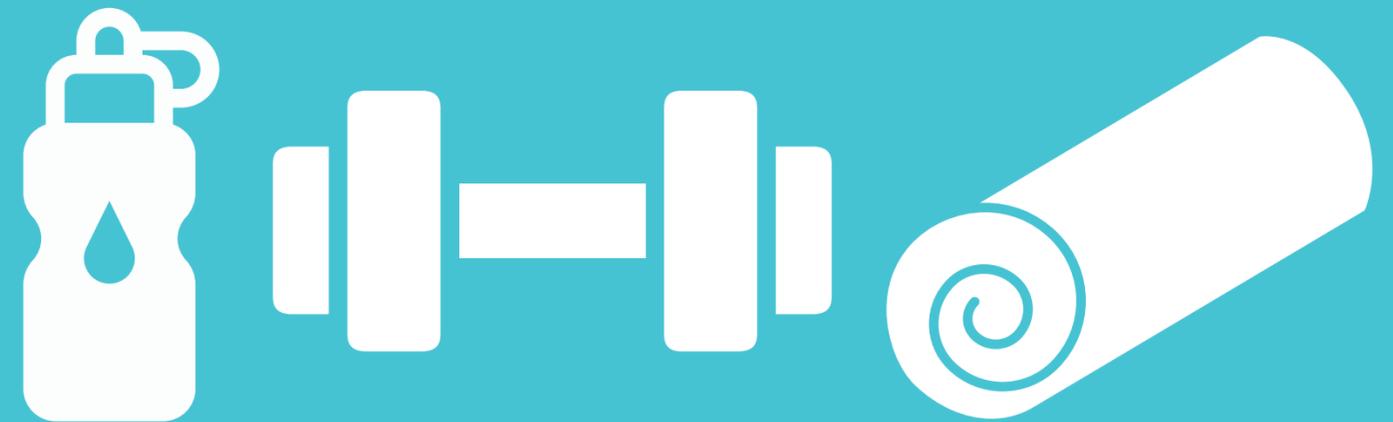


# FLATIIRON FITNESS SERIES

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PROGRAM RECAP

JUNE - AUGUST 2021





# ABOUT THE PROGRAM

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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

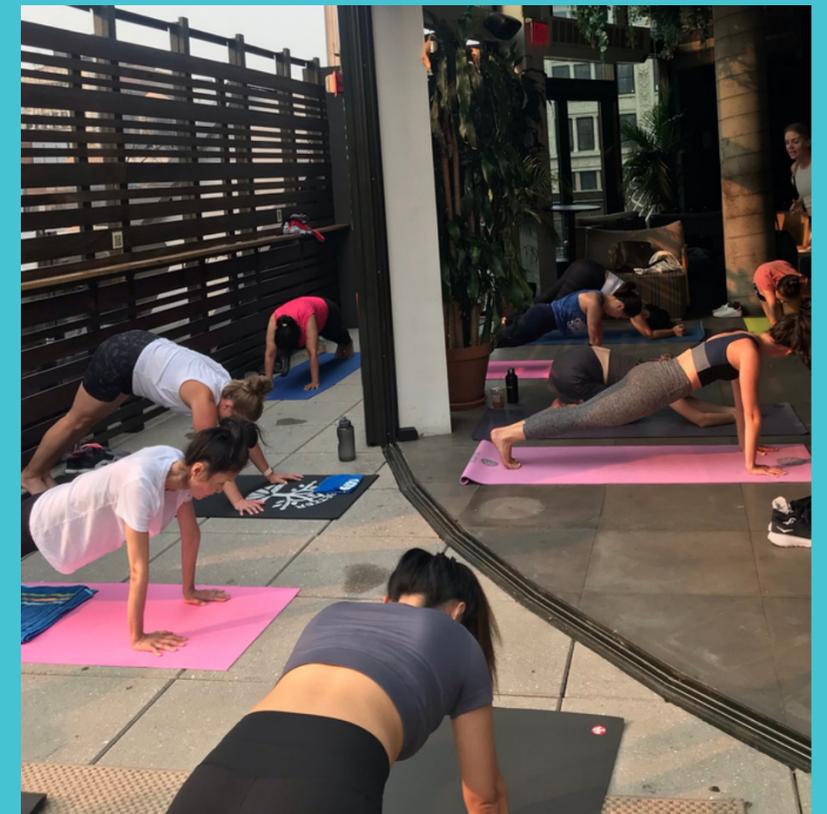
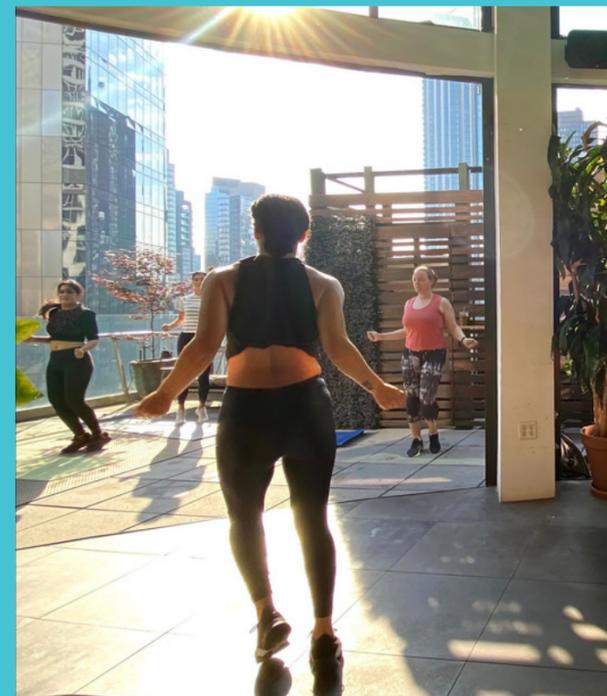
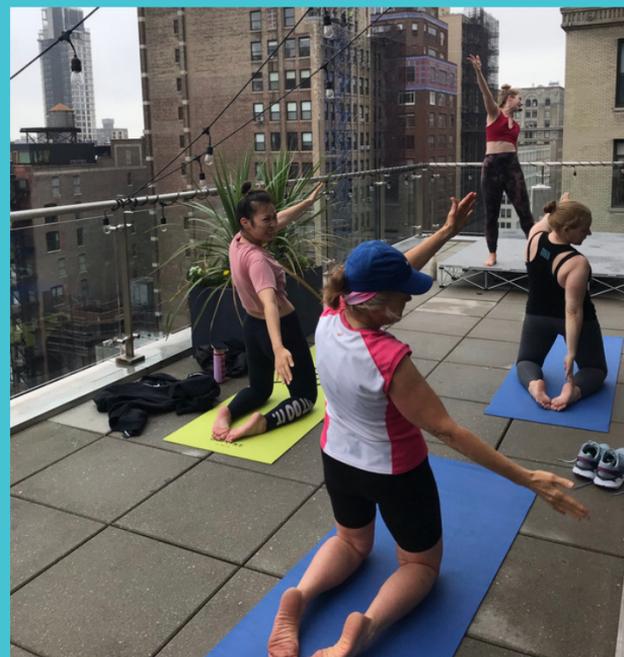
# FLATIRON FITNESS PLAZA CLASSES

THE PROGRAM'S SIGNATURE WELLNESS WEDNESDAYS PLAZA CLASSES



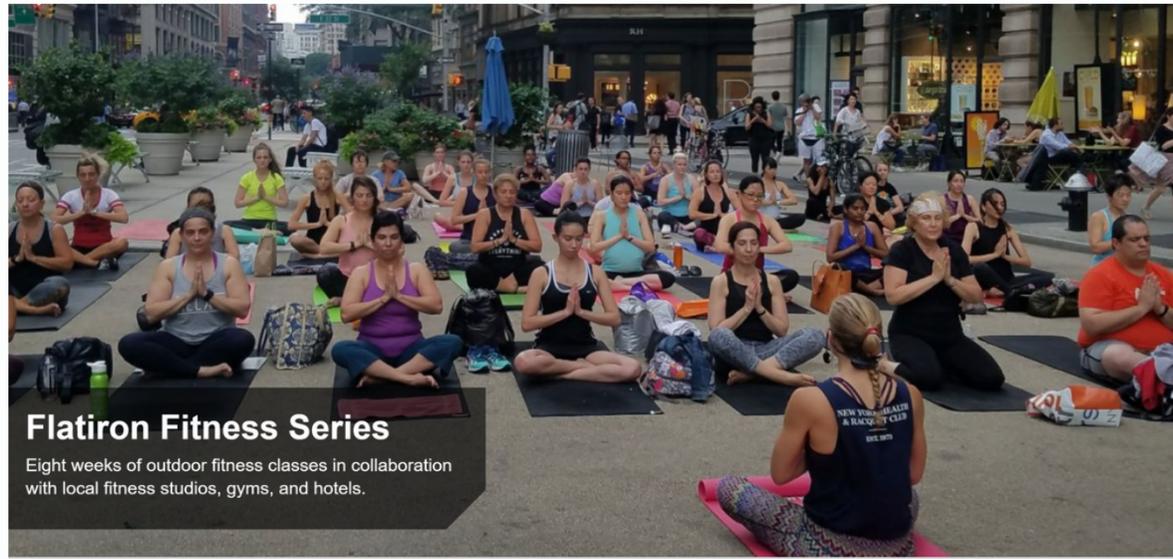
# FLATIRON FITNESS ROOFTOP CLASSES

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



## Flatiron Fitness Series

Eight weeks of outdoor fitness classes in collaboration with local fitness studios, gyms, and hotels.

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

sweatforfree

eunbikpiano

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<sup>®</sup>  
HEALTHY WAY OF LIFE

Dharma Yoga<sup>®</sup> est. 1975  
Sri Dharma Mittra  
be receptive

MADE

POWERPILETES

Y7<sup>®</sup>  
STUDIO

bodē<sup>nyc</sup>  
hot bodē. cool mind.

PMT  
HOUSE OF  
DANCE  
A True NYC Dance Experience™

VITA  
COCO<sup>®</sup>  
pure  
coconut water

DANCEB<sup>o</sup>DY<sup>®</sup>

Pop  
Physique<sup>®</sup>

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**

