



Chris Devine

Which Neighborhood in Toronto to Build a Crossfit Gym

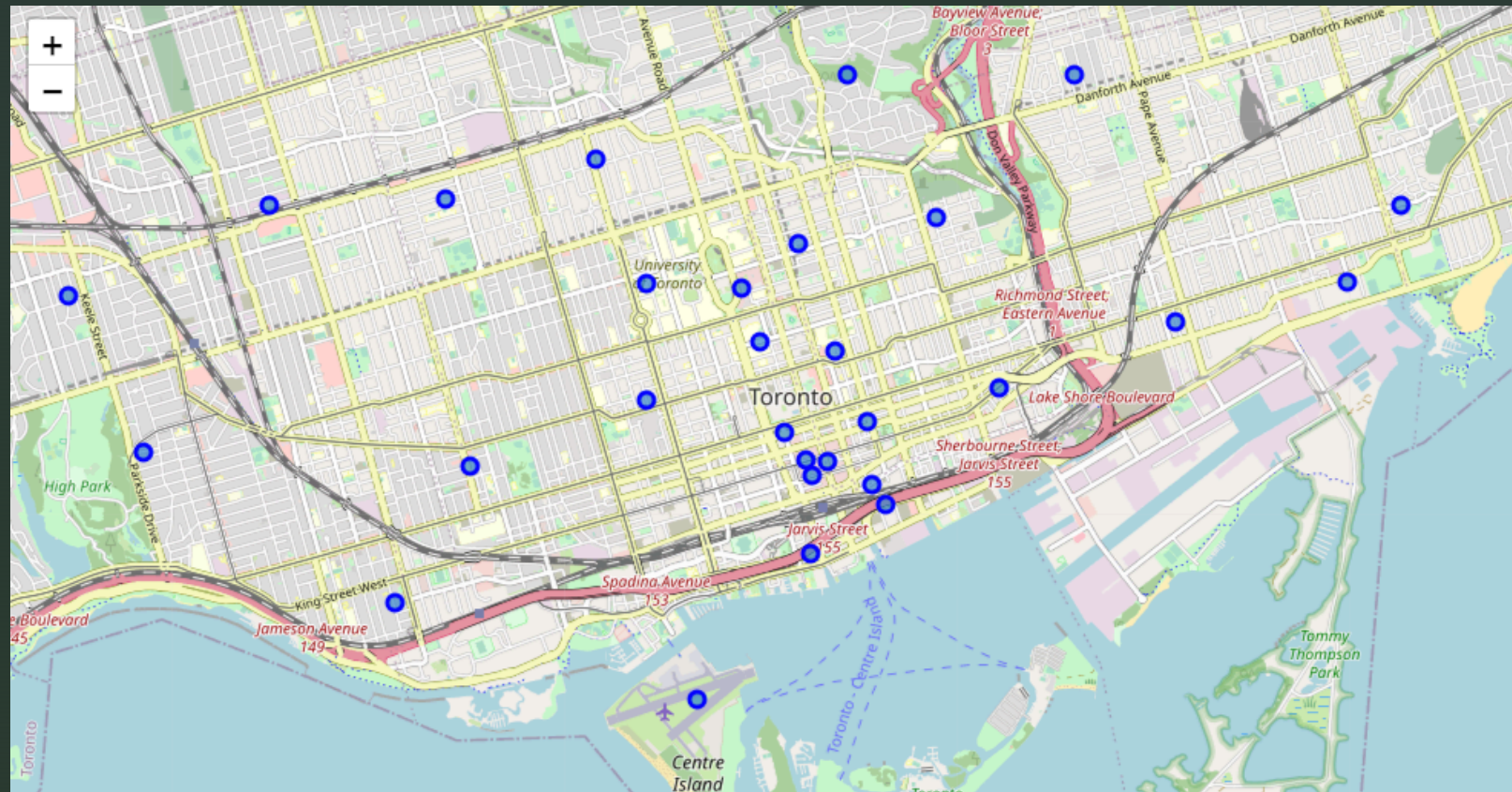
Background

- Crossfit is a sport with growing interest worldwide because of the most recent implementation of "National Champions" reporting to the Crossfit Games. In years past, only the top 40 men and women worldwide were invited to the Crossfit Games to determine who is the best. This past year, Sanctionals were implemented, allowing for smaller competitions around the world whose winner was also invited to this game. This gave people more opportunities to experience Crossfit and enjoy watching local competition. They also invited the top ranked Crossfiter from each country that has a Crossfit gym.

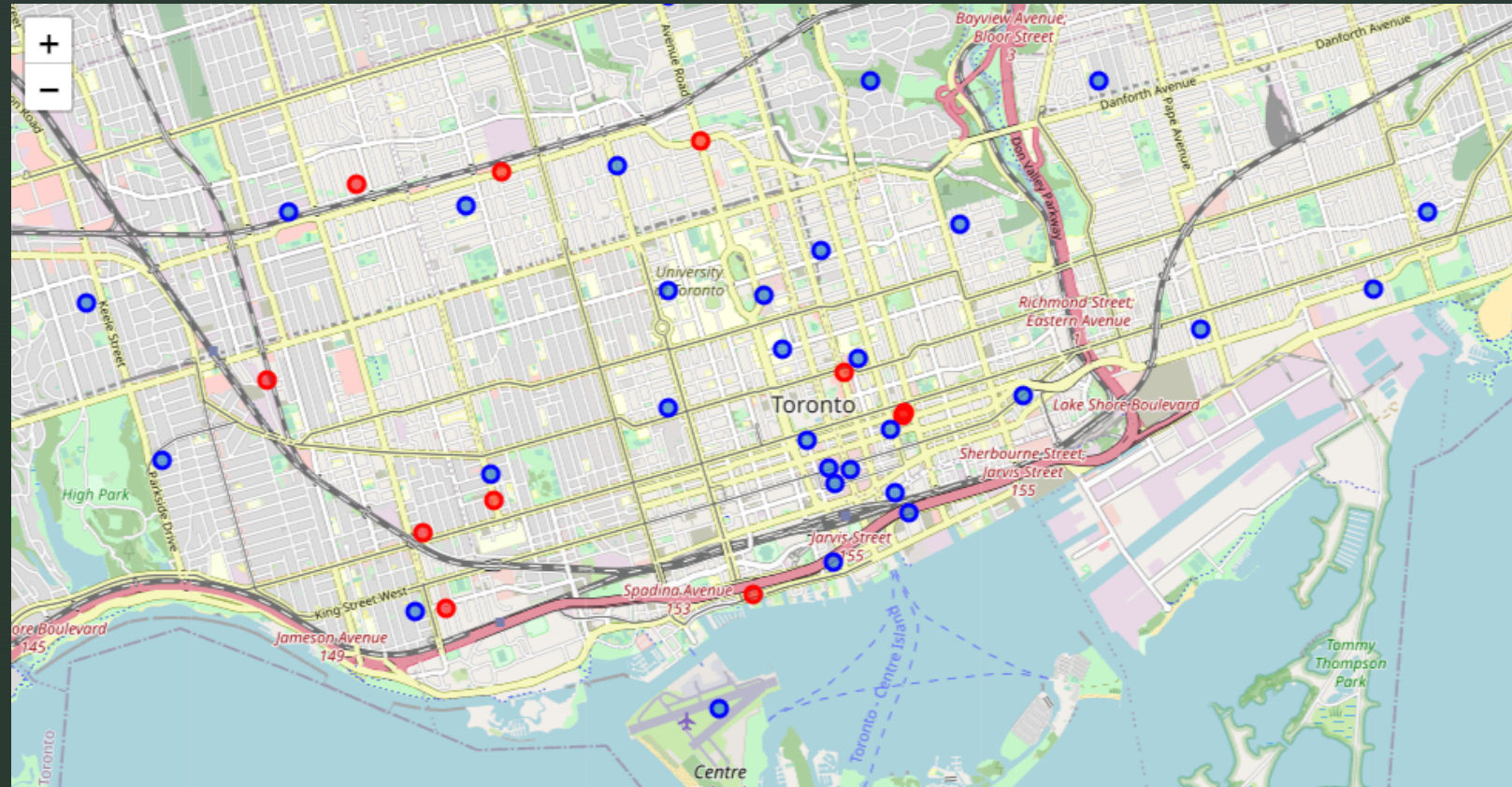
Business Problem

- Two of the most famous Crossfit personalities are Patrick Vellner, and Brent Fikowski, both of whom are Canadian. This has caused a rise in popularity of Crossfit, so I am looking to determine which neighborhood in Toronto should I build a Crossfit gym.

Neighborhoods in Toronto



Crossfit Gyms Already in Toronto (Red Dots)



Neighborhoods With Competition

Yoga Studios	Climbing Gym	College Gym/College Rec Center	Gym	Gym/Fitness Center																																																																																						
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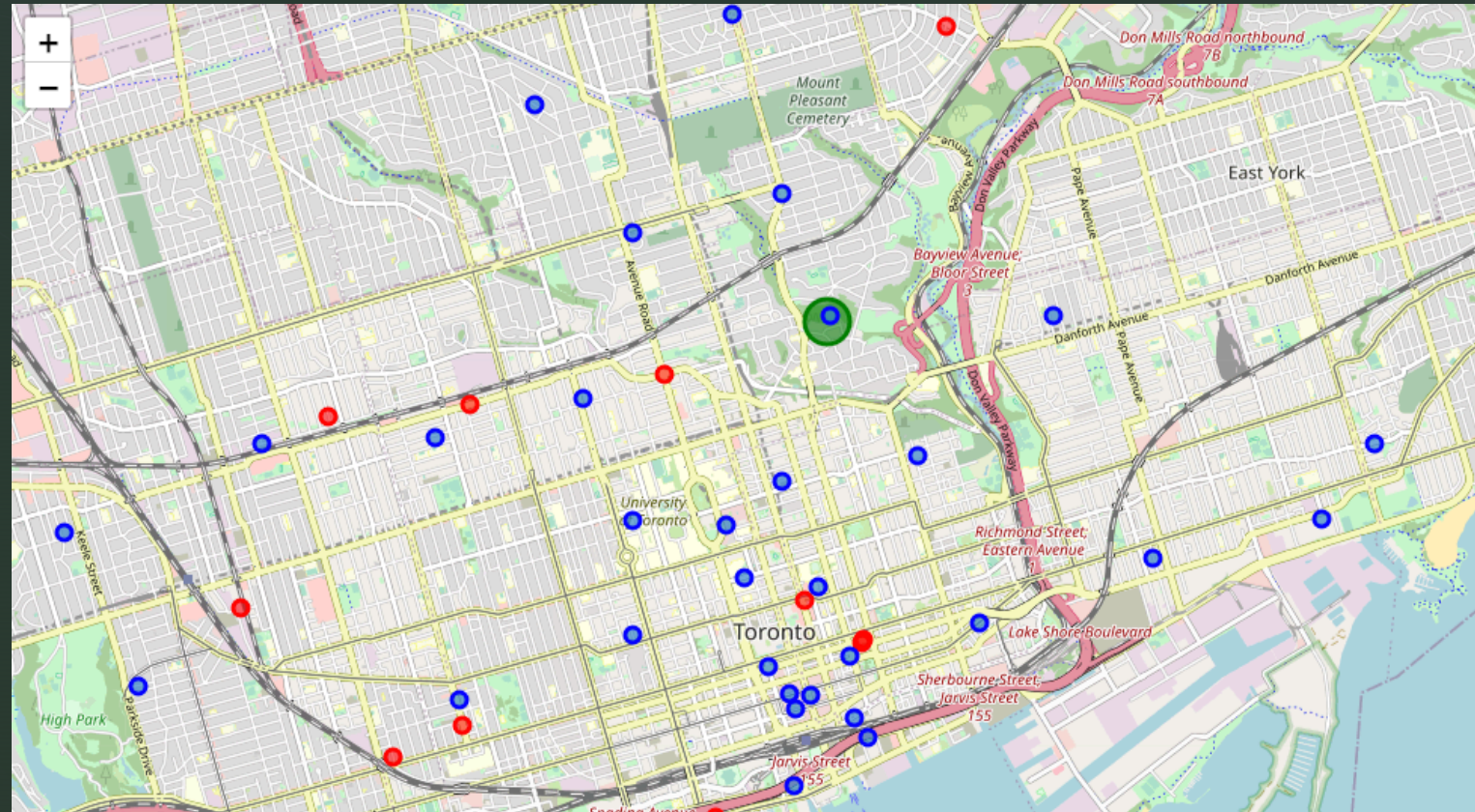
Potential Neighborhoods Based on Least Competition

Neighborhood	
3	CN Tower, King and Spadina, Railway Lands, Har...
5	Christie
10	Dufferin, Dovercourt Village
12	Forest Hill North & West
15	High Park, The Junction South
17	Kensington Market, Chinatown, Grange Park
18	Lawrence Park
22	Parkdale, Roncesvalles
26	Rosedale
27	Roselawn
30	St. James Town, Cabbagetown
33	Summerhill West, Rathnelly, South Hill, Forest...
34	The Annex, North Midtown, Yorkville
35	The Beaches

Income Data

	Neighborhood	Average Income
18	Bridle Path	314107.0
4	Allenby	245592.0
71	Hoggs Hollow	222560.0
90	Lawrence Park	214110.0
130	Rosedale	213941.0
104	Moore Park	154825.0
60	Governor's Bridge	129904.0
97	Lytton Park	127356.0
140	South Hill	120453.0
6	Armour Heights	116651.0

Conclusion – Build the Gym in Rosedale (Green Dot)



Why Rosedale?

- No alternative fitness opportunities for citizens in the neighborhood
- 5th Highest Average Income of All Neighborhoods
- Highest Average Income of Neighborhoods without fitness opportunities
- Near other neighborhoods with successful Crossfit Gyms, so the members are available