



Community Planning & Economic Development

News Release

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Minneapolis City Goals: A Safe Place to Call Home ▫ Jobs & Economic Vitality ▫ Eco-Focused ▫ Livable Communities, Healthy Lives ▫ Many People, One Minneapolis ▫ A City That Works

New Anytime Fitness Offers Accessible, Affordable Health Option to Residents of North Mayor to Participate in Grand Opening Ribbon Cutting Ceremony

October 30, 2013 (Minneapolis) – On Thursday, October 31 Minneapolis Mayor Rybak, Minneapolis Council President Barb Johnson, Minneapolis Council Member Don Samuels, Commissioner Linda Higgins, and CEO & Co-Founder of Anytime Fitness will join Dr. Tara Watson for the grand opening celebration of her new Anytime Fitness franchise beginning at 3:00 pm at 2104 West Broadway, North Minneapolis. The celebration will include remarks from each of the dignitaries and an official ribbon cutting ceremony, giant scissors and all.

Anytime Fitness West Broadway is the third health and wellness focused business Dr. Watson has opened in North Minneapolis since 2003. She also owns Watson Chiropractic and Exceptional Home Health which together employ more than 30 individuals. In a community underserved by health and wellness options, Dr. Watson saw an opportunity to open an accessible, affordable, state-of-the-art fitness facility.

“Anytime Fitness clubs are pared down to the essentials necessary for a great workout,” said Dr. Tara Watson. “Where we don’t cut corners is in our personal service and commitment to our members. We are excited to be on West Broadway in Minneapolis, and it’s our goal to become an active member of the community.”

The process to open the fitness center proved to be challenging. First, Dr. Watson had to convince Anytime Fitness Corporation, located in Hastings, Minnesota, that North Minneapolis was a solid investment opportunity. To do so, she collaborated with the City of Minneapolis Department of Community Planning and Economic Development (CPED) and the West Broadway Business and Area Coalition (WBC). The City and the WBC presented the growth and revitalization activities taking place along West Broadway including the new Minneapolis Public Schools headquarters building with hundreds of employees, the renovated 5 Points building home to KMOJ and the Northside Achievement Zone, the planned expansion of the Capri Theater across the street, and several pending apartment buildings including the \$21 million Broadway Flats on the NW corner of Penn and West Broadway and the Broadway Crescent just down the road. Anytime Fitness soon saw Dr. Watson as an invested community leader and savvy business woman, on the cutting edge of a new area of development and she was granted the franchise.

Dr. Watson faced other challenges in her business development process and the City continued to support her efforts and providing resources including working with her to rezone the property so showers would

be allowed inside the new fitness center. City staff has subsequently worked with the City Council on a zoning text amendment to remove such a barrier for future fitness center investments. The City also provided her with a two-percent loan for \$60,000 for the project.

Following the ribbon cutting ceremony, a variety of wellness exhibitors will be onsite from 3-7 p.m. The public is encouraged to stop by and tour the gym and visit the health and wellness exhibitors. Event attendees will have the opportunity to have their blood pressure checked, receive a free health assessment, learn about the youth wellness program Youth Determined to Succeed, and enjoy complimentary healthy Halloween alternative refreshments and snacks.

For more information on business development services provided by the City of Minneapolis Department of Community Planning and Economic Development visit [here](#).

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