

CITY OF SACRAMENTO SMALL FITNESS FACILITIES

ERICA CASTILLO CONSULTING
TECHNICAL ASSISTANCE CONTRACT
&

THE CA SMALL FITNESS FACILITIES ASSOCIATION
(CASFFA)
SMALL FITNESS GRANT CONTRACT

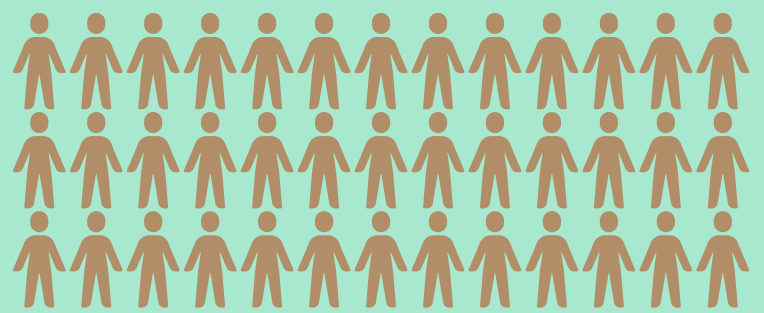
CONTRACT HIGHLIGHTS:



150

TOTAL SMALL FITNESS FACILITIES SERVED

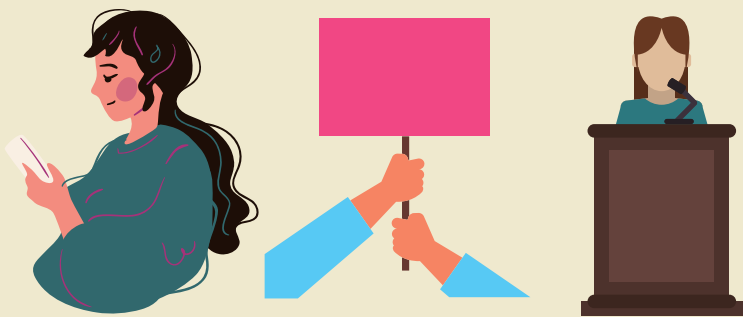
Exceeded our goal of reaching 100 small fitness facilities in 2020. Chief Consultants, Erica Castillo & Maria Bardet, provided one-on-one & group consulting, educational webinars, resources, advocacy & more to small fitness facilities affected by COVID-19



ADVOCACY

1000+

HOURS



Chief consultants, Erica & Maria have logged over 500+ hours in service to small fitness facilities advocacy since March 2020

\$87,500

TOTAL SMALL FITNESS FACILITIES COVID-19 RELIEF GRANTS AWARDED

In partnerships with the City of Sacramento, The CASFFA awarded \$87,500 in grants to 35 small fitness facilities within the city limits. Each grantee received a one time \$2500 COVID-19 Relief Grant to use towards operating costs



FEMALE/MINORITY OWNED BUSINESSES

64%



Over half of the small fitness facilities in the City of Sacramento that we are working with are female/minority owned businesses, spanning across all 8 Districts!

FOR MORE INFORMATION:

Erica Castillo Consulting: www.comsconsultant.com

email: erica@comsconsultant.com

CA Small Fitness Facilities Association: www.ilovesmallfitness.org

email: ilovesmallfitness@gmail.com



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TESTIMONIALS:



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I am extremely thankful for the Small Fitness Facility Relief Grant put together by Erica and Maria of the CA Small Fitness Facilities Association. The funds I received from their program paid for one month's rent and two utility bills. With this help, I found some relief during a time where the bills were much larger than the income. I appreciate the work they are doing in not only providing financial assistance, but also informative with the ever changing tier status and rules of gyms in California in relation to the Covid-19 pandemic. Thankful for Erica + Maria for their endless efforts to support a much needed and essential group of small businesses in California.

-Katie Blomberg, Owner of HER Elevated



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Video Testimonial Transcription by ProCity Fitness

"I'm the owner of Pro City fitness and I just want to say thank you to the CA small fitness association for allowing me to apply and receive the small fitness grant. It played an integral role in helping me facilitate and build an outside facility to accommodate my fitness classes during the pandemic. It was a great help- It's something I really needed at the time. And I just wanna say, thank you!"

-Steven Hale, Owner of Pro City Fitness

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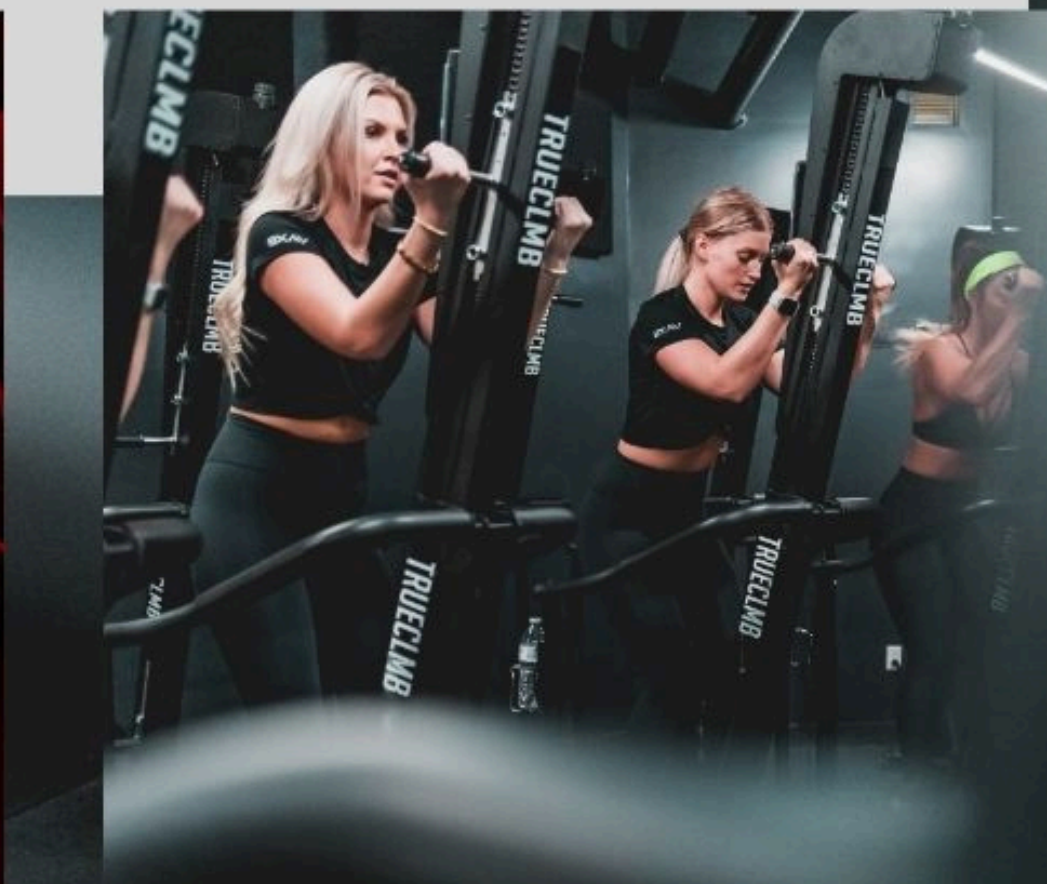
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TESTIMONIALS:



“ Erica and Maria have been and continue to be incredible ambassadors fighting for our community of fitness studios as we battle through this unprecedented time. The resources and communication Erica and Maria have provided this past year makes small fitness studios like ours feel like we have someone fighting for us. The grant program that was established and awarded has been invaluable during the financial challenges that COVID and county mandated closures have presented. We are grateful to have Erica and Maria on our side as we look forward to re-opening and providing an exciting new fitness and wellness offering to the Sacramento community.

Ramsey Nijem, Owner of TrueClmb



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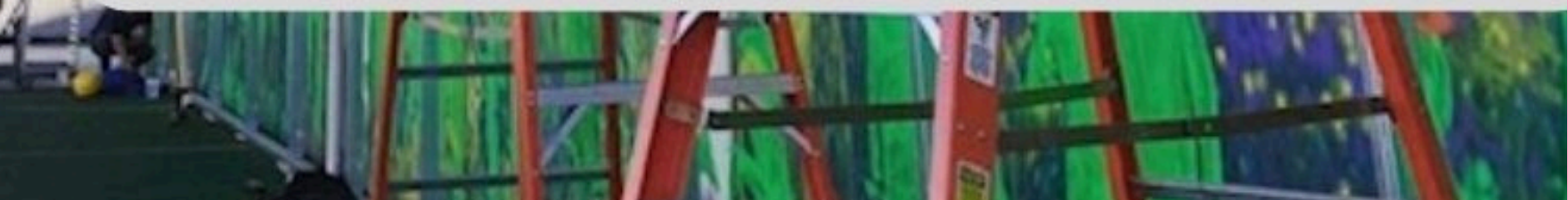
TESTIMONIALS:



Video Testimonial Transcription from Fitness Rangers:

"My name is Adam Attia. I'm the owner of Fitness Rangers here in East Sacramento. Over the course of the pandemic, both Erica and Maria with the California Small Fitness Facilities Association have helped us here at Fitness Rangers, as well as many more small studios up and down the state, with their advocacy towards small fitness and the importance of fitness in people's everyday lives. From the start of the pandemic, when we first shut down, Erica reached out to me immediately to do an interview on her Instagram. And I knew right then that she had our backs and she had the small fitness associations backs all through California. Erica and Maria then worked very hard to get us a grant as well as many more small studios within the area that helped tremendously. Since then we have been able to keep our doors open as well as keep our staff. We even built an outdoor gym here at fitness Rangers. Without their help and their constant support over the course of this past year in the pandemic, I think that we would have definitely been lost and had a much more challenging time that we've had. Thank you so much, Erica and Maria, you guys are rock stars! Hoorah!"

-Adam Attia, Owner of Fitness Rangers



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Center Seven closed at the end of March, and although we tried to continue offering online services, the learning curve and expense turned out to be too much of a hardship to produce valuable content quickly or maintain our employees past April. Prior to covid-19 we had a moderate schedule offering fitness, yoga and dance classes. We also sublet to massage therapists and various health and wellness professionals, and rented our studio to groups for events and training.

All aspects of our business began to shut down at the end of March. The health and wellness industry, in general, was deemed non-essential, and the inability to gather restricted us from bringing in event revenue. This change required a new business model and all of our corresponding membership systems, payroll, etc had to be dismantled to scale back our overhead. As we scaled back we also experienced the need for costs required to adjust our technology for online services which is quite expensive. We have been operating at the lowest budget we possibly can, and have had to spend significant time, money, and energy recalibrating our business model and navigating the chronically fluctuating requirements and risk assessments.

The Small Fitness Grant was a breath of fresh air. Closing in on a year of business hardship these funds gave us a bit of cushion at the perfect time. We were considering closing down our company as our limited business savings ran dry and our revenue had dropped to less than \$300 a month. Since receiving the grant I have been able to pay our utilities and insurance with ease for the last two months.

Small businesses offering fitness services are essential to the health and well being of our communities. I appreciate the effort behind supporting the entire small fitness industry and look forward to more opportunities to keep us thriving in 2021.

-Amy Lea Nielson, Executive Director, Center Seven



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