

CITYCENTER ENGAGES RESIDENTS WITH QUALITY FITNESS SOLUTIONS



The Apartments at CityCenter

In the heart of downtown Washington, DC, where vibrant city streetscapes and historic buildings intertwine with modern neighborhoods, sits the newest urban renewal: The Apartments at CityCenter. Their motto, "Live at the center of everything," exudes an urban oasis which includes superior amenities and personalized services which combine to create an unprecedented residential experience.

From a two-story fitness center to the open air HydroClub, everything is designed to complement a renter's refined lifestyle, so when a fitness partner who conducted weekly classes for residents fell short of what was promised, it was very apparent. With that, since majority of luxury apartment buildings offer free fitness classes to their residents, finding a professional and reliable replacement was a necessity.

"The variety of classes and having the flexibility to modify them if we need to based on residents' suggestions and needs is our favorite feature of Power for Life Fitness' services."

YOU ARE WHERE YOU LIVE

Approach

Power for Life Fitness understands the nuances of providing fitness solutions in residential spaces and have adapted programs to fit within the scope of a property's needs. After touring CityCenter's gym space and learning about their residential's requests, Power for Life Fitness created a comprehensive program which outlined various ways CityCenter could increase residential involvement and decrease turnover. In addition, Power for Life Fitness provided various marketing materials such as eBlasts to increase residential awareness and event activity.



Power For Life Fitness
Fit Fun and Fantastic

Results & Impact

Power for Life Fitness provided classes that better suited residents needs which increased participation overall.

Provided great class recommendations based on the space available while keeping in mind residential interests.

Presented additional event opportunities that increased residential engagement leading to phenomenal turnout.

Conclusion

By providing consistent and professional residential fitness programs that include a wide variety of class offerings, Power for Life Fitness was able to increase community engagement while decreasing residential turnover at the CityCenter all within an eight-month span. As a result, the residents at The Apartments at City Center have come to expect the consistency and quality of Power for Life Fitness' activities and events and look forward to the upcoming ones listed on the community calendar.

