



Stage 1 Feasibility Checklist

Use this as a starting point and add or subtract what you need for your project!

October 7, 2013

What?	Who? Board? GM? Both?	Done? yes/no/in progress	If no or in progress, by when?
1. Commitment and Planning			
Build, clarify and increase commitment			
Clarify vision, mission, values and strategic direction			
Develop alignment within the organization around vision and direction			
Identify roles, process and timeline			
Develop relocation policy checklist from existing board policies			
Develop business plan and market strategy			
Identify barriers to relocation and act to remove them			
Review bylaws for barriers and limitations, develop a plan of action for revisions			
Conduct customer/member surveys and focus groups			
Create preliminary "Sources and Uses" for the project			

What?	Who? Board? GM? Both?	Done? yes/no/in progress	If no or in progress, by when?
Develop a plan/system to monitor/manage project "Sources and Uses"			
Conduct/seek preliminary market analysis			
Determine training needs and seek training			
Obtain appropriate outside assistance			
2. Strengthening and Positioning			
Maintain and build profitability from operations of current store			
Strengthen membership, board, management and staff			
Implement appropriate training programs			
Strengthen visibility, image, promotions and customer service			
Develop/implement programs for improved community/member relations			
Improve motivation, morale and performance at the staff level			
Develop initial idea of new organizational structure for new store			

What?	Who? Board? GM? Both?	Done? yes/no/in progress	If no or in progress, by when?
Clarify concept and niche that you occupy and that you are seeking			
Develop financing strategy and resources			
Conduct organizational or systems audit and prioritize areas that need strengthening			
Develop and implement plans to strengthen key systems			
3. Site Search and Securing			
Prioritize criteria and search area for new site			
Explore options for lease vs own, existing building vs new construction			
Develop options for new site			
Initiate site search (do not limit to currently vacant buildings)			
Develop financial pro forma to analyze options ("Sources and Uses", 1-5 years of income statement, cash flow and balance sheet			
Develop preferred site with back-up option/s (spend approximately 80% of time on preferred option			

What?	Who? Board? GM? Both?	Done? yes/no/in progress	If no or in progress, by when?
Obtain a structural inspection from engineer, architect, and or/contractor			
Determine current and future real estate taxes			
Contract for a site/market analysis to determine sales potential and market feasibility			
Develop a preliminary site plan and professional store design			
Begin selection process for architect			
Review legal contracts			
Seek initial estimates from contractors			
Negotiate lease or purchase agreement, with contingencies			
Seek preliminary plan approval from the city			
Make plans to vacate current site (assuming a relocation)			
Initiate financing drive			
Decision point--Sign lease or purchase agreement with contingencies			