



[HIDDEN]
GYM

 PEGASUS
PARK

PEGASUS PARK CASE STUDY

www.hiddengym.net

[INTRODUCTION]

Pegasus Park, a campus in northwest Dallas, is a 23-acre business complex. In 2021, they approached Hidden Gym to add a fitness facility to their roster to improve fitness and wellbeing offerings for the companies that sign up with them. The Pegasus Park redevelopment site sits between Commonwealth Drive and Irving Boulevard near Stemmons Freeway and has a plethora of prolific tenants under its belt, such as UT Southwestern Medical Center, Massachusetts-based BioLabs, and Taysha Gene Therapies.

Intending to create a whole ecosystem for optimum work, Pegasus Park began redeveloping the area into a mixed-use office campus for biotech firms and nonprofit organizations. They also had a focus on wellbeing as a whole. Therefore, they knew it was important to have fitness and health components that were not only good but also the best. And that is where we came in.



Hidden Gym was drafted in as the expert to provide a 5,000-square-foot gym in the project center. With our main pillars being community, education, and philanthropy, we were instantly drawn to pursuing the location and offering tenants a state-of-the-art facility that helped them improve their health and reach personal fitness goals.

The Pegasus Park team wanted to showcase themselves as leaders in the market, providing a top-level modern work campus designed to incentivize and motivate. And we were there to help them achieve their vision.

[THE GOAL]

The client came to us to help integrate a state-of-the-art wellbeing and fitness center into the core of Pegasus Park. Their goal? They wanted to introduce a Hidden Gym facility to Pegasus Park to incentivize new tenants to join the project. With such an appealing and state-of-the-art amenity, they believed they could draw in new tenants, increase the appeal to existing tenants, and incentivize tenants to recruit talent. They also believed that tenants' higher success rates would directly result from having a gym on the premises.

Health and Fitness in the Workplace

The importance of health and wellbeing for performance is in direct correlation, and as such, workplaces can expect better levels of productivity, lower stress levels, and less absenteeism.

12.5 million

working days lost in 2017 due to work-related stress, anxiety, or depression.

Research from the Yale Stress Center found that in 2017, over 12.5 million working days were lost due to work-related stress, anxiety, or depression. That is a huge number of workplace absences. The research showed that if something could be done to reduce this number and help improve employee productivity and wellbeing, it would create an instant win for businesses and their employees.

Exercise could be that answer. Physical fitness is one of the best ways to alleviate stress because it pumps up endorphins – those feel-good neurotransmitters that improve pleasure or happiness and minimize stress or pain. Research has found that even a short exercise session lasting 20 minutes can improve mood and heighten relaxation responses for up to two hours.

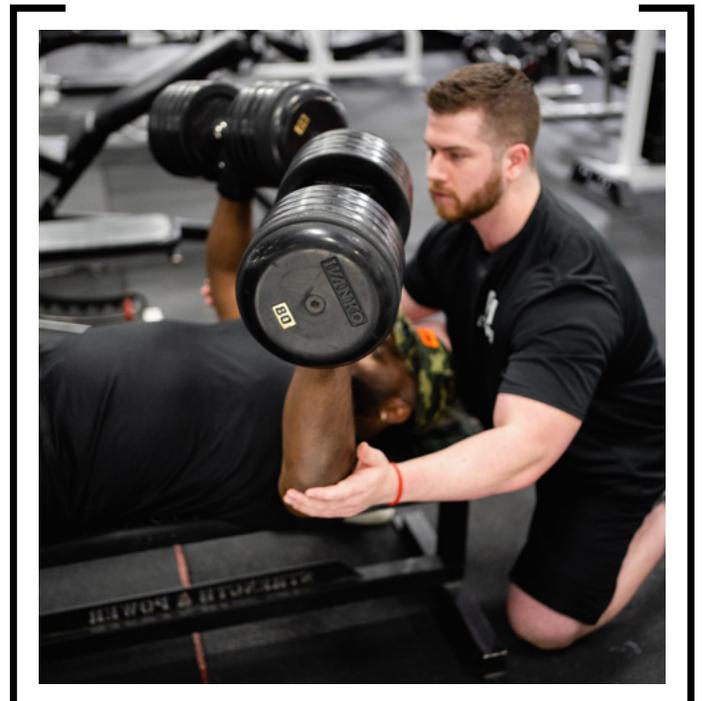
With this goal in mind, we worked with Pegasus Park to improve tenant wellbeing right to the core, benefiting both physical and mental health.

[THE CHALLENGES]

Here at Hidden Gym, we know that wanting a gym and having it succeed are two entirely different things. Just having a facility there isn't enough; you also need to consider all the parts that go with it. That's why we used our experience and expertise to ensure that Hidden Gym at Pegasus Park moved beyond being another facility on the campus to fully integrate itself into the community.

Our number one fear was that considerable resources, time, and finances would be spent on an amenity that – despite everyone's best intentions – wouldn't be used. This is why we had to consider the potential barriers and get past them.

The pandemic is a fine example of a barrier that offered the biggest hurdle in the road. Due to COVID-19, offices were still closed or running at a reduced capacity. This was the





first challenge: to provide something that might be enticing enough to get people to want to return to their offices. In other words, it couldn't be an average gym. It had to be something great that would make people want to leave the house. It needed to be an incentive that would instigate a lifestyle change and encourage people to immerse themselves in wellness.

The pandemic also heightened people's perception of busy public spaces, particularly gyms where many people work out in the same space. We were battling to show that gyms are safe spaces where you can work out without fear of catching Covid. With strict guidelines and stringent safety measures in place, we were able to instill confidence in what we were doing.

Not only were there mental challenges and stigmatism to overcome, but Covid had presented its challenges in the physical world too. The real estate market was taking a significant hit, and in a time when we were opening a business, many were, unfortunately, closing down. We knew we had to do something to beat the cost inflation involved with building in unprecedented circumstances while factoring in potential delays from isolating and illness that pushed back production and delivery times.

Pandemic aside, another challenge stemmed from the fact that it was a large campus with a niche audience (the facility was limited to those working on the campus). Therefore, we needed to create a gym that would attract and fulfill the needs of the clientele and their employees. In addition, the gym needed to be branded to create recognition from workers and resonate with those who would potentially use it. It also needed to fully integrate into its surroundings.

[THE OPPORTUNITIES]

As a team, we see challenges as opportunities, and that is precisely why we took potential obstacles from the Hidden Gym at Pegasus Park project and turned them on their head.

We saw that there was potential for an extensive tenant base and that the introduction of a gym was not only very possible but had a high chance of success. We knew that while taking risks can be a challenge, it can also lead to much higher rewards.

The company ownership was also open-minded, welcoming to new ideas, and not afraid to stand out. As a progressive company, the client leadership team was fantastic to work with and knew the importance of providing health and wellness benefits to clients and their tenants and employees. Health and wellness were deeply rooted in the company's culture.

[THE STRATEGY FOR SUCCESS]

To be as successful as possible, we had to develop a strong project strategy. It needed to have the maximum chance of success, appealing to those in the sector.



To do so, we **leveraged the brand "Hidden Gym" to create excitement about the fitness center.** We knew we had to go one step further with our creativity, focusing on different aspects such as our event schedule, influencer network, trainers, and industry contacts. We used our existing reputation in the Dallas-Fort Worth area and worked to further enhance our social media presence, content creation, and web presence.

The name "Hidden Gym" created an air of mystery and curiosity behind the facility.

Using this language, we created a culture of experimentation and excitement that people wanted to know about and participate in. This strong strategizing helped us leverage our entity as a whole.



We also focused on our pre-sales. We further instigated the above with our marketing efforts and pre-sales. Part of ensuring success is drumming up excitement before opening. By heavily focusing on sales ahead of the opening and having customers view it as an exciting opportunity and investment in their health and wellbeing, we were able to succeed in this area.





Next, we leveraged the gym on leasing tours. By working with the leasing team, we showcased the gym as a real incentive to current and prospective tenants when they viewed the space. It not only encouraged people to join the facility, but it gave those who already signed up an extra reason to incentivize work-from-home employees to return to the office.

With our fantastic equipment, staff, and innovative design, we showed exactly what we could do and how we could benefit current and prospective tenants. We also showed just how it could benefit them in terms of mental and physical wellbeing and their work performances. Speaking directly to business owners enabled us to highlight these positive points before the facility had even opened.



We used a carefully structured pricing strategy. Pricing is a vital aspect for launch, and we wanted the rates to be profitable while appealing to prospective clients. Therefore, we offered a range of individual memberships at an affordable rate, along with corporate rates that allowed for significant price breaks to employers. This meant companies could provide memberships to their staff without leaving individuals to pay a lot out of pocket. We also offered additional price breaks for nonprofit companies and employees.



Lastly, we worked with other campus departments to promote the gym's opening. We wanted to integrate ourselves within the community and gain as much pre-opening support as possible. This is why we offered key incentives during pre-sale to garner early commitment from key tenants. Based on our rendering and vision, those who signed up and committed to at least a 12-month term received one to three months of gym access with no payment. They also received valuable add-ons such as employee education or personal training discounts for leadership teams.

Part of the success of Pegasus Park is selling it as a whole rather than separate departments. By promoting a community, we helped build an accurate picture of how well our gym facilities would fit in. We also worked with other departments such as the food service dept, conference space management, construction signage, and leasing marketing firm.



[THE RESULTS]

Our results from working with Pegasus Park exceeded expectations, and we are proud to report the successes that have been noted since the campus opened last September. With such a strong beginning, this success is expected to continue.



Exceeded sales expectations: We generated 30% of year one targets pre-sale. This fantastic achievement showcased how well our pre-opening marketing and sales tactics worked.

An attractive amenity for drumming up new business: We've also become a critical amenity that tips big lease signings. For any large company looking to entice current tenants and attract new clients, this is one of the key factors we can help with. Our facilities speak for themselves, enabling leadership teams to generate further success for their company.



Complete campus awareness: There is 100% campus awareness of the fitness amenities at Pegasus Park, showcasing how far our efforts have gone to spread the word and display the high value we have for tenants and their employees based on the campus.

[CONCLUSION]

Here at Hidden Gym, we pride ourselves on our track record for success. We know that for a campus to truly thrive, it needs community spirit and a vision that people want to be a part of each day. This is why we work hard to integrate our facilities into the heart of everything that our clients do and offer.

We believe in partnership, working together, and inclusivity, and we will work with you to ensure you achieve all the above and so much more. Hidden Gym at Pegasus Park has showcased the power of what we can do, and we will continue to leverage this skill with our future projects, adding innumerable value for everyone we work with.

Contact us today to learn more: Greg@hiddengym.net

