Downtown Richmond Development Proposal



Who am I?

- Michelle Kim Hong, 17 years old, I attend Pinole Valley High School, and this summer I interned at Richmond Main Street
- I am a barista at Starbucks on Pinole Valley and I am the going into my fourth year cheering as the captain of the cheer team.

I plan to graduate high school, go onto a four-year college, and graduate with a major in biology or biomedical sciences.

I then I want to go to nursing school to become a pediatric nurse.

My Proposal:

 an all inclusive exercise gym, indoor swimming pool, workout facility offering yoga and meditation classes with a built in cafe!

Societal Issue

01

- Provide a place for Richmond residents to relax
- Provide a place for Richmond's youth to come hang out and do something productive with their time
- Promote a healthy lifestyle with exercise and smart food options



Innovative Solution 02

- Services
 - Yoga/ meditation classes
 - Open gym
 - Basketball courts
 - Swimming pool
 - Fresh foods cafe



Innovation and Uniqueness

03

- My solution offers a place for Richmond residents to come and not only work out, but also a place to unwind
- Many gyms in the area only offer gym equipment which is not how everyone enjoys exercising. Including a pool and hot
 tub opens up the possibilities for the classes offered and activities for members to enjoy in their free time
- My solution not only offers a place to exercise, it offers healthy food options close-by so that members can replenish
 their bodies instead of leaving and being tempted to buy unhealthy/fast food.
- I also would like for this facility to be open to teens, as members or employees. Teens who have a place to go to get their minds off of their personal lives, school, and stress are much less likely to get into trouble. Having an outlet to release this stress is extremely beneficial for kids this age. Employing teens would teach more kids responsibility as well as providing some money for kids who may need it.

Target audience

This includes anyone of any age, but specifically targeted towards:

01 | Richmond residents

D2 | People looking to get in shape

Teenagers who may have lots of free time

04 | Parents looking to make their families more healthy



Detailed Description

- Two full basketball courts (one outdoor, one indoor)
- Full swimming pool, kids swimming pool, hot tub
- Workout space with a variety of exercise machines, weights, and equipment
- Rooms with mirror paneled walls to host different dance/ yoga/ fitness classes
- Café serving fresh fruit and vegetables, healthy snacks as well as smoothies

Process



Before Opening

Construction materials, human labor, building machines, exercise equipment, and money to pay construction workers/ purchase equipment

After Opening

employees, money for employees, pool maintenance, sports equipment, janitorial staff, groceries/ produce



Marketing

- To attract more teenagers, I will partner with local high schools so that students can receive a discount on memberships
- Richmond residents will also receive slightly reduced membership fees for being local residents
- Social media (Twitter, Instagram, Facebook) will be used to cater to young folk but also older people looking to get into better shape

Thank you.

Questions?

