator-class?variant=44660138803364>

E. Burdenko Method Certification (5 x \$850 = \$4,250)

- Intended Attendees: Placeholder 1, Placeholder 2, Placeholder 3, Placeholder 4, Placeholder 5
- Training Link: See quote and certification description included in Appendix D.

New Website:

A new website is an important modernization effort for the club as it will improve customer and prospect user functionality and will serve to better promote the Swymfit brand, with refreshed messaging.

The project work as quoted by Smudged Graphics (see quote in Appendix C) includes a complete rebuild of the website with a new design, and the creation of site visitor journey maps (the path a typical site visitor would follow) for the possible reasons that visitors come to the site. The cost for a complete rebuild project would range from \$2500-\$4000 depending on design complexity and new functionality added to the site. To maximize the opportunity, we estimate the cost to be \$3,500 for the complete project and for purposes of the proposal.

As noted by the service provide, site content (text and images) and preliminary hierarchy outline. We will meet to discuss and coach on the creation of this material, as well as perform editing services as needed.

Detailed Project Budget

Swymfit Boxborough Town Project Grant Budget	Grant Funds (\$)	Matching Funds (\$)	Project Subtotal (\$)
Gym Floor Replacement			
<u>Materials:</u>			
a. Extreme 2.5mm + 12mm Performance Rally Flooring Basic Black (1520 sf)		\$6,840	\$6,840
b. E Grip Flooring Adhesive		\$1,125	\$1,125
Installation		\$3,496	\$3,496
Taxes		\$749	\$749
Shipping		\$716.31	\$716.31
Gym Floor Total		\$12,926.31	\$12,926.31
Training and Certifications			
Personal Trainer Class (x2)	\$899 x 2		\$1,798
Yoga Course (x1)	\$395		\$395
CPO Training	\$350 x 3		\$1,050
<u>Swim Coach Certification: (x2)</u>			
a. ASCA Level 1: Principles for Success (x2)	\$179 x 2		\$358
b. ASCA Level 2: The Strokes (x2)	\$179 x 2		\$358
c. ASCA Swimming Strength and Conditioning Specialist Certification School (x2)	\$434 x 2		\$868
Burdenko Method Certification (x5)	\$850 x 5		\$4,250
Training and Certifications Total	\$9,077		\$9,077
Website Redesign	\$3,500		\$3,500
	\$12,577	\$12,926.31	\$25,503.31

Evidence of Funds Earmarked for Flooring Project

5

Appendix B:

Flooring Quote

Important Note: Steve Victorson has an inquiry out to Perform Better for refreshed quote. That said, please note that this is our best current estimate of the floor work cost.



Quote

MFAC, LLC
1600 Division Rd
West Warwick RI 02893
Toll Free: 1-800-556-7464
Toll Free Fax: 1-800-682-6950
Email: performbetter@performbetter.com

www.performbetter.com

1 of 2

Bill To
Steve Victorson
Swymfit
90 Swanson Road
Boxborough MA 01719

Ship To
Steve Victorson
Swymfit
90 Swanson Road
Boxborough MA 01719

Customer #
CUS662917

Quote #	Terms	Date	Expires	Sales Rep	Shipping Method
Q162811		08/21/2023	09/20/2023	Mary Drapetis (800) 556-7464 ext 119 maryd@performbetter.com	A Duie Pyle

Note:

Line	Item	Quantity	UM	Retail Price	Your Discounted Price	Extended Discounted Price
1	2602-12-Basic Black PB Extreme 2.5mm + 12mm Performance Rally Flooring Basic Black 3 Rolls: 4' x 50' 6 Rolls: 4' x 30' 2 Rolls: 4' x 25'	1,520		\$5.50	\$4.50	\$6,840.00
2	2610-01 E Grip Flooring Adhesive (4 Gallon Bucket)	5	EA	\$279.95	\$225.00	\$1,125.00

Line	Item	Quantity	UM	Retail Price	Your Discounted Price	Extended Discounted Price
9	8888-01 Installation of Rubber & Turf: This installation cost does not include floor prep work. In addition, the subfloor needs to be completely dry, free & clear of all construction debris and equipment, clear of oil, adhesive as well as any pre-existing flooring. Subfloor must also be level (1/8" in 10' for level is industry standard) and free of holes or protrusions. Room/area must be heat controlled. Please note: If these conditions are not present at time of installation, additional charges will be incurred for floor prep work.	1,520	EA		\$2.30	\$3,496.00
					Subtotal	\$11,461.00
					Shipping	\$749.00
					Tax	\$716.31
					Total	\$12,926.31
					(Total Discounts Applied: \$1,794.75)	

Appendix C

Website Development Quote

Important Note: Per the highlighted text below from the quote, we are estimating the work at \$3,500.



106 Hayward Road
Acton, MA 01720
(978) 857-0497

Services Contract & Estimate

February 7, 2024

To:

Steve Victorson
Swymfit
<steve@swymfit.com>

Summary

Web site design

Smudged Graphics proposal for possible updates to the Swymfit.com website:

- Additional content can be added at a cost of \$105 per hour.
- Overhaul of the site content structure without a rebuild of the design framework. This would involve the creation of site visitor journey maps (the path a typical site visitor would follow) for the possible reasons that visitors come to the site. The conceptual and design/development work for this project would range from \$1200-\$2000
- Complete rebuild of the website with a new design would include the above content structure work, with the additional task of creating a new design scheme for the site. The cost for a complete rebuild project would range from \$2500-\$4000 depending on design complexity and new functionality added to the site.
- Details to be discussed and finalized at project agreement.

Required from Client:

- Site content (text and images) and preliminary hierarchy outline. We will meet to discuss and coach on the creation of this material, as well as perform editing services as needed.

Appendix D - Burdenko Certification Part 1

BILL TO

Swymfit

90 Swanson Road

Boxborough, MA 01719

UNITED STATES

100003931

Invoice 00064854

Sale ID 428344

Invoice date

2/2/2024

Sale date 2/2/2024

Amount due

\$4,250.00

Enclosed

Due 2/2/2024

Currency: USD

DESCRIPTION	QTY	UNIT PRICE	TAX%	TAX	AMOUNT
1 Burdenko Certification Part I	5	\$850.00	0%	\$0.00	\$4,250.00

Notes

Attn: Steve Victorson

Subtotal

\$4,250.00

Tax

0%

\$0.00

Invoice total

\$4,250.00

Adjustment

Amount due

\$4,250.00

Due 2/2/2024

**Burdenko Method Part I Certification**

The Burdenko Method is the integration and practical application of water and land exercises, based on exercise science to maintain health, quality of life and enhance physical performance. Developed by Igor Burdenko PhD in the former Soviet Union, Dr. Burdenko brought his method to the United States in 1981. The Burdenko Method is for all types of people and there are systems in place for Rehabilitation for injuries, disability and recovery. Conditioning is for those who have completed rehab and for those in general fitness and recreational athletes. Training component is for more serious competitive athletes up to and including professionals and Olympians.

Dr. Burdenko has lectured extensively nationally and internationally. He has trained hundreds of health professionals and trainers in the Burdenko Method through a 3 part certification program. Part one certification will give the participant a solid introduction into the philosophy, principles and techniques in The Burdenko Method: to show the unique combination of water and land exercises to deal with pain management in Rehabilitation, Conditioning and Training.

Learning Objectives

1. Implement and development of a comprehensive rehab, conditioning and training protocol.
2. Recognize appropriate limitations to water-based exercise programs.
3. List the Physiological effects of the human body during aquatic immersion
4. Illustrate the progressive levels of difficulty within the Burdenko Method and be able to outline differences in the levels.
5. Give examples of precautions and contraindications in the use of water exercises.
6. Organize appropriate treatment plan for the progression of patients and clients through the instructed levels of difficulty.

This course is approved for 16 continuing education hours by the APTA (American Physical Therapy Association) of Massachusetts and the AEA (Aquatic Exercise Association).