

Claremont Yoga

Business Narrative by Tracy Brennan, Owner & Yoga Instructor

Claremont Yoga opened in 2009 in the heart of the Village as was located at 204 Yale Ave. above Pizza N Such. We started out as Om Sweet Om and went through the CUP process to open a yoga and pilates studio and enjoyed building a wonderful community. We separated into two business so Claremont Yoga could focus on offering quality yoga classes and Om Sweet Om focused on personalized pilates training with equipment.

After 10 years in the Village, it was heartbreaking to have to close our space when the pandemic changed all of our lives. Our yoga community was deeply connected and once we were able to offer in-person classes, I found a new location for the studio to open at 300 W. Foothill Blvd. in 2021. Our classes have grown and we decided to expand our offerings with massage therapy to compliment a holistic healthy lifestyle. Our new location is at 665 E. Foothill Blvd., Suite E and F has more space for retail, yoga and massage therapy.

Yoga continues to be our primary business, passion and focus. We will also offer retail in our lobby and sell yoga props like mats, blankets and t-shirts. We will also have wellness products like aromatherapy sprays and oils, cards and crystals. The retail portion of the busies is estimated to be 10% of the business profit with the intention to grow that number.

We are applying for a Conditional Use Permit to add the complimentary healing services of massage therapy. Massage appointments will be by appointment only and that information will be added to the signage on the front window with vinyl lettering and contact information to schedule.

Friederike (Riki) Wolf is a professional, licensed and insured massage therapist with a background in nursing, she is a Register

Nurse and yoga and meditation teacher. Riki has a deep compassion to help people improve their overall health and wellbeing. She specializes in Swedish and Deep Tissue Massage Therapies and will work part time offering her services. She has owned her own massage therapy business in Claremont - Free Reign Healing Arts was located at 358 Fourth Street in Claremont. Business License 27538. She went through the CUP process when she opened her business and has also been a long time resident of Claremont. Riki has the support of Leif Cameron, CEO of Pilgrim Place as a professional reference. Riki is on the Executive Committee at Pilgrim Place. Her landlord of the building where she had her massage business Frank Hungerford is a professional reference and I am also a business reference for Riki, she has taught inspiring yoga and meditation classes at Claremont Yoga for the past 5 years.

Susan Spurlock is a licensed and professionally insured massage therapist and has a current business license with the city of Claremont. Susan offers neuromuscular myofascial massage therapy and has worked in the Village for the last 5 years. Susan will also work part time. Prior to her current location she worked as a massage therapist and yoga instructor at the Claremont Club for 15 plus years. I am also a business reference for Susan.

Both massage therapist will work part time and serve 3-4 clients a day. We plan to grow to have three massage therapists working part time. When all the therapists work on the same day time, there could be a total of 6 people who will need parking. We will prioritize professionalism, ethics, safety and cleanliness in our business.

The floor plan submitted shows that there is a wall between Unit E and Unit F with a door connecting both units. Unit E will be the space for yoga practice which is 1247 sq feet and Unit F will have massage therapy and is 853 sq feet.

We will be open Sunday - Saturday and Massage Therapists will see clients between the hours will be 8am - 10 pm in accordance with the Claremont Municipal Code.

We feel honored to have been in business for the last 17 years and are very enthusiastic to continue to grow our business in the City of Claremont. We look forward to deepen our connection with the community and improving peoples overall health and wellbeing.