

Ulster County Economic Development Alliance
JUMP START COMPETITION PROGRAM
APPLICATION

GENERAL INFORMATION:

Applicant Name: Anthony A. Covello

Business Name (if applicable): The Ridge Gym and 28 West Gym.
Proposed new business name is Humble Gym.

Mailing Address: Po box 397, Stone Ridge, NY 12484

Daytime phone: 845-657-2342 or 845-687-0000

Cell Phone: 914-263-9775

Email address: 28westgym@gmail.com

Applicant is: Proposing a new business

What type of business are you proposing? I am going to open a Fitness Center/Gym in the Village of Ellenville. We will offer weight training, cardio, stretching and personal training.

What do you do now? Since 1996 I have owned and operated 28 West Fitness Center Inc. in Glenford NY. In 2002 I opened my second gym: The Ridge Gym in Stone Ridge, NY. I am currently running/ managing both gyms.

What type of business experience do you have? I received my Bachelors degree in Business Administration from SUNY Oswego in 1995. Shortly after, I opened my first business thus beginning my career as a health club owner. I now have 22 years experience in all aspects of business operations including; management, marketing/ advertising, accounting, human resources, collections, customer service, and personal training.

PROJECT DESCRIPTION

Please briefly describe what you intend to use the grant funds for, if awarded. Include a description of special finishes and your fit-out as well as an early projection of the costs of the project. I have located a building in the village of Ellenville that I would like to purchase for this project. It is a 2,500 SF building with an unfinished basement. If awarded this grant I would use the \$70,000 for restoration and renovations. The building used to be a laundromat, and still houses all of the laundry machinery. I would need to remove all existing laundry equipment, add a handicap accessible bathroom, as well as ramps to the front entrance. The electric needs to be updated, there are leaks in the basement and the roof needs some attention. All new HVAC will have to be added for heating and cooling, and fire detection systems need to be installed. In addition, the property needs a parking lot.

I will use my own resources to purchase the building, as well as for the gym equipment. I propose that the entire cost of this project will be \$400,000. The break down is: \$200,000 for the purchase of the building, \$100,000 in fitness equipment, \$70,000 for the renovations, and \$30,000 for initial operating expenses.

Why is this business appropriate and consistent with the business climate of the Village of Ellenville and/ or surrounding areas? I feel that a gym is desperately needed in the village, as my Stone Ridge location and Middletown are the only choices for affordable fitness. That is much too far to drive three or more times a week just to exercise. With 4,000 plus residents in Ellenville, if only 10 percent of the population joined, it would be a viable business.

How many jobs will this project create? My other two locations average six employees and four independent contractors. Approximately ten jobs would be offered to the area.

What gives you the confidence this is a project you can undertake successfully?

I have full confidence in my current business model and have wanted to open a gym in Ellenville for many years now. This grant will be extremely helpful in ensuring I don't overspend on the build out, thus ensuring long term success.

Do you have any partners? If yes, please identify them.

I do not have any business partners.

Tell us why you believe you can open by December Once I purchase the building, the renovations should take just a couple of months. I will pre order the fitness equipment, so it's ready to be installed when the building renovation is complete. I will begin the hiring process during the renovations as well. Because of my experience, I am very confident that the new gym will be up and running by December. I look forward to becoming a part of the Ellenville community and as such giving the community a place to come together, exercise and stay healthy.

Thank you so much for your consideration.

With best regards,

Anthony A. Covello

5/10/2018

