



Tiffani Wooten, CEcD  
Assistant Director  
Tomball Economic Development Corporation

Dear Tiffani,

My name is Lisa Miller and I am happy to announce that we are bringing a HOTWORX fitness studio to Tomball in the Four Corners area.

HOTWORX is a virtually instructed exercise program created for users to experience the many benefits of infrared heat absorption, while completing a 30-minute isometric workout session and/or a 15-minute High Intensity Interval Training (HIIT) session. As the infrared heat penetrates your body causing you to sweat, the isometric postures further accelerate detoxification by physically removing the toxins from your organs through muscle contraction. The HIIT, high intensity interval training, provides an excellent resistance and cardio workout in a very short amount of time. The results our users achieve makes HOTWORX the most efficient 15 or 30-minute workout program in the fitness industry today!

HOTWORX will be open 24/7 and accessible through a secure keypad entry or mobile application on the members phone. Members schedule the session they want to do and at the time that is convenient for them. There is also a free weight / machine area to get added variability with each members personal workout preferences.

Opening a new business is a large investment, of which we are funding with personal investment and SBA loan funding. The upfront cost are high, with the need to secure a lease, equipment, marketing, branding, construction and staffing. As a woman owned business, this investment comes with added pressure to be successful early on, with lots of local marketing in the community and other avenues like social media. We invest a lot of time and money into the marketing.

While HOTWORX is a franchise, I am opening the Tomball location as a woman-owned location. We will hire a GM and 2-3 part time sales associates to work flexible schedules. This will also require funding to pay for staff all while selling memberships to new members.

Tomball is going to be a great location to serve the community with a super fun, accessible, versatile fitness experience. I am personally looking forward to getting to know the community and hearing their testimonials as they focus on their personal health at HOTWORX.

I am applying for the New Business Rental Incentive to help offset the upfront expenses for our studio. It is critical that we gain the proper amount of members and maintain them for the overall success of HOTWORX. Having this incentive will allow me as an owner and my manager to focus on memberships and all the operational responsibilities to be successful, knowing there is an incentive after a successful year one.

We are looking forward to being part of the wonderful Tomball community and look forward to celebrating our Grand Opening with you soon.

Sincerely,

A handwritten signature in black ink that reads "Lisa Miller".

Lisa Miller  
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