



Memorandum

To: Vail Town Council

From: George Ruther, Director of Housing

Date: October 2, 2018

Re: SoulCycle Vail Pop Up Event – Presentation of a limited term use of Town-owned commercial space (Unit 2, Vail Village Inn Phase V)

I. Purpose

The purpose of this agenda item is to present the proposed limited term use of the Town-owned commercial space located beneath the La Bottega restaurant in Vail (Unit 2, Vail Village Inn Phase V) for a SoulCycle Vail Pop Up Event. SoulCycle, Inc. has the unique ability to bring its inspirational instructors and pioneering indoor cycling classes on the road in order to offer a true and custom designed SoulCycle experience anywhere in the world.

II. Background

SoulCycle, Inc. is a New York City-based fitness company with fitness studios in 13 U.S. states and 3 studio locations in Canada. Founded in 2006, it offers indoor cycling workout classes. SoulCycle workouts are 45-minute indoor cycling class featuring high-intensity cardio, muscle-sculpting strength training, and rhythm-based choreography.

More than 82 studios have opened across the U.S. In addition to these studios, SoulCycle offers Pop Up Events in select destinations, in part, to appeal to traveling SoulCycle members and expose new people to SoulCycle workout classes. More recent SoulCycle Pop Up Event locations have included:

- Aspen, CO.
- Palm Beach, FL.
- Martha's Vineyard, MA.
- Houston, TX.

III. Proposed Request

The SoulCycle Vail Pop Up Event will occur over the upcoming 2018 Christmas/New Year's Holiday season. The duration of the license term of the town-owned space will be from December 16, 2018 through January 7, 2019. According to event organizers, SoulCycle plans to host classes December 20, 2018 through January 5, 2019 with the remainder of the time set aside for set-up and break-down. SoulCycle, Inc. has agreed to pay the Town of Vail a flat fee of \$5,000 for 22 days of use of the space.

Classes will be offered each day with 5 – 6 classes per day. The temporary space will include an ancillary retail space and check-in area, locker space, and a studio room with approximately 48 indoor cycles. The

actual number of classes held daily will be dependent upon demand. Classes are slated to begin daily at 8:00 am and continue through 12:00 pm with an afternoon class at 4:00 pm. SoulCycle does not plan to keep the space open or host classes past 6:00 pm.

Music is a core element of SoulCycle's rhythm-based indoor cycling classes with dB levels of up to 100 dB. Event organizers shall be responsible for strictly adhering to the regulations and limitations adopted by the VVI Phase V Homeowners Association.

To accommodate the studio space, SoulCycle will rearrange the existing layout, including altering a few non-structural interior partial height walls. All existing interior enclosed office walls will remain, however. All necessary permits and approvals are the obligation of the event organizers.

Exterior signs are also requested. Any exterior signs will be required to comply with the adopted sign regulations of the Town of Vail and shall be subject to the additional review and approval of the VVI Phase V Homeowners Association.

IV. Action Requested of the Vail Town Council.

The Vail Town Council is being asked to pass a motion approving the limited term use of Town-owned commercial space (Unit 2, Vail Village Inn Phase V) for a SoulCycle Pop Up Event and instructing the Town Manager to execute an agreement in a form approved by the Town Attorney.