



To parties interested in The Pavilion project,

Atwood Consulting Group has developed the full feasibility study for The Pavilion and worked with the founder Jim Grapek in the overall development of this unique business concept. We studied general market targets along with more specific segmentation and sizing and we believe there exists a strong market opportunity for the concept, the planned facility, and programming.

The Pavilion concept combines strong elements from the fitness, health, natural medicine and well-being market segments – all within one very unusual and architecturally appealing facility. This approach does not exist in the market today.

In our estimation, the Pavilion will attract a great deal of attention and the concept will pull from a substantially broader group of consumers living in a larger markets. We also expect traditional drive times will be extended to take advantage of the specialized offerings at The Pavilion.

In short, the Atwood Group strongly believes in the viability of the Pavilion concept. We are confident that the Pavilion “buzz” will be very strong as the club is developed and becomes operational.

A handwritten signature in blue ink, appearing to read 'John B. Atwood', is positioned above the typed name.

Managing Partner  
Atwood Consulting Group