

Senator Roger Roth  
Room 220 South  
State Capitol  
PO Box 7882  
Madison, WI 53707

Lisa Van Wyk  
Blaze Sports & Fitness  
PO Box 7697  
Appleton, WI 54912

Re: Wisconsin SMART Start Plan

May 12, 2020

Dear Senator Roth,

My name is Lisa Van Wyk, President and Owner of Blaze Sports & Fitness, Wisconsin Blaze, and Wisconsin Blaze Pro. Blaze Sports & Fitness (Blaze) is a faith-based sports and wellness organization, located within an 18,500 square foot state-of-the-art facility – right in Wisconsin's very own Fox Valley area. We provide personalized consultation and individual mentorship for motivated athletes. Through our custom coaching strategies, we create dynamic and interactive physical and mental training programs that assist our athletes ability to attain next-level goals, while giving back to their community. We tap into multiple business industries, while serving AAU Basketball and USA Badger Region Volleyball club athletes, our professional team, and fitness enthusiasts from many counties in the NorthEast region of Wisconsin.

I am writing on behalf of multiple fitness facilities and other youth sports programs across Wisconsin, to share with you our vital role in the communities we serve, the impact of being considered a non-essential business and how we can work together to safely re-open our facilities and programs. As a group, we would like to present you our plans for reopening our facilities, planning our events, and running our tournaments in large venues.

Together we have drafted proposed operating guidelines that we have named, Wisconsin SMART Start. The SMART acronym stands for specific, measurable, attainable, relevant, and time-bound. This approach will promote and build the needed trust and confidence our communities require, as we reopen our business in this new uncharted territory. We have built and modified our proposal from Tucker Neale, President of Ohio Basketball. He manages some of the largest tournaments in the country. Tucker has recently worked with multiple government task forces in various states to help large venues continue to operate during the pandemic.

Wisconsin SMART Start follows the Centers for Disease Control (CDC), as well as the Governor's Badger Bounce Back guidelines. This plan is:

- Specific – focusing on different details within sports and fitness center and club activities; the adjustments are simple, yet significant
- Measurable – built on peer reviewed scientific data and provides business/club owners as well as the community meaningful adjustments that ensure their safety activities that protect them well past the course of the pandemic

- Attainable – providing business owners and staff strategies that are achievable in various sized establishments; in addition they provide the greatest impact with the least amount of cost to business owners and the community
- Relevant – providing reasonable, realistic, and results driven activities that have the best interest of the greater community
- Time-bound – providing specific strategies that take into account the various phases of the Badger Bounce Back plan

Our SMART Start Plan is transferable. It can be shared, utilized, and customized by other fitness facilities, indoor sports clubs, Tournament Directors, and Venue Operators to meet the demands of their specific venues and business models to safely reopen across Wisconsin. In the addendum to the plan is an example of Blaze's reopening approach, a contact tracing form, health assessment, waiver document and court layouts that address the needs of social distancing. Additionally, the contact information for the larger group of owners and directors we are representing is also included.

Thank you in advance for your assistance,

*Lisa Van Wyk*

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