



Community Planning & Economic Development

Media Advisory

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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

For Immediate Release

Long Awaited Anytime Fitness Grand Opening in North Minneapolis to Take Place October 31st Mayor Rybak to Participate in Ribbon Cutting Ceremony with Other City Officials

WHAT: Anytime Fitness is celebrating its grand opening at 2104 West Broadway in North Minneapolis from 3:00 p.m. to 7:00 p.m. on Thursday, October 31st. Minneapolis Mayor Rybak, Minneapolis Council President Barb Johnson, and Minneapolis Council Member Don Samuels will join new franchise owner Dr. Tara Watson for a brief program and official ribbon cutting ceremony at 3:00 p.m. in front of the center.

Anytime Fitness West Broadway is the third business Dr. Watson has opened in North Minneapolis since 2003. She also owns Watson Chiropractic and Exceptional Home Health. Throughout her business development process, Dr. Watson worked with the City of Minneapolis Department of Community Planning and Economic Development (CPED). CPED provided her with guidance, support, and resources including meeting with Anytime Fitness Corporate in Hastings to outline the growth and revitalization activities taking place along West Broadway Avenue. This meeting convinced the fitness organization that a North Minneapolis franchise was a solid investment and great opportunity to offer a healthy lifestyle alternative in a location underserved by fitness centers.

CPED also worked with Dr. Watson 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. Final approval of this ordinance change is expected in November. Finally, CPED provided a two-percent loan to Dr. Watson for \$60,000 for the project.

A variety of wellness exhibitors will be onsite from 3-7 p.m. 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. Tours will also be available of the gym facility.

WHEN: Open House with wellness exhibits: 3:00 p.m. - 7:00 p.m., Thursday, October 31st
Ribbon Cutting Ceremony and Dignitary Remarks: 3:00 p.m.

WHERE: Anytime Fitness, 2104 West Broadway, Minneapolis, MN

MORE: **Anytime Fitness**
Open 24 hours a day, 365 days a year, Anytime Fitness offers convenient and affordable exercise options. Using a secure access key, members can access the club, even when it's not staffed. They have full use of the state-of-the-art training and cardio equipment. Membership at one club gives members

access to 2,200 clubs on five continents as well as access to AnytimeHealth.com, a comprehensive wellness website.

City of Minneapolis

The City of Minneapolis Department of Community Planning and Economic Development (CPED) works to grow a sustainable city; more people, more jobs. For more information on the business development and zoning services provided by the City of Minneapolis visit [here](#).

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