

## **Business Narrative – PurposeFlow Wellness Studio**

PurposeFlow Wellness is a woman-owned, community-focused wellness studio dedicated to promoting physical health, mental well-being, and personal growth through mindful movement and holistic practices. The studio will offer Yoga and Pilates based classes, gentle fitness, breathwork, meditation, and wellness workshops designed for individuals of all ages and fitness levels.

The primary use of the space will be small group instructional classes focused on low-impact movement, core strength, mobility, posture, and stress reduction. Classes are quiet in nature, require no amplified music, and do not generate excessive noise, traffic, or disruption to surrounding businesses or residents. The studio environment is calm, respectful, and intentionally designed to be a positive, peaceful presence within the community.

PurposeFlow Wellness emphasizes accessibility and inclusivity, serving beginners, older adults, working professionals, and community members seeking preventative wellness, injury prevention, and stress management. Programming may include:

- Yoga and mindful movement classes
- Mat-based Pilates and Pilates-inspired strength and conditioning
- Stretching, mobility, and posture-focused sessions
- Guided meditation and breathwork
- Wellness workshops and small community events

Class sizes will be limited to maintain safety, quality instruction, and minimal impact on parking and building occupancy. The business will operate primarily during morning, daytime, and early evening hours, with no late-night operations.

PurposeFlow Wellness aligns with community values of health, balance, and well-being, and seeks to complement existing local businesses rather than compete with or disrupt them. The studio is expected to encourage foot traffic to nearby businesses and contribute positively to the economic and cultural vitality of the area.

The proposed use is well suited for existing commercial space and requires no structural changes that would negatively affect neighboring properties. All activities will comply with applicable zoning regulations, safety standards, and occupancy requirements.

Ultimately, PurposeFlow Wellness is intended to serve as a welcoming neighborhood wellness studio, supporting healthier lifestyles, physical strength, mental clarity, and community connection.