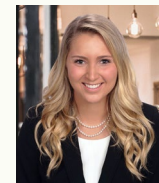
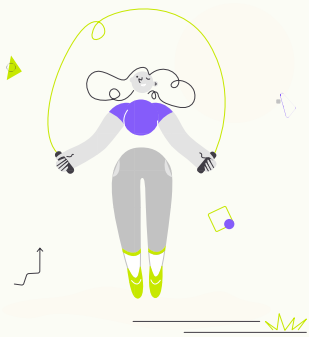


The Comeback of Boutique Fitness Concepts



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Gyms and boutique fitness concepts took a hit during Covid due to the forced closures and restricted capacities while Peloton bikes, at home yoga sessions, and YouTube workouts thrived. Like so many types of businesses during Covid, gyms eventually found creative ways to survive and reopen for business.

Pure Cycling found refuge in setting up classes on top of a parking garage downtown. In the Beachwalk shopping center located in Solana Beach, Row House, Elevate, and Stretch Lab all took advantage of the outdoor space in front of their own suites.

Today, gyms are still operating in a modified capacity or hosting outdoor classes, but as the trend may be, we seem to be inching towards normalcy every passing day. My recent purchase of Classpass contributes to this trend. If you are not already familiar, Classpass is a monthly subscription service that provides access to different fitness classes and health gyms. Classpass allows flexibility in the types of workouts and locations I choose each week.

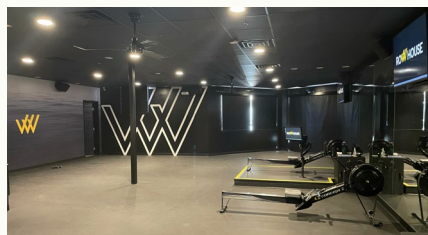
After finishing a SALT Pilates class last week, I couldn't believe it had been over a year since I had last walked into a gym or studio. It was great to be back! It was great to have the music pumping and feeding off the group's energy! It wasn't until this class that I realized how much I had missed the personal interactions at the gym and the motivation I receive from group workouts.

In the past month or two, we have seen a resurgence from many of the existing boutique fitness gyms. I am also seeing new concepts to market from fitness instructors who grew their online brand or personal training brand and they have now decided to pursue retail space. These fitness-based instructors are looking to continue their brand and company growth in the retail world.

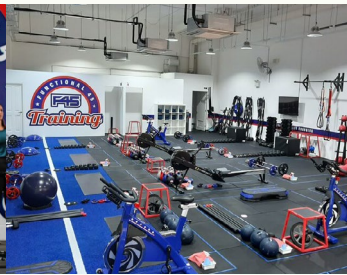
This past year, we have all been reminded of the importance of taking care of ourselves both mentally and physically so for those of you who need a little group motivation, I'll see you at the next class! Those of you who are looking to expand your gym, let's talk!

I have a portfolio of projects that include existing fitness studios and others that are seeking new fitness concepts. The map below highlights projects that I work on in the Central San Diego area along with some of our favorite fitness boutiques nearby!

See next page



F45



SALT

SWEAT SALT



ELEVATE



corepower YOGA

INTERACTIVE MAP

CLICK

