



City of Largo Agenda Item 1

Meeting Date
11/13/18

Presenter: Karisa Rojas-Norton, ED Coordinator

Department: CD – Community Development

TITLE:

BUSINESS SPOTLIGHT- I LOVE KICKBOXING

I Love Kickboxing is a fitness kickboxing studio that brings professional fighter workouts and fitness philosophies together to make them fun and accessible to the masses. The company was founded in 2009 as an alternative to “big box” gyms to bring High Intensity Interval workouts followed by short periods of rest for a total body workout. Their newest studio is located at 615 Missouri Avenue North on the west side of Missouri, between Commerce Drive North and Commerce Drive South. Owners Lindsie Wolter and Jeff Vizethann selected Largo as their franchise region because there was no I Love Kickboxing in the city and they saw a need for a high quality kickboxing fitness facility. Their new facility is modern and minimalist and designed to make customers feel energized.

The group classes offered are different from those typically offered at regular gyms because the classes are taught by highly trained professional instructors and coaches. Their members come in all experience levels, shapes, ages and sizes. A kickboxing class is 60 minutes long and can have anywhere up to 50 people per class. Classes are offered seven days a week.

Although the business is newly opened, the owners look forward to getting more involved in the Largo community. The owners live locally in Pinellas County and have joined the Central Pinellas Chamber of Commerce and have participated in the Women’s Leadership committee and in the Business Showcase. Visit ilovekickboxing.com for more information.

Budgeted Amount: \$0.00 Budget Page No(s).: NA Available Amount: \$0.00 Expenditure Amount: \$0.00

Additional Budgetary Information: NA

Funding Source(s): NA Sufficient Funds Available: Yes No Budget Amendment Required: Yes No Source: N/A

City Attorney Reviewed: Yes No N/A Advisory Board Recommendation: For Against N/A Consistent With: Yes No N/A Economic Development Plan

Potential Motion/ Direction Requested: INFORMATIONAL ITEM

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Attachments: None