

BeyondPT LLC  
Beyond Fitness: an Integrated Wellness Community  
4386 Dakota St Se  
Prior Lake, MN 55372  
(651)315-3094

August 5, 2020

City of Bloomington – Planning Commission  
1800 West Old Shakopee Road  
Bloomington, MN 55431

To the City of Bloomington's Development Review Committee;

Enclosed please find the Business Plan for BeyondPT LLC which includes the preliminary floor plan for the pre-application and preliminary review of a Conditional Use Permit for sub-leasing Suite A of 6301 Cecilia Circle, Bloomington under Westwood Church. Included are preliminary drawings of the floor plan, we are working with the landlord and contractor to obtain an actual floor plan of the space that will be included in our formal application.

We respectfully request that this application be added to the next meeting on August 11th, 2020.

If there are any questions or concerns please feel free to reach us by email at [beyondptmn@gmail.com](mailto:beyondptmn@gmail.com) or by phone at (651)315-3094.

Thank you for your consideration,  
Robyn M. R. Ringberg, owner BeyondPT LLC

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## **BeyondPT LLC**

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### **Company Description:**

Legal business name is BeyondPT LLC, doing business as Beyond Fitness: an Integrated Wellness Community.

BeyondPT LLC is owned by an equal partnership between Emily Schroeder, Mark Will, and Robyn Ringberg. BeyondPT LLC is an Integrated Wellness Community that takes an individualized approach to each person's overall health needs through fitness, nutrition, and wellness coaching.

Individually, owners Emily, Mark, and Robyn have been extremely successful in the health and fitness industry over the past decade and now we are ready to combine forces and be able to serve our clients at the highest level possible. With each of our individual strengths we are able to integrate those skills together to provide a holistic approach to achieve health, longevity, and performance goals. The name Beyond comes from a belief in serving each client with more than just workout and nutrition direction, we believe in going beyond what is expected and treating each individual as that and meeting them where they are every day.

### **Business Model:**

We have a unique variety of integrated services that promote wellness to fully serve the individual as a whole person. By combining the one-on-one fitness services of Personal Training, Reformer Pilates, and Nutrition Coaching, with small group training, Beyond Fitness will promote a community spirit and comradery. In the future, we will also offer Physical Therapy that will be able to help prevent injuries and treat our clients' aches and pains. Our unique combination of services not only allows our clients to achieve superior results, but allows them to focus on their individual health needs and goals. This business model, that does not rely on pushing hundreds of people through our doors, captures a higher revenue per-client metric and retains clients for a longer period of time because the client experiences a higher return on their health and fitness dollar. Our prices are competitive in the boutique fitness segment which are lower than big box gyms and reasonable in comparison with other group fitness type boutiques that only offer large group training classes that are not individualized to the client. Being an appointment only business, we are able to keep our facility cleaner, provide for proper socially distanced sessions, and a calmer space that is less intimidating for self-conscious clients. Our individualized focus and by appointment only access also requires less parking spaces than a group fitness studio with large occupancy classes. Our goal is to create a health and fitness community that anyone can feel comfortable in.

**Services offered:**

**-In-person services:** 1:1 Wellness Consultations, 1:1 Personal Training/Pilates, Partner Training/Pilates, Small Group Training/Pilates, 1:1 Nutrition Coaching, and 1:1 Physical Therapy.

**-Online services:** 1:1 Virtual Personal Training/Pilates, 1:1 Virtual Nutrition Coaching, Online Workout Database, Online Individualized Workouts, and Online Form Videos

**Floor plan:**

Below are the preliminary drawings of the floor plan, we are working with the landlord and contractor to obtain an actual floor plan of the space that will be included in our formal application.

We are intentionally looking for a flexible open floor plan that we would have minimum equipment (dumbbells, kettlebells, stability balls, etc) lining the outside along the walls. The equipment would be taken out by the fitness professional used during the session and put away at the end of the training session.

The only separated rooms will be the two single stall bathrooms and the office near the main entrance.

