

# A-7 | Establish Vine Health and Fitness – A State of the Art Gym Located Downtown

**DRI Funding Request/Total Project Cost**  
\$350,000/\$702,720

## Project Description

Vine Health and Fitness will be a 5,000 SF wellness center with the newest state-of-the-art exercise equipment and amenities including: an 800 square foot group exercise room, spa-like men’s and women’s locker rooms with showers, two rooms for massage therapists to rent, and a new HVAC system in the main 2,500 square foot glass-lined equipment area. Cortland Regional Medical Center’s Outpatient Physical Therapy has signed a lease to rent the adjacent 2,000 square foot space and pay a monthly fee to Vine Health and Fitness to use the space and equipment for their physical therapy patients.

**Project Location/Address**  
20 North Main Street

**Sponsor**  
Janine Franco

## Strategies

- Invest in downtown destinations for residents, workers, and visitors, and to attract new businesses and residents;
- Increase collaboration between downtown and local institutions; and
- Foster cultural venues, public events, sports events and recreational opportunities

## Public Support

The sponsor has received overwhelmingly positive feedback for this project. Community members have expressed the need for a modern fitness facility with updated, state-of-the-art equipment. One commonly-shared comment is that “there is nothing like this in Cortland.” People have stated that they are excited to have a fitness center opening that has multiple clean showers and yearly lockers. Several local business owners have expressed interest in providing corporate memberships for their employees. The sponsor has also received positive feedback regarding the partnership with CRMC’s physical therapy department. Community members have stated that they have gone to physical therapy and have needed a fitness center to go to where they can continue their progress.



*Interior renderings*

### **Jobs Created (does not include construction jobs)**

Two during the first year, not including massage therapists.

### **Ownership of Property**

The sponsor's family owns this commercial building and has just completed a successful transformative \$500,000 exterior renovation.

### **Acquisition of Real Property**

N/A

### **Anticipated Revitalization Benefits**

Cortland is booming in the area of healthy living. As downtown living increases, Vine Health and Fitness is in a prime location to serve those looking for a fitness center within walking distance. Ample parking is located behind the building for those who choose to drive. A fitness center will provide not only physical benefits, but also social benefits to the community - it is a great place to meet people, whether exercising with equipment or in a group class.

DRI funding will also assist with the purchase of state-of-the-art exercise equipment. Millennials are demanding the most high-tech resources when seeking out services. This facility will provide a service for young professionals that does not currently exist in the area and may result in an increase in the number of people that choose to live and work in the downtown.

Vine Health and Fitness will benefit the downtown community by contributing to Cortland's upward trend in healthy living and by creating jobs and economic growth.

### **Future Use of Structure**

Gym/Wellness Center

### **Project Budget**

\$702,720 - Sponsor will self-fund the remaining \$352,720.

- Demolition - \$20,000
- General construction (sewer lines, insulation, flooring, build-out) - \$430,180
- Electronics (audio/visual, Wi-Fi, phone, computers) - \$15,500
- Security system - \$17,040
- Fitness equipment - \$200,000 (Not funded through DRI)
- Additional labor - \$20,000



***Precedent image of the proposed spa-like bathrooms***

### Feasibility and Cost Justification

Revenue will primarily be derived from the following gym membership fees, massage room rental fees, and class fees:

- Single membership (45% of memberships) - \$40/month or \$400/year if paid upfront
- Couple membership (45% of memberships) - \$60/month or \$600/year if paid upfront
- Family membership (10% of memberships)- \$75/month or \$750/year if paid upfront
- Corporate memberships – fees TBD
- Group classes – fees TBD
- Massage room rental - \$500/month (\$250/room/month)

The Sponsor has determined that there will be positive cash flow starting in year one and continuing thereafter.

### Regulatory Requirements

This project requires building permits and Change in Occupancy permits.

### Timeframe for Implementation and Project Readiness

Total project timeline will be approximately 9 months.

- Design - 3 months;
- Construction documents - 6 weeks;
- Bidding/ Permitting – 6 weeks;
- Construction - 3 month.

### Project Reporting

Sponsor will keep receipts and maintain budget forms during and after implementation of the project. Sponsor will also provide monthly facility use reports.



**Exterior rendering**