

## A.Narrative

### Description Of The Proposal

#### What Is KidStrong

KidStrong is an educational enrichment program designed to support the cognitive, physical, and emotional development of children ages 2 to 11. Through a structured curriculum, we help parents identify and nurture their child's strengths—what we call their "superpowers"—across key developmental milestones in character, brain, and body.

Our 45-minute, instructor-led classes are grounded in child development science and focus on building essential life skills such as confidence, problem-solving, coordination, and social emotional growth. The result? Children who are more confident in the classroom and in everyday life.

#### The Business

KidStrong is a membership-based business. As a rapidly growing franchise, it has proven to be a welcome addition to the child development and education landscape. To date, KidStrong has sold nearly 400 locations, with over 145 currently open across the country and in Canada. The proposed Sunnyvale location would be the first and one-of-a-kind in the Sunnyvale area.

As we bring further employment to the local community, we also expect to attract new consumers, first as visitors for free class trials and then repeat customers - not only from Sunnyvale but also from the surrounding communities - driving additional business and family-friendly activities to the shopping and business area.

#### Our Results for Children and Families

The outcomes delivered by the KidStrong program are very positive and can be life-changing. 96% see an increase in self-confidence, 88% notice an improvement in social skills, and 85% say KidStrong is more enjoyable than other programs. KidStrong Center programs build happier, more confident kids. Our science-based classes are designed by child development experts to improve kids' emotional, mental, and physical skills. Each week, kids join us for a 45-minute class that is developmentally appropriate, fun, and challenging.

## Everything we do is based on the Whole Child Philosophy

We know that when you focus on the whole child, you give kids the foundation they need to become well-rounded, confident kids. That's why our classes focus on three pillars:

- Strong Character - Character is more than a set of values—it's a set of skills. Our games develop important life skills like teamwork and mental toughness.
- Strong Body - Our science-based fitness games help kids engage in fun activities that promote balance, coordination, strength, and agility.
- Strong Mind - Our games use puzzles, games, and mental challenges to improve creativity, mental development, and problem-solving skills.

We teach kids to believe in themselves, so KidStrong is designed to show them what it feels like to reach their full potential. And learning is easier when it feels like play. That's why our classes are developmentally appropriate, challenging, and, most importantly, FUN!

## Connected Families and Inspiring Instructors

We believe that connected families raise confident kids, so we bring parents right into the action, allowing them front-row seats that let your kids hear your encouraging words and see you celebrate their achievements. Our instructors are specially trained, compassionate leaders who inspire kids to be their best selves. They create a safe, supportive environment that allows kids to thrive and keeps them motivated.

## Activities At The Center

The main type of activity conducted at our KidStrong center is a 45-minute class that combines elements of programming based on the science of child development research, proven by teachers, occupational therapists, and parents. These classes are offered in specific age groups designed to match developmental milestones, typically including Walking to 2 years, 2-4 years, 4-5 years, 5-7 years, 7-9 years, and 8-11 years old. Classes are structured in a membership format where families sign up for classes in advance and are billed on a monthly basis.

Class size can be as small as 3-4 students and a maximum of 12. The maximum number of people at the center is in line with occupancy code.

We've carefully designed our class schedule to maximize operations while minimizing parking pressure, using a staggered scheduling strategy across our two-floor layout.

- The start times are **offset between floors** to allow for set up as well as traffic flow.

- Classes are scheduled with 45 minutes of activity followed by a **mandatory 15-minute buffer**. This ensures one group has vacated the parking lot and lobby before the next group arrives. This also allows coaches enough time to prep for each class.

Our proposed hours of operation are Monday through Friday, 9:00 AM to 8:00 PM, and Saturday/Sunday, 9:00 AM to 3:00 PM. Classes are concentrated in the mornings and late afternoons to early evenings, with a lull in activity from around 11:00 AM to 3:00 PM during weekdays, which coincides with children attending school or daycare. Weekend classes are scheduled to accommodate morning and early afternoon sessions for various age groups, ensuring flexibility for family schedules.

We also offer drop-off seasonal programs, such as summer, winter, and spring camps, featuring immersive developmental experiences from 9:00 AM-3:00 PM. We also offer two-hour long birthday parties which can be customized based on each child's age, interests, and developmental needs. These parties will be on weekends after the class hours and are open to members and nonmembers but limited to 12 kids per party.

Our staff includes a General Manager, an Assistant General Manager, and a team of 6-10 instructors scheduled across the week. At any given time, we operate with one manager and two instructors per class, with an average of 5 staff members on site during peak hours. Our team's combined experience spans education, early childhood development, exercise science, and kinesiology. All instructors complete specialized training prior to opening and receive ongoing professional development and certifications to ensure quality programming rooted in child development best practices.

### Ancillary retail component

It consists of a small display fixture near the front entrance, offering branded merchandise such as shirts, sweaters, and hats for sale.

### Previous Tenant

The previous tenant vacated the space on 9/23/2024

### Loud or amplified music

No loud or amplified music will be used.

KIDSTRONG  
CLASS SCHEDULE

| SUNDAY                           | MONDAY                    | TUESDAY                         | WEDNESDAY                  | THURSDAY                   | FRIDAY                    | SATURDAY                         |
|----------------------------------|---------------------------|---------------------------------|----------------------------|----------------------------|---------------------------|----------------------------------|
| 2-3 YEAR OLDS<br>(9:15AM)        | 4-5 YEAR OLDS<br>(4:15PM) | WALKING-2 YEAR<br>OLDS (9:15AM) | 2-3 YEAR OLDS<br>(9:15AM)  | 2-3 YEAR OLDS<br>(9:15AM)  | 3-4 YEAR OLDS<br>(4:15PM) | 2-3 YEAR OLDS<br>(9:15AM)        |
| 3-4 YEAR OLDS<br>(9:45AM)        | 3-4 YEAR OLDS<br>(5:15PM) | 2-3 YEAR OLDS<br>(10:15AM)      | 3-4 YEAR OLDS<br>(10:15AM) | 3-4 YEAR OLDS<br>(10:15AM) | 2-3 YEAR OLDS<br>(5:15PM) | 3-4 YEAR OLDS<br>(9:45AM)        |
| WALKING-2 YEAR<br>OLDS (10:15AM) | 5-7 YEAR OLDS<br>(5:45PM) | 3-4 YEAR OLDS<br>(3:45PM)       | 2-3 YEAR OLDS<br>(3:45PM)  | 4-5 YEAR OLDS<br>(3:45PM)  |                           | 5-7 YEAR OLDS<br>(10:15AM)       |
| 4-5 YEAR OLDS<br>(10:45AM)       | 7-9 YEAR OLDS<br>(6:15PM) | 5-7 YEAR OLDS<br>(4:15PM)       | 3-4 YEAR OLDS<br>(4:15PM)  | 5-7 YEAR OLDS<br>(4:15PM)  |                           | WALKING-2 YEAR<br>OLDS (10:45AM) |
| 5-7 YEAR OLDS<br>(11:15AM)       | 4-5 YEAR OLDS<br>(6:45PM) | 4-5 YEAR OLDS<br>(4:45PM)       | 8-11 YEAR OLDS<br>(4:45PM) | 2-3 YEAR OLDS<br>(4:45PM)  |                           | 4-5 YEAR OLDS<br>(11:15AM)       |
| 8-11 YEAR OLDS<br>(11:45AM)      |                           | 5-7 YEAR OLDS<br>(5:15PM)       | 4-5 YEAR OLDS<br>(5:15PM)  | 3-4 YEAR OLDS<br>(5:15PM)  |                           | 5-7 YEAR OLDS<br>(11:45AM)       |
| 5-7 YEAR OLDS<br>(12:15PM)       |                           | 8-11 YEAR OLDS<br>(5:45PM)      | 7-9 YEAR OLDS<br>(5:45PM)  | 5-7 YEAR OLDS<br>(5:45PM)  |                           | 7-9 YEAR OLDS<br>(12:15PM)       |
| 7-9 YEAR OLDS<br>(12:45PM)       |                           | 3-4 YEAR OLDS<br>(6:15PM)       | 5-7 YEAR OLDS<br>(6:15PM)  | 4-5 YEAR OLDS<br>(6:15PM)  |                           | 8-11 YEAR OLDS<br>(12:45PM)      |
| PARTIES<br>CALL TO BOOK          |                           | 7-9 YEAR OLDS<br>(6:45PM)       | 8-11 YEAR OLDS<br>(6:45PM) | 7-9 YEAR OLDS<br>(6:45PM)  |                           | PARTIES<br>CALL TO BOOK          |