

# Case Study: Revitalizing Grae Wellness Space with Mobile Social Club Series

## Client Overview:

Grae Wellness, a wellness space in Union Square, NYC, sought to optimize their movement studio's use. The Mobile Social Club, an event series I had initiated, was integrated into Grae Wellness by Tim Grae, the owner and master massage therapist.

## The Challenge:

The studio at Grae Wellness was underutilized, and there was a need for a community-focused, dynamic use of the space.

## Strategy and Implementation:

- **Daytime Activation:** Converted the studio into a co-working space during the day, addressing the community's desire for a versatile working environment.



- **Evening Events:** Hosted the Mobile Social Club series in the evenings, offering a unique blend of movement, music, and conversation.
- **Collaboration with Musicians:** Organized 11 different music events, each featuring unique musicians, adding vibrancy and variety to the sessions.



## Results:

- **Increased Foot Traffic:** Hosted 11 events, introducing over **250** new guests to Grae Wellness, significantly boosting the space's utilization and community engagement.
- **Positive Community Impact:** The events were highly successful, with attendees expressing profound appreciation, often saying, *"I didn't know I needed that."*



## **TESTIMONIAL**

"Real talk thank you for being my partner LL. I'm better with you around. We're better because of you."

Tim Grae | Master Massage Therapist & Founder of Grae Wellness