

OPTION 1. Scattered skate spots

This project would consist of constructing small skate spots throughout northern Virginia. These spots would contain a maximum of 3 obstacles and be built on and blend into existing community environments such as public plazas, playgrounds, parking lots, and other appropriate areas.

Examples:

- Marble benches built on a sidewalk
- Manual pad built on the side of a large parking lot

Pros:

- Cheap: only few materials needed for each
- Built quicker: less fundraising and construction time needed
- Location variety: serves a larger number of skaters, gives skaters a variety of choices
- Flexible for a specific shape and appearance depending on the location's requirements; artistic contribution would also be highly considered
- Blends into surroundings: looks like a typical skate spot (except it would be legal)

Cons:

- Not a suitable area for events (contests, demos, etc)
- May interfere with pedestrians and other activities

Strategy:

Market this to communities in a way that shows that it eliminates safety risks and promotes exercise within the community for skaters and other "extreme sport" athletes. Show how these spots can enliven a public environment with creative architecture and design.

OPTION 2. Indoor skatepark

This project would consist of constructing a skatepark in an indoor facility.

Example:

- The Berrics

Pros:

- Only indoor skatepark in northern Virginia
- Available all year round

Cons:

- Rent and utility bills
- Possibility of entry fees

Strategy:

In an effort to eliminate costs of owning a facility, monthly sponsorships could be offered to businesses, families, celebrities, and community organizations. There would be a fixed sponsorship fee that would reflect monthly finances for operating the indoor skatepark. The fee would be accepted as a donation to the LOCO Skate Project and therefore giving the business a tax-deduction (once non-profit status is obtained). Sponsors would have the opportunity to advertise, market, host public events, and acquire a positive reputation for supporting a community project. In order to attract such sponsorships, LOCO Skate Project would have to develop and maintain a positive and 'role model' reputation so prospective sponsors would be honored with an opportunity to become a sponsor. With this system in place, entrance fees would likely be eliminated.

Average warehouse costs in Virginia:

- 12,000 SF \approx \$10,000/month
- 1 SF \approx \$7.50 - 9.50/SF/year