

November 22, 2020

Dear Mayor Coniglio and Town Council,

I am writing you in anticipation of seeing you on December 8th to discuss SoulOutside at The Royal Poinciana Plaza. As many of you know, we've had SoulCycle at the Plaza for many years. They started as a short pop-up and since that first year have increased their time with us. They continue to be the business that we get asked about the most, always being asked "are they coming back?!" We get asked by residents who are eager for them come back and we get asked by our own Plaza businesses who can't wait to see the riders on property. Soul has always been an important business for the Plaza but in December of 2020 that statement has never been truer. I won't get into the data and statistics; we all know the state of the world at this moment in time. COVID has in many ways accelerated what was happening in the retail world for many years, but it has also caused a moment for property owners to reflect. It is scary and its exhilarating, and its forcing us to think about what we can do to support the businesses who believe in brick and mortar and ensure we're setting them up for success in every way possible. There is simply nothing better that we can do to support businesses than to surround them with resources, tools, and neighbors that will drives sales. Our resources and tools include everything from our corporate marketing team, our on the ground team, and our retail incubation team, each of these teams are equally committed in success and we simply haven't stopped since March 13th. The neighbors around each of these businesses are equally as important to ensure success, we do not just need vibrant businesses but engaged businesses that pick Palm Beach as the place that they want to be. The synchronicity that comes from Soul and the Plaza businesses is undeniable, we see the sales reflect when Soul is popping up and this is the year that we need it more than ever.

The Royal Poinciana Plaza has found a partner in Soul, a best-in-class operator who wants to be in Palm Beach and is committed to returning to serve this community. It is December in 2020, they do not have to do this... they *want* to do this. When COVID hit, Soul Cycle had to rethink their program and as a result they created an outdoor experience called SoulOutside. They picked select communities around the country where they would have SoulOutside and we're lucky to have two locations in the WS Development portfolio. SoulOutside is an outdoor stationary bike class that is entirely safe and sanitized for their riders. As Soul has always done, SoulOutside is executed to the highest standard from their cleaning and sanitizing practices to security to the fact that the class is silent for anyone not on a bike (all music comes through headsets).

We are excited to welcome Soul back for a few months this year, this time as SoulOutside and we look forward to their continued commitment to the Palm Beach community.

Enclosed please find our package explaining more about Soul Cycle, including Plaza business and client testimonials. We hope by now you've seen many letters of support from community members as well as heard words of support from our neighbors.

Sincerely,

Alexandra Patterson and Samantha David