

CITY OF MARICOPA, ARIZONA

DEPARTMENT OF COMMUNITY SERVICES

MARKET ANALYSIS FOR COPPER SKY MULTIGENERATIONAL CENTER

SCOPE OF SERVICES

1. Evaluation of current facility operations and make recommendations for operational improvements
2. Review current programs, activities and services and recommend strategies for membership growth and retention.
3. Conduct a market analysis in comparison with other service providers to determine appropriate pricing structure for memberships and services provided.
4. Evaluate local demographic/statistical data and assess the market capture rate for potential customer base.
5. Conduct membership assessment to analyze current use and future demand for use of the facility.
6. Develop a strategic marketing plan to include internal/external promotional, marketing and branding efforts.
7. Conduct space analysis and make recommendations for realignment to enhance both current and future member satisfaction.
8. Evaluation current financial performance and recommend strategies to improve the financial stability of the facility.