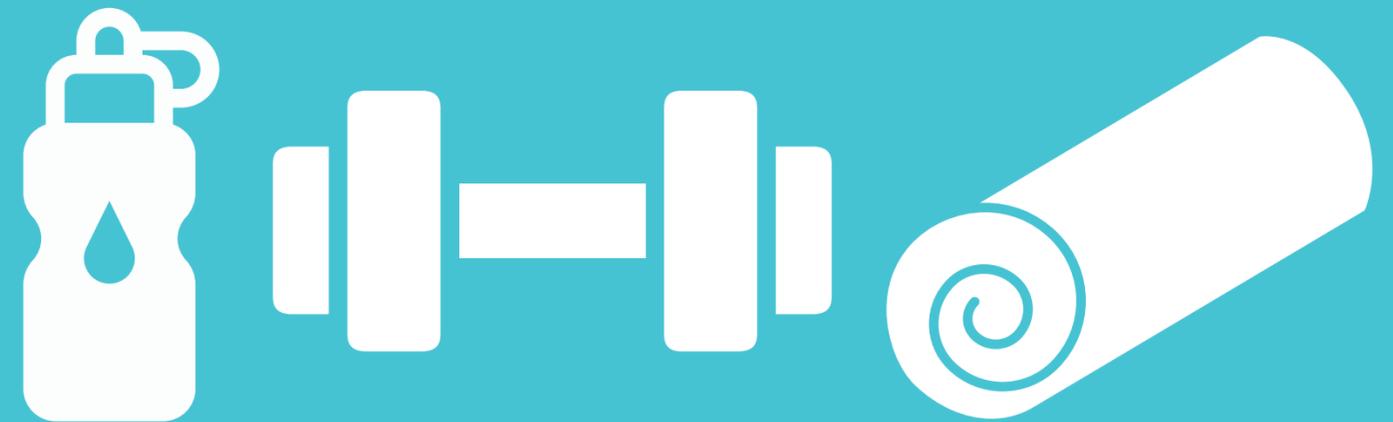


FLATIRON FITNESS SERIES

PROGRAM RECAP

JUNE - AUGUST 2021





ABOUT THE PROGRAM

Starting on June 15th, the Flatiron/23rd Street Partnership relaunched the outdoor Flatiron Fitness Series in collaboration with 10 local studios and gyms.

Attendees worked out on rooftop terraces at nearby hotels Tuesday mornings and at Flatiron's signature "Wellness Wednesday" evening classes on the Public Plaza at 6 pm.

All classes collected donations from attendees with 100% of donations directed to studio and gym partners. Additionally, "Attendee Perks" emails were sent to each fitness class's registrants featuring deals & promos from local businesses. The series ran for eight weeks concluding on August 4th.

FLATIRON PROGRAM STATISTICS

STATS SPEAK TO KEY PERFORMANCE METRICS AND IN-HOUSE DIGITAL COMMUNICATION THROUGH FLATIRON'S E-NEWSLETTER AND @FLATIRONNY SOCIAL MEDIA CHANNELS.

~250

ATTENDEES *capacity was limited to maintain distancing.

74,192

SOCIAL MEDIA USERS REACHED

23,380

NEWSLETTERS IN EMAIL INBOXES

4,448

FLATIRON FITNESS SERIES EVENTBRITE VIEWS

100,941

SOCIAL MEDIA IMPRESSIONS

\$3,100

CONTRIBUTED TO INSTRUCTORS & HOTELS BY THE PARTNERSHIP

\$1,429

DONATIONS COLLECTED FROM ATTENDEES FOR STUDIOS & GYMS

2,465

FLATIRON FITNESS SERIES WEBPAGE VIEWS

3,712

VIDEO VIEWS

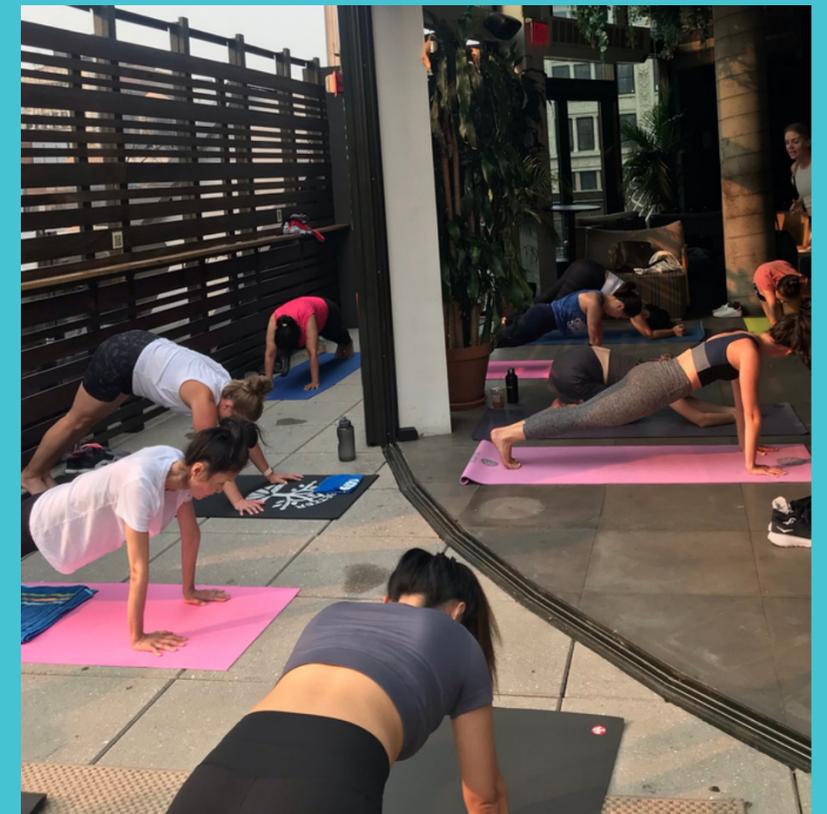
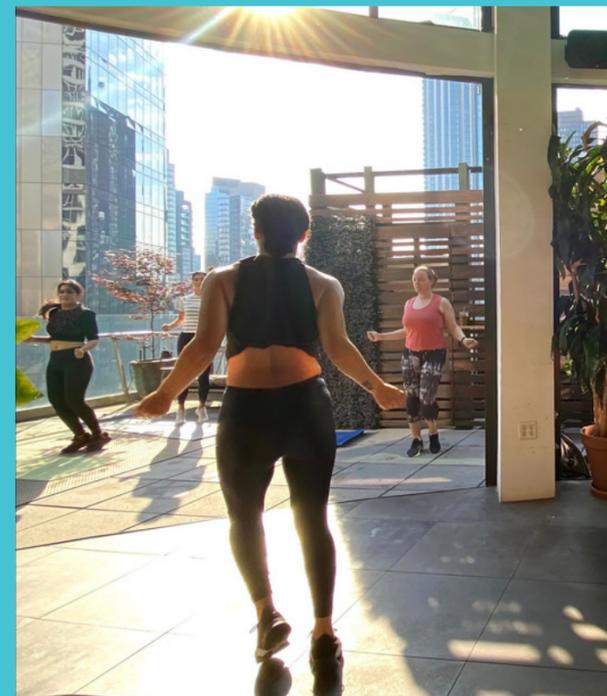
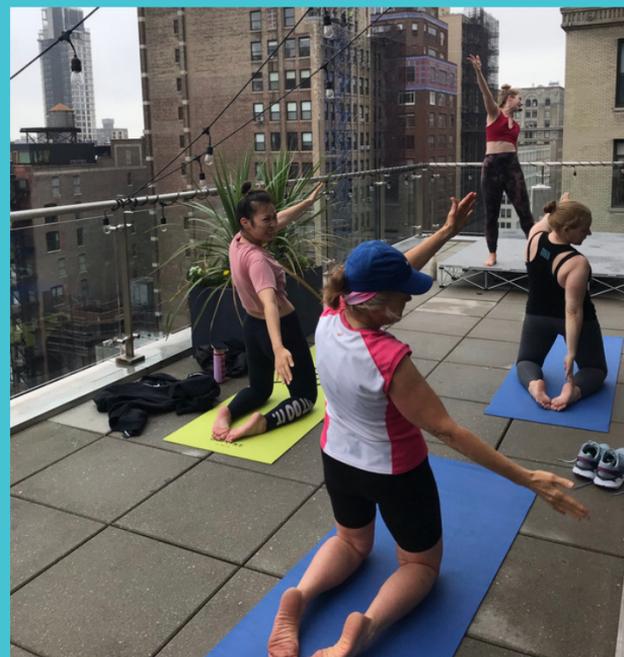
FLATIRON FITNESS PLAZA CLASSES

THE PROGRAM'S SIGNATURE WELLNESS WEDNESDAYS PLAZA CLASSES



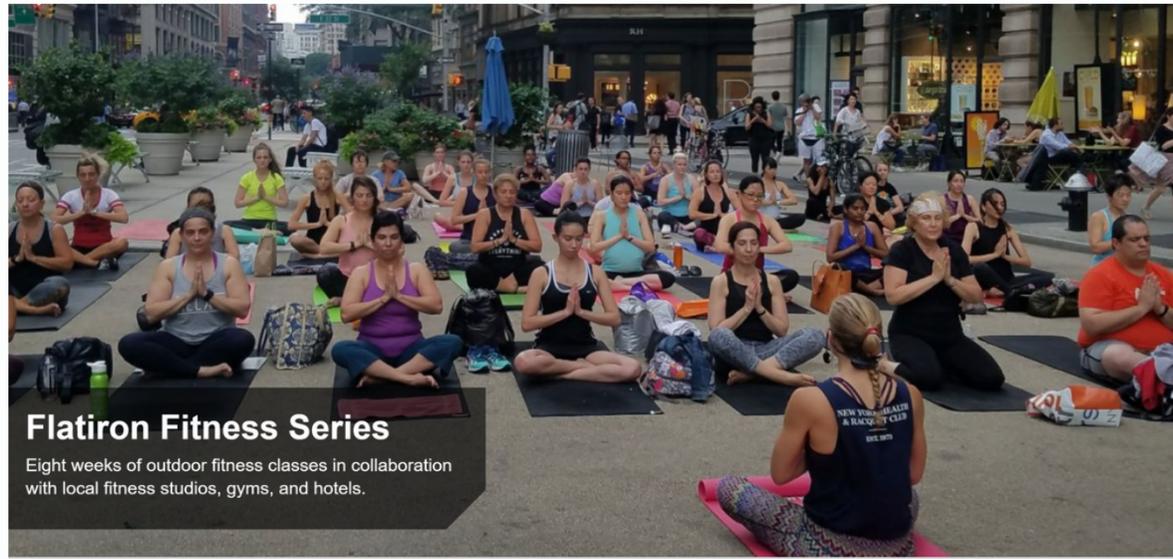
FLATIRON FITNESS ROOFTOP CLASSES

NEW THIS YEAR! CLASSES HOSTED ON ROOFTOP TERRACES AT NEARBY HOTELS



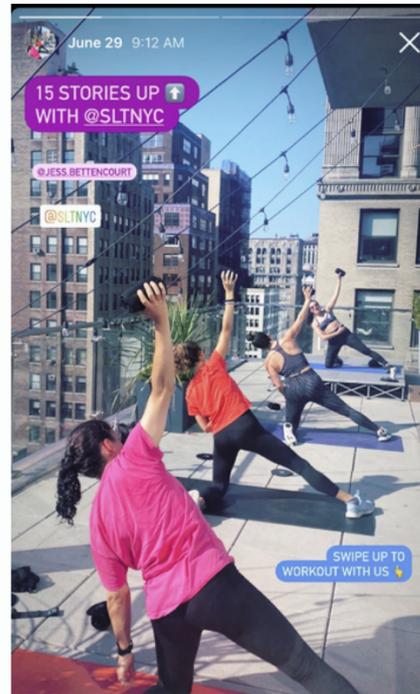
FLATIRON DIGITAL MARKETING

FLATIRON SOCIAL MEDIA POSTS, NEWSLETTERS, AND WEBPAGE + SOCIAL POSTS FROM ATTENDEES



The Flatiron Fitness Series is BACK with eight weeks of outdoor, in-person fitness classes. Work out with us on rooftop hotel terraces Tuesday mornings at 8 am and Flatiron's signature "Wellness Wednesday" evening classes in the Public Plazas at 6 pm.

[c/bid-programs/sanitation](#)



Flatiron 23rd Street Partnership

Special Announcement

Flatiron Fitness Series Begins June 15!

The Flatiron Fitness Series is BACK with eight weeks of outdoor, in-person fitness classes in collaboration with 10 local fitness studios and gyms.

Work out with us on rooftop hotel terraces Tuesday mornings at 8 am AND Flatiron's signature "Wellness Wednesday" evening classes in the Public Plazas at 6 pm.

The fitness industry was heavily impacted by the pandemic. In an effort to support Flatiron's fitness studios and gyms, all classes will collect donations. Donations are not required to participate in Plaza classes, but very much appreciated. Premium rooftop classes hosted at local hotels require a \$10 donation due to limited class size. 100% of donation amounts will be directed to fitness studio and gym partners.

Get Active. Enjoy Fresh Air & Skyline Views. Work Out Local.

[Full Lineup](#)

flatironny
Flatiron District, NYC

1/2

Liked by unionsquareny and 441 others

sweatforfree

Liked by thefreeatery and 80 others

sweatforfree @clairekagan_ and I took a free sunset flow with @brianayoga from @lstudioyoga yesterday! This was part of @flatironny's fitness series... more

eunbikimpiano

Thanks for joining us
@DHARMAYOGANYC

Outdoor yoga date night

@FLATIRONNY
MADISON SQUARE PARK

FLATIRON FITNESS SERIES PARTNERS

LOCAL FITNESS STUDIOS, GYMS AND HOTELS THAT COLLABORATED WITH US TO MAKE THIS POSSIBLE.

SLT

LIFETIME[®]
HEALTHY WAY OF LIFE

Dharma Yoga[®] est. 1975
Sri Dharma Mittra
be receptive

MADE

POWERPILATES

Y7[®]
STUDIO

bodē^{nyc}
hot bodē. cool mind.

PMT
HOUSE OF
DANCE
A True NYC Dance Experience™

VITA
COCO[®]
pure
coconut water

DANCEB^oDY[®]

Pop
Physique[®]

LL Studio
Yoga

MONDRIAN
PARK AVENUE

THANK YOU FOR YOUR SUPPORT.

THANK YOU TO OUR PARTNERS AND ATTENDEES FOR A SUCCESSFUL PROGRAM THIS YEAR!



Flatiron
23rd Street
Partnership

