



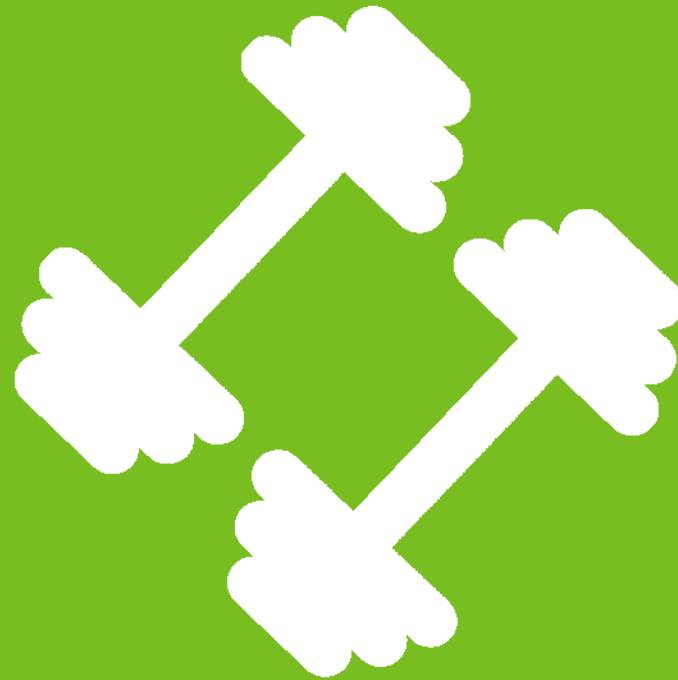
retail strategies

January 2017: Fitness

Webinar Series 2017

There's a lot of potential here.

Webinar Series 2017: Fitness



Covering Today



retail webinars



L A FITNESS real estate expansion



Lacy Beasley
President & COO
Retail Strategies



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William Horner
*Senior Vice President/
Chief Real Estate Officer*
L A Fitness



Why Should a Municipality Invest Resources in Retail?

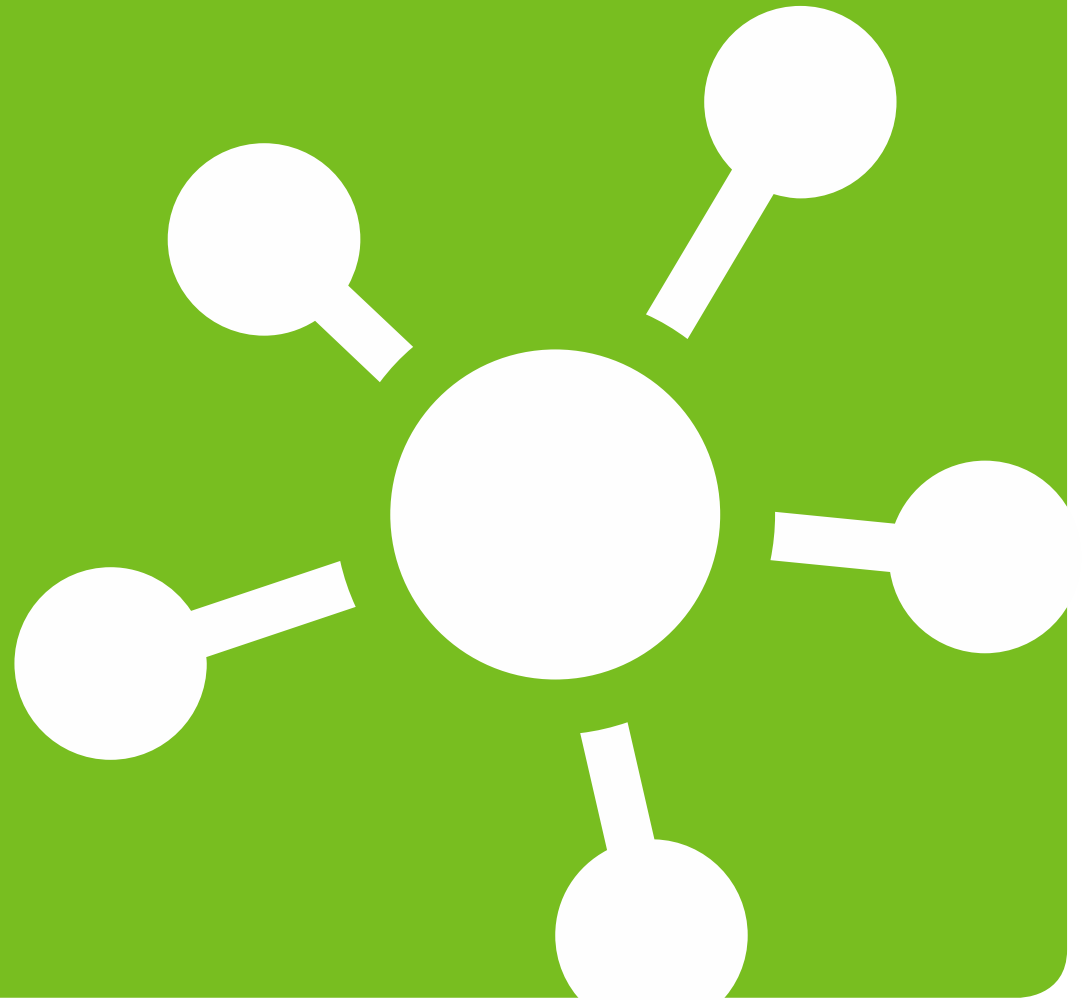
**Increase Tax
Revenue**

**Attract
Desired
Businesses**

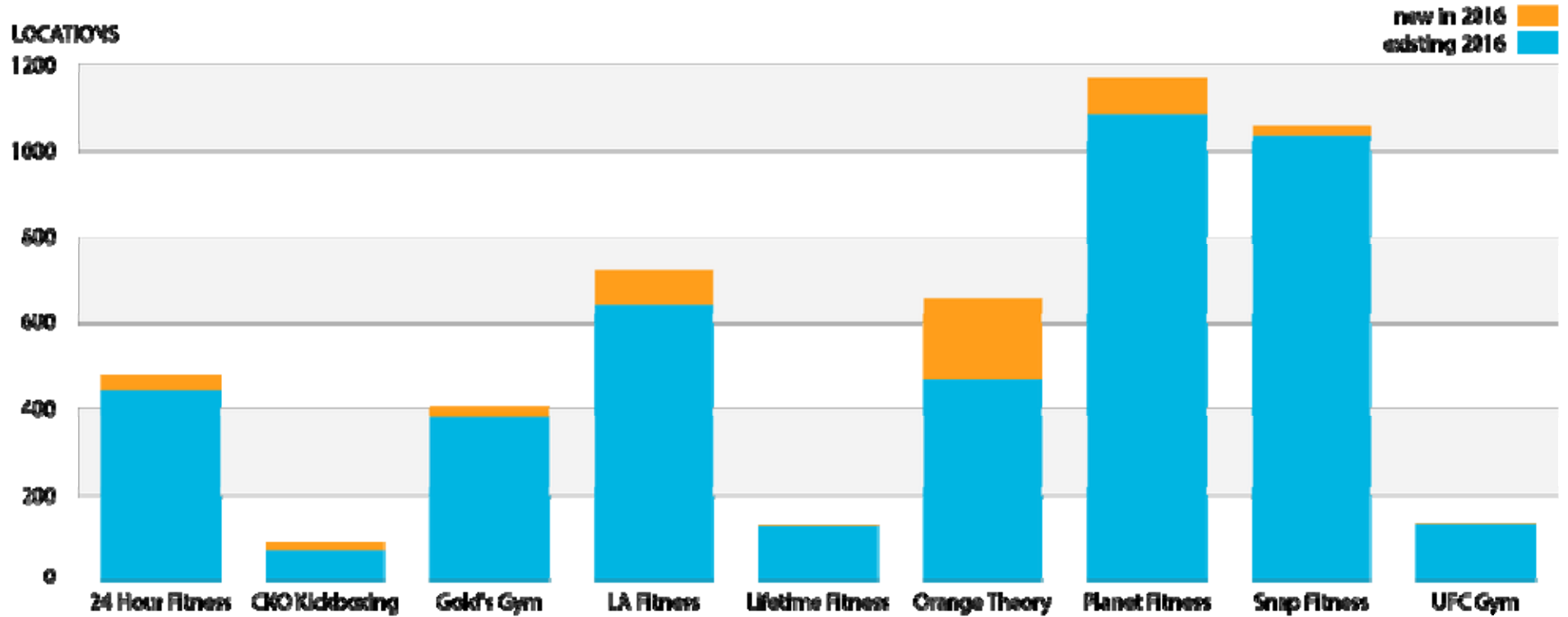
**Improve
Quality of
Life**

**Create
Jobs**

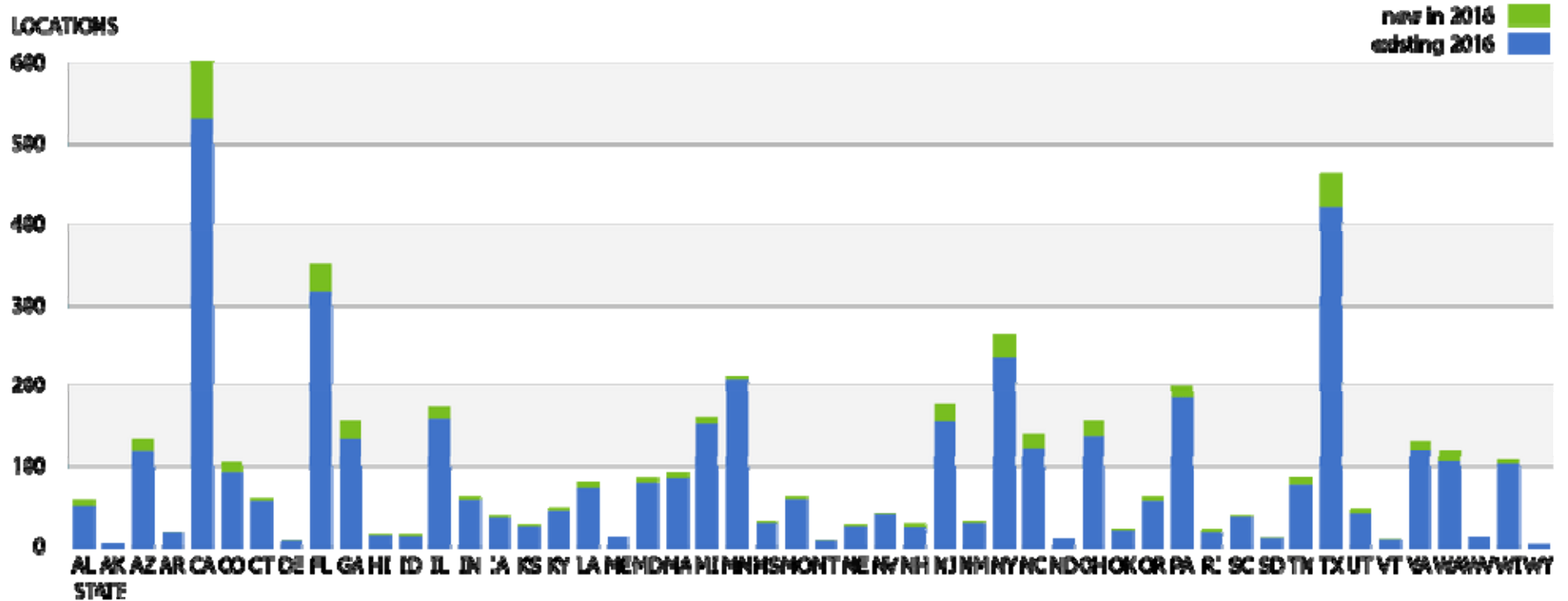
National Overview of Trends



Fitness Stores are in Growth Mode



Fitness Expansion



Retail Strategies Overview

Ambition.....



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Exercise & Fitness

....Meet Strategy

Guest Speaker



Guest Speaker



William Horner
*Senior Vice President/
Chief Real Estate Officer*
L A Fitness

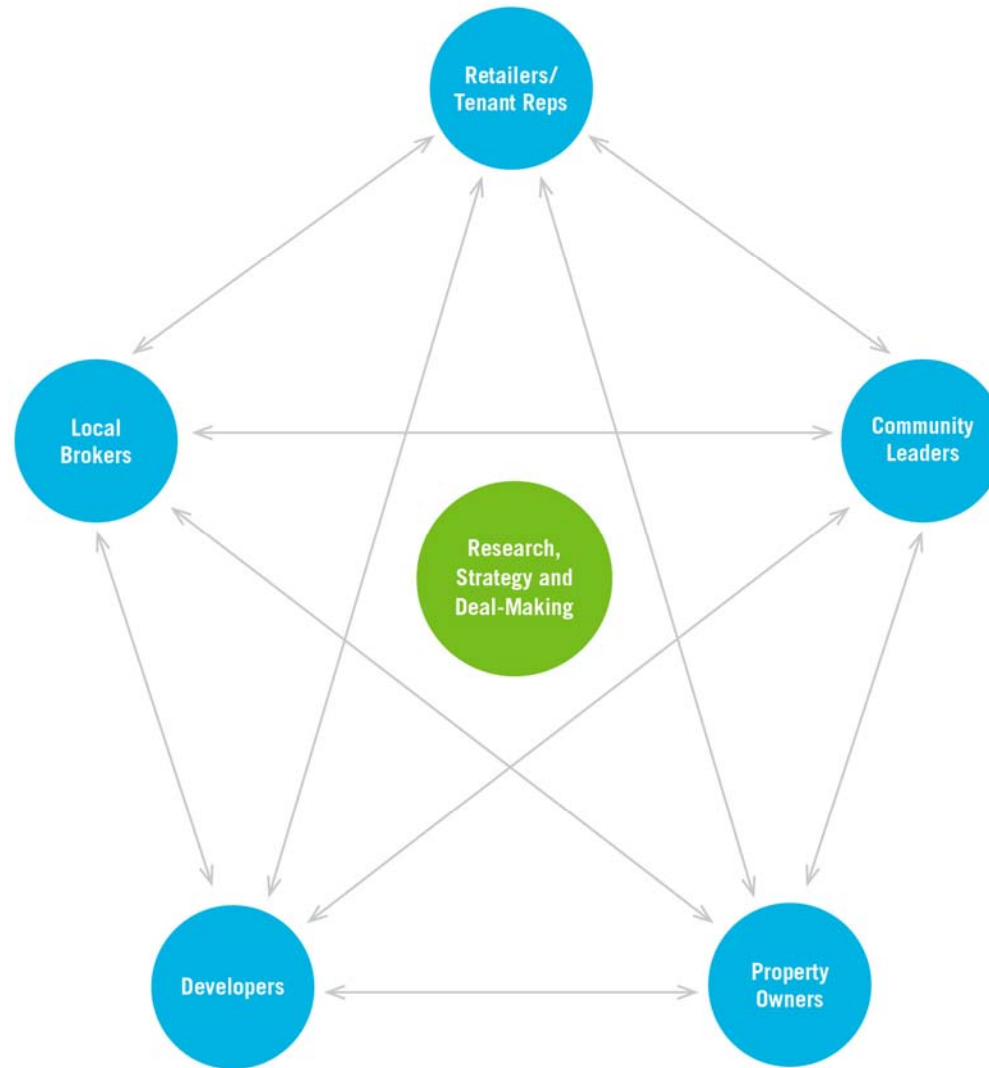


Mr. Horner will discuss trends in the fitness category and specifically the real estate expansion plans for LA Fitness.

William Horner possesses over thirty-five years of retail real estate experience, the last seventeen directing the North American expansion of L A Fitness, increasing the number of facilities from *less than 50 to over 650 Clubs*. Mr. Horner's background encompasses tenant roll out, development and portfolio responsibility.

As General Manager of Hobie Sports and Latitudes, two lifestyle retailers, he directed their expansions in freestanding facilities and shopping center types ranging from tourist specialty centers to regional malls. Portfolio based responsibilities have included Leasing Manager for Hollis and Associates, on contract to the Irvine Company, Director of Leasing for the diverse portfolio of the Fritz Duda Company and category as well as overall project oversight as a Vice President with DDR/Oliver McMillan specializing in redevelopment and entertainment projects. William began his career in Beverly Hills office of Coldwell Banker Commercial Real Estate Company (now CBRE) specializing in retail and investments. He is member of the International Council of Shopping Centers and has obtained the organization's Certified Retail Executive professional designation. He is a current member of the Board of Trustees, serves on its, Retail Advisory and Open Air Conference committees and is member of the judging panel for the annual U.S. Design & Development Awards. He is also a member of Urban Land Institute and IHRSA the trade association for the fitness industry. William received his B.A. degree in Communications from the University of Southern California.

Commercial Real Estate Industry Overview



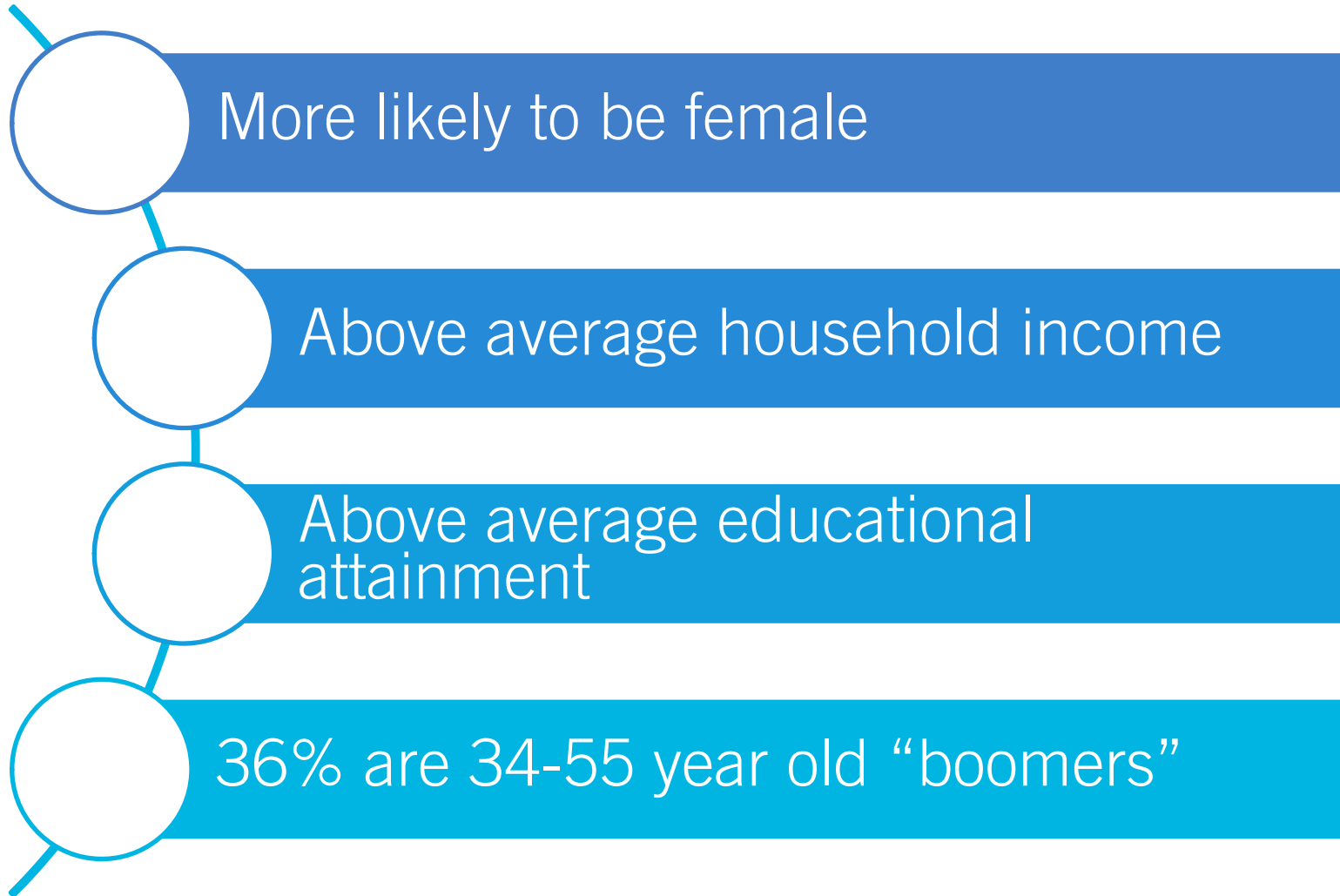
Fitness Category Industry Overview

focus trends

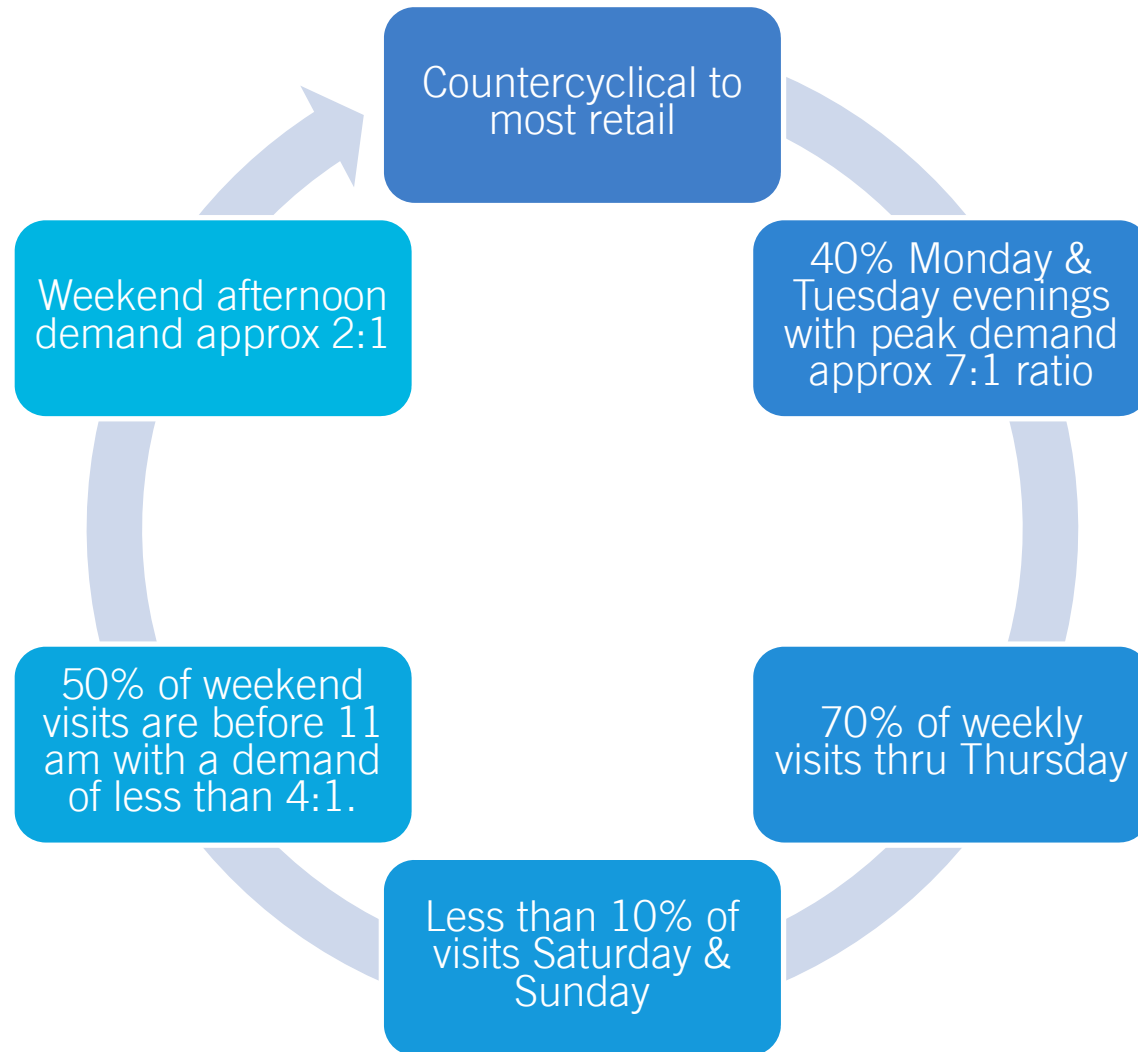


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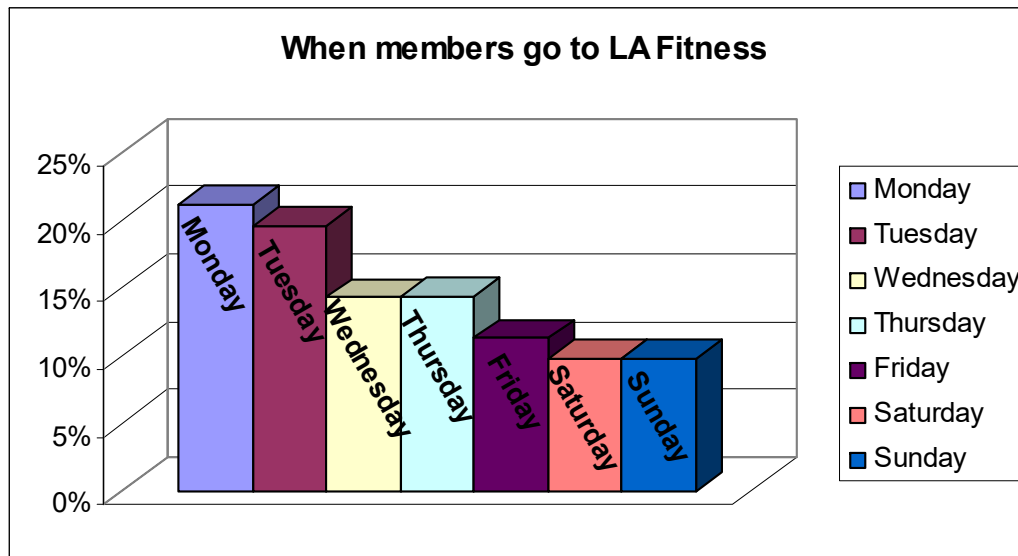
Trends for Fitness: Member Profile



Real Estate Based Trends for Fitness: Member Visit



Real Estate Trends: Fitness Visits vs. Grocery Visits



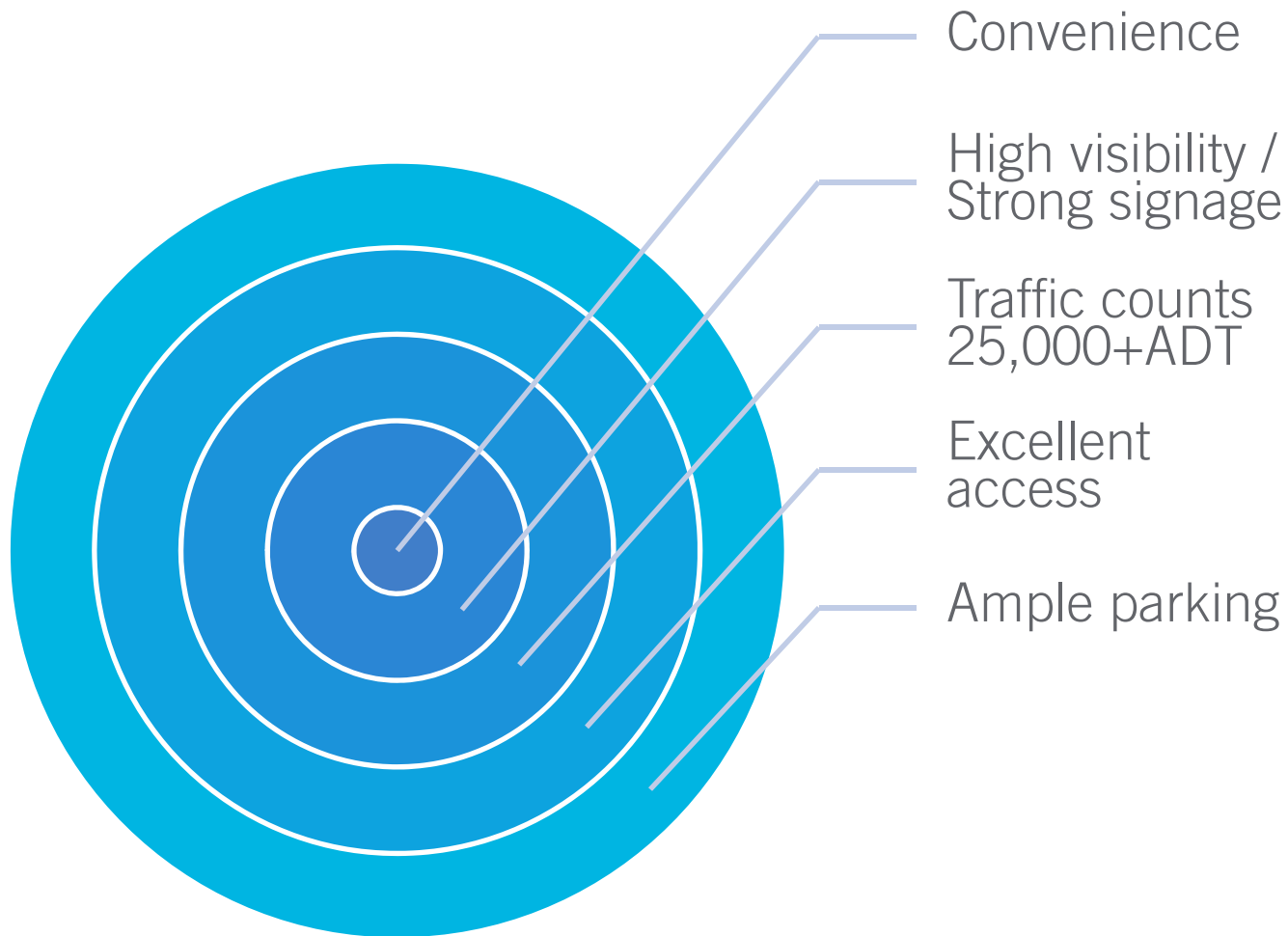
Fitness Category Industry Trends



Brand Overview



Site Requirements



Growth Plans & Strategies



Q&A



Connect



Key Takeaways

**Research
Isn't the
End**

Research is critical but Real Estate always wins

**Retail
Recruitment is
a Challenge**

Retail Recruitment is Economic Development but it is a commercial Real Estate function. Enlist professionals to assist the community

**Retail
Recruitment is
a Marathon**

Retail Recruitment is not an event. Manage expectations. This process takes time.

**Retailers
are
Expanding**

70% of Retailers will expand this year. Get in the game!

Our Process

Retail Strategies is a full-service consultant firm that develops and implements long term retail commercial real estate strategies for municipalities.

Our process involves a team of experienced experts making connections between the public and private sector in a complex industry. Information, persistence and focus minimizes hurdles, accelerates timelines and increases economic development in a competitive environment.





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There's a lot of potential here.