

BIG DAY FITNESS

Community Engagement & Local Economic Impact

Supporting Documentation for Parking Permit Request
Proposed Third Location

A record of community involvement, local business partnerships, charitable support, and South Shore engagement.

PURPOSE OF THIS SUPPORTING EXHIBIT

Big Day Fitness is more than a place where members exercise. Across our existing locations, we have intentionally built relationships with local businesses, health and wellness professionals, charitable organizations, public-safety partners, and community groups.

The following examples document that established pattern of community participation. They show how Big Day Fitness uses its facilities, events, member network, and social-media reach to support nearby businesses, connect residents with local services, host educational and wellness programming, and contribute to charitable and community initiatives.

This exhibit is submitted as supplemental material in connection with the parking permit request for a proposed third Big Day Fitness location. The screenshots that follow are retained as supporting evidence, with concise captions added for clarity and ease of review.

LOCAL BUSINESS SUPPORT

Public features, referrals, purchases, collaborative events, and cross-promotion.

COMMUNITY ENGAGEMENT

Member outings, family events, educational programming, and local activities.

HEALTH & WELLNESS PARTNERSHIPS

Relationships with physical therapists, chiropractors, acupuncturists, and other local professionals.

CHARITABLE INVOLVEMENT

Fundraising events, donated services, and support for community causes.

COMMUNITY INVOLVEMENT & MEMBER ENGAGEMENT

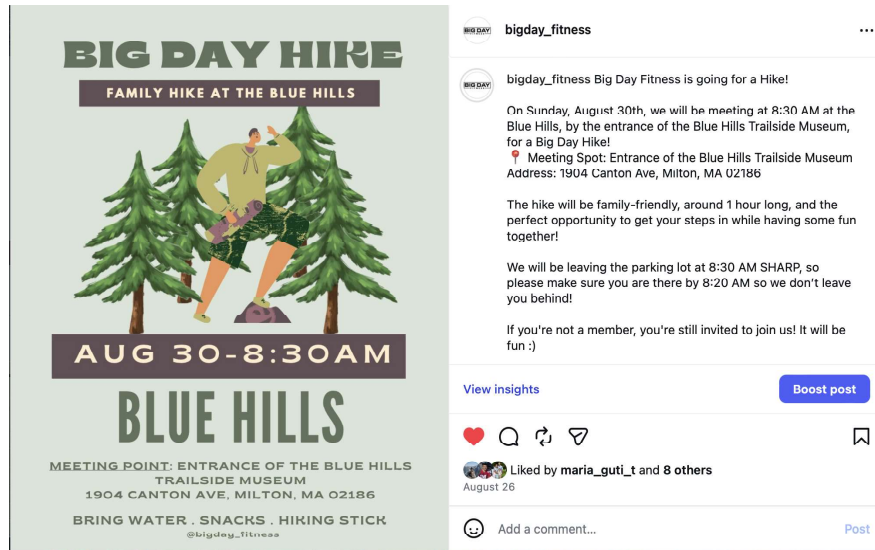
Community Fundraising Support



Big Day Fitness members and owners supporting a fundraiser for spinal muscular atrophy (SMA), alongside a community hike organized to bring members together outside the gym.

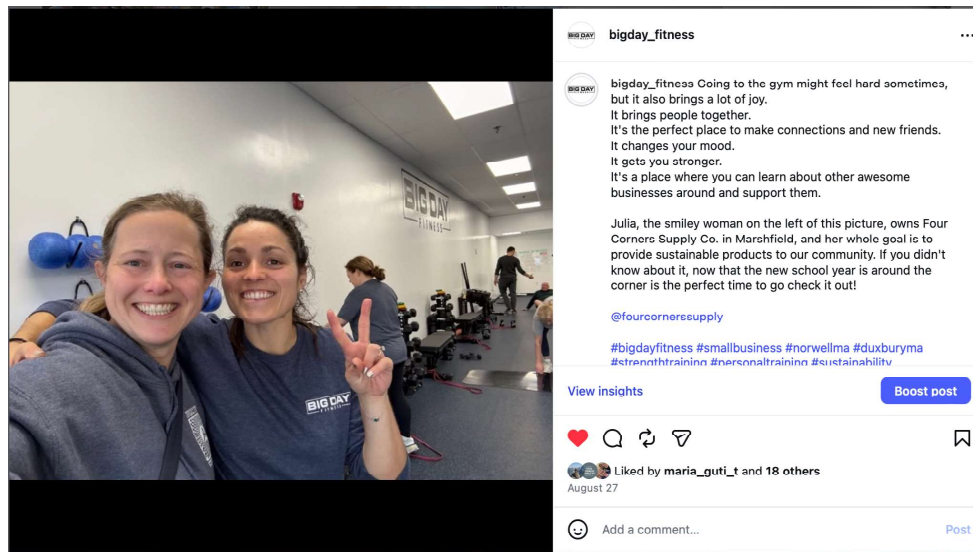
COMMUNITY IMPACT EVIDENCE

Community Hike at Blue Hills



A Big Day Fitness-organized hike created an accessible opportunity for members to connect, be active, and enjoy a local outdoor resource.

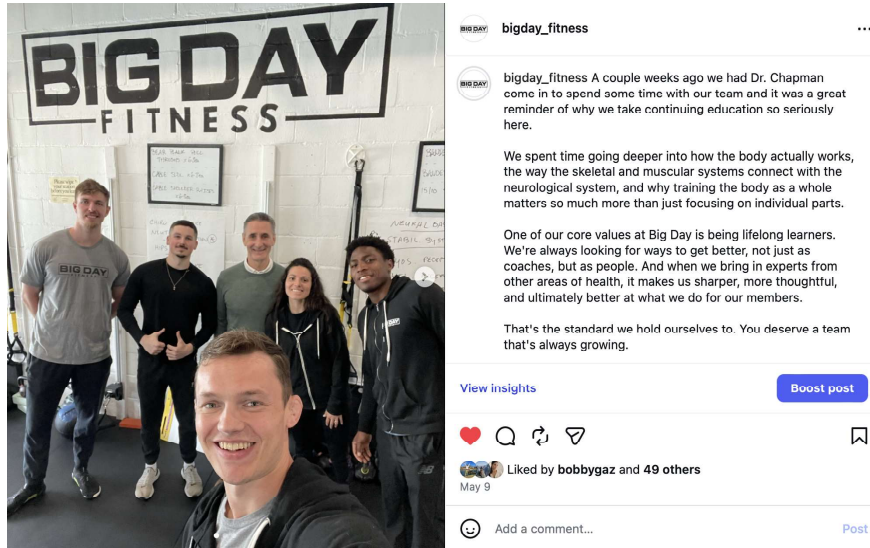
Supporting a Member-Owned Small Business



Feature with Julia, owner of Four Corners Supply in Marshfield. Big Day Fitness regularly uses its platform to highlight member-owned and local businesses.

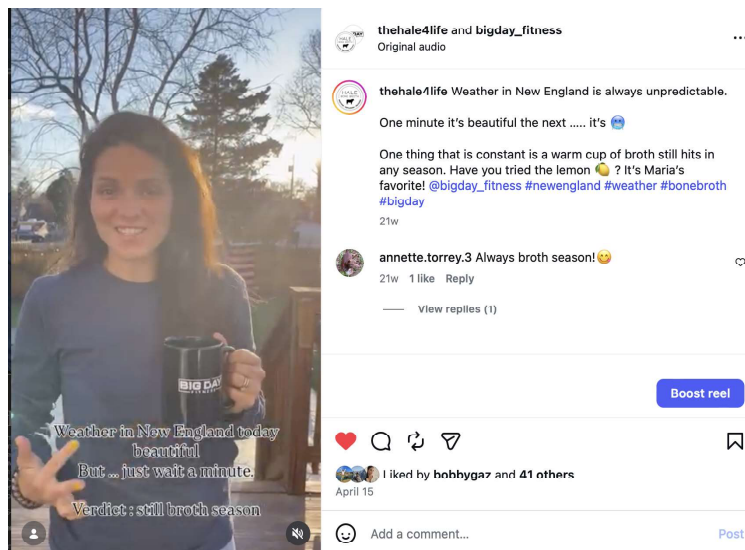
LOCAL HEALTH & WELLNESS PARTNERSHIPS

Professional Partnerships and Continuing Education



Collaboration with Dr. Chapman, a Hingham chiropractor. Big Day Fitness refers clients to trusted local professionals and also brings outside expertise into staff education.

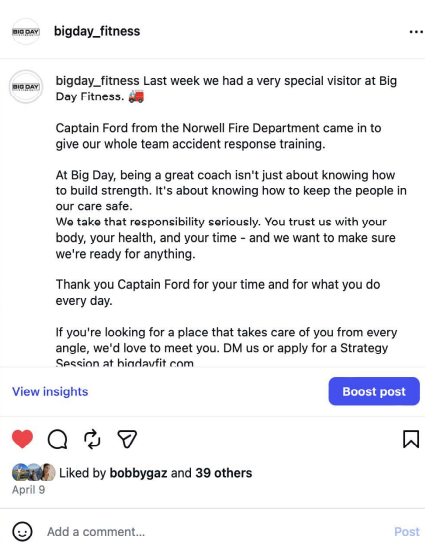
Hale Bone Broth - Norwell



Support for Hale Bone Broth, a Norwell small business, through member exposure, referrals, and participation in Big Day Fitness events.

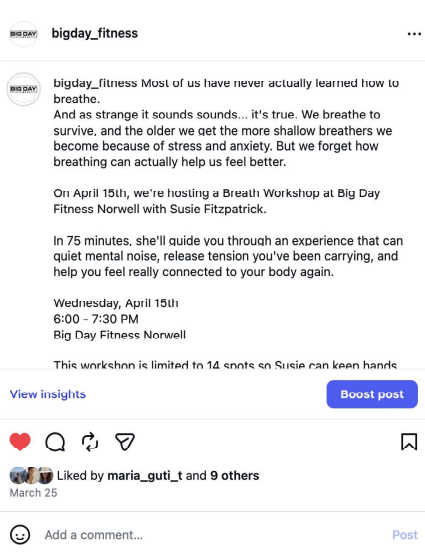
COMMUNITY IMPACT EVIDENCE

Public Safety Partnership



Big Day Fitness works with local police and fire departments to help prepare its team for emergencies and publicly recognizes these community resources.

Breathwork Workshop with a Local Provider



Big Day Fitness hosted breathwork professional Susie Fitzpatrick for an on-site workshop, supporting her business while providing members with a new wellness resource.

COMMUNITY IMPACT EVIDENCE

Life Coaching and End-of-Life Education



Leaving In Love

Living in Alignment – Clarifying What Truly Matters Most

This in-person workshop, led by Aimee Yawnick—Certified End-of-Life Coach, Doula, and Educator—is an invitation to slow down and reconnect with what matters most. Through guided conversation, reflection, and journaling, you'll gain clarity around your values, priorities, and wishes—so you can live more intentionally and with greater peace.

Details:

- Date: Friday, March 6th
- Time: 6:00 PM - 7:30 PM
- Location: Big Day Fitness Norwell (695 Main St. Norwell)

Buy your ticket by Venmo: @Aimee-Yawnick

\$45/person or \$35/person if you come with a friend

This is for you if:

- You feel a bit stuck, overwhelmed, or unsure about your next chapter
- You want clarity on what truly matters to you in this stage of life
- You've avoided thinking or talking about end-of-life planning and want a gentle place to start
- You want to feel more confident and prepared having meaningful conversations with loved ones
- You're in the second half of life and want to live it with more intention and alignment

www.leavinginlove.com

bigday_fitness

bigday_fitness In less than 10 days, Aimee Yawnick, Certified End-of-Life Coach, Doula, and Educator, will be hosting a workshop at Big Day Fitness Norwell to help us slow down and clarify what really matters most.

We live in a fast-paced world. Between work, family, responsibilities, and trying to take care of our health, it's very easy to keep moving without ever stopping to reflect. Many of us are quietly asking ourselves if we're focusing on the right things in this stage of life, but we rarely create the space to explore that question intentionally.

On Friday, March 6th, we're creating that space. This will be a safe, guided workshop where you can pause, reflect, and gain clarity with expert support.

This workshop is open to everyone, not just Big Day Fitness members. Seats are limited, so if you'd like to join us, please reserve your spot soon by sending Venmo directly to Aimee at www.venmo.com/Aimee-Yawnick

[View insights](#) [Boost post](#)

♥ 🔍 ↻ 🗒

👤 Liked by maria_guti_t and 4 others
February 25

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Big Day Fitness hosted Aimee Yawnick, a death doula and life coach, for an educational event that introduced members to her services.

Menopause and Pelvic Health Workshop



bigday_fitness

bigday_fitness Yesterday we hosted our Menopause & Pelvic Health Talk at Big Day, and we're still blown away by the turnout 🥰

A huge thank you to all the women who took the time to come together, to listen, ask thoughtful questions, and stay open to learning more about their bodies and this stage of life. The conversations, connection, and energy in the room were really special.

If life got in the way and you couldn't attend, send me a DM with the word "menopause" and I'll share the resources that were provided yesterday.

And when you're ready to take action with one of the most powerful tools to support your body through this hormonal transition -strength training- visit www.bigdayfit.com and get in touch with us.

[View insights](#) [Boost post](#)

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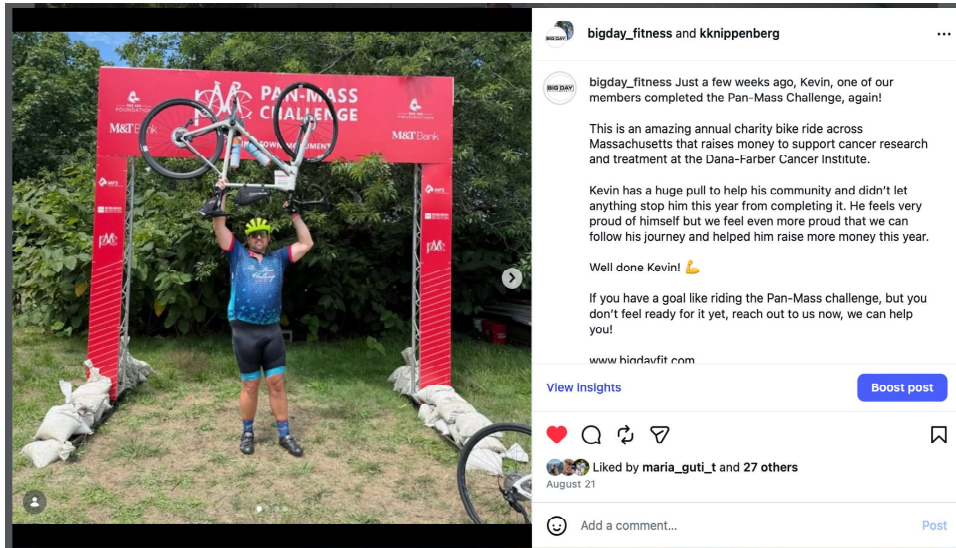
👤 Liked by bobbygaz and 38 others
January 22

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More than 50 women attended a workshop on menopause and pelvic health led by Maria and a pelvic health physical therapist. The event provided practical education and generated four new clients for the participating therapist.

CHARITABLE SUPPORT & COMMUNITY EVENTS

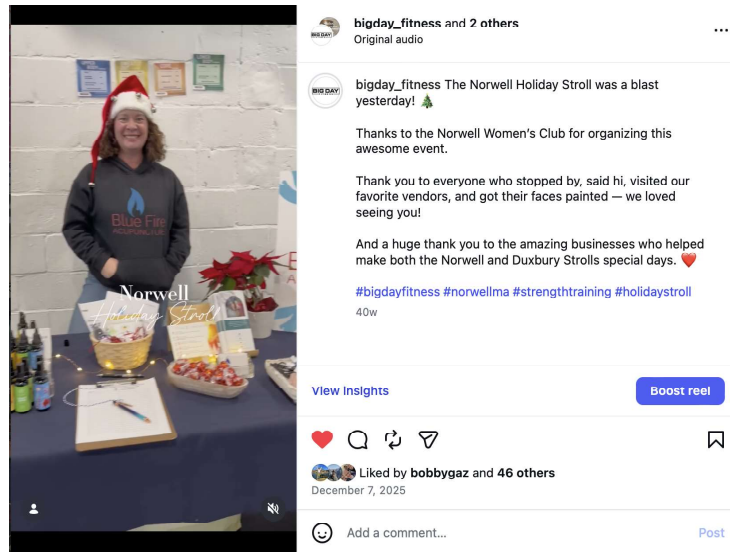
Pan-Mass Challenge Fundraising Support



Big Day Fitness donated training services to help a member raise additional funds for the Pan-Mass Challenge.

COMMUNITY IMPACT EVIDENCE

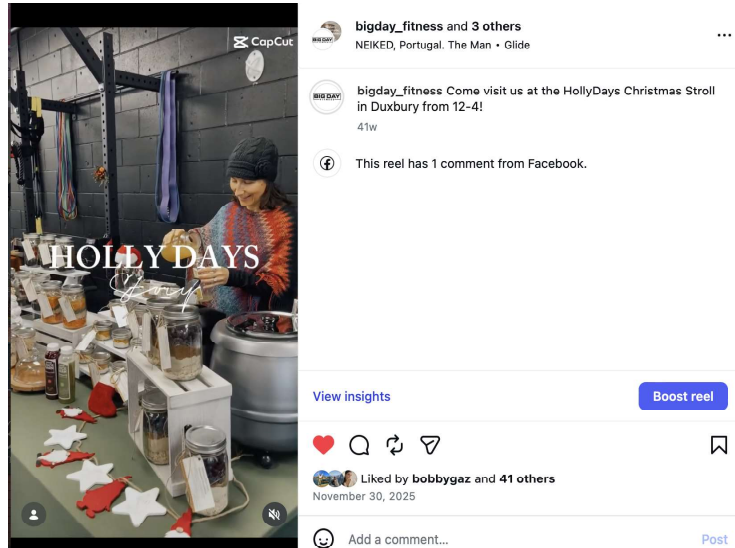
Holiday Stroll and Small Business Collaboration



A Big Day Fitness Holiday Stroll brought local businesses together, including Christy, owner of The Juice Barn, which serves several South Shore communities.

LOCAL SMALL BUSINESS ADVOCACY

Community Holiday Event



Big Day Fitness participates in local holiday programming and community events.

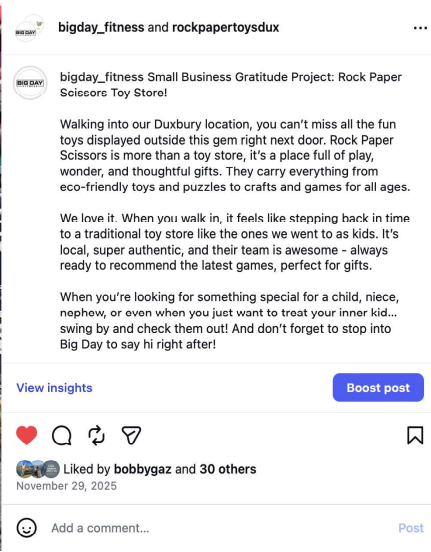
Annual Small Business Saturday Project



Each year, Big Day Fitness features local businesses leading up to Thanksgiving. This example highlights Norwell Pediatric Dentistry.

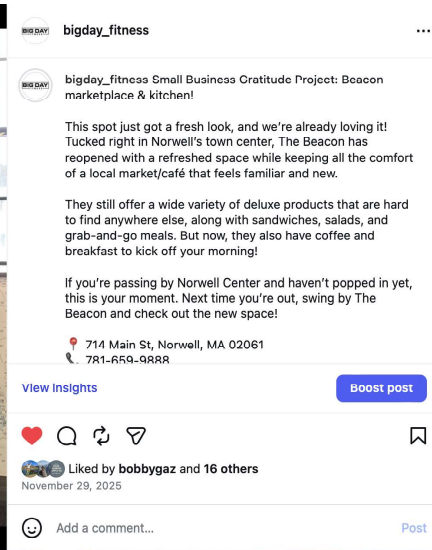
COMMUNITY IMPACT EVIDENCE

Small Business Saturday - Local Toy Store



Feature of the toy store neighboring the Duxbury location as part of Big Day Fitness's annual small-business campaign.

Small Business Saturday - Local Coffee Shop



Feature of a newer coffee shop near the Norwell location, helping introduce the business to Big Day Fitness members and followers.

COMMUNITY IMPACT EVIDENCE

Small Business Saturday - The Sandy Dog



Feature of The Sandy Dog pet boutique near the Duxbury location.

Small Business Saturday - Local Real Estate Professional



Feature with longtime client Bill D'Entremont, a local real estate professional and Keller Williams group leader.

COMMUNITY IMPACT EVIDENCE

Local Retail Support



Feature of a Marshfield store specializing in reusable and organic products. Big Day Fitness also supports local retailers through referrals and member gifts.

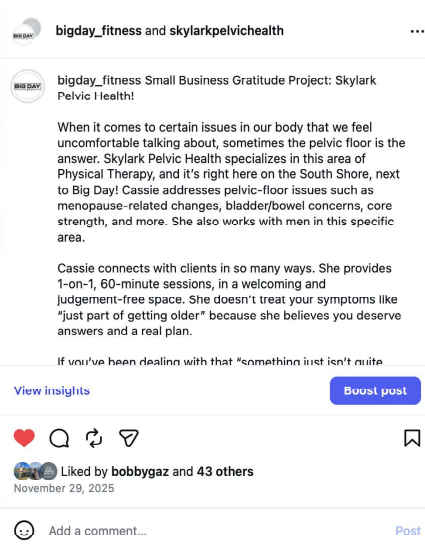
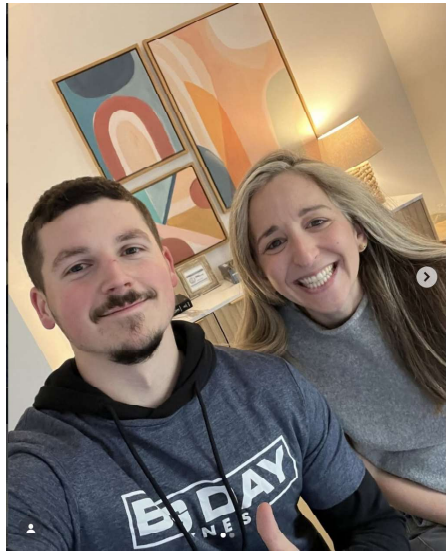
Depot Street Market - Duxbury



Big Day Fitness regularly refers members to Depot Street Market and purchases prepared food from the business.

COMMUNITY IMPACT EVIDENCE

Pelvic Health Physical Therapy Partnership



Feature of Cassie, a pelvic floor physical therapist. Big Day Fitness refers clients when appropriate and has also featured her business publicly.

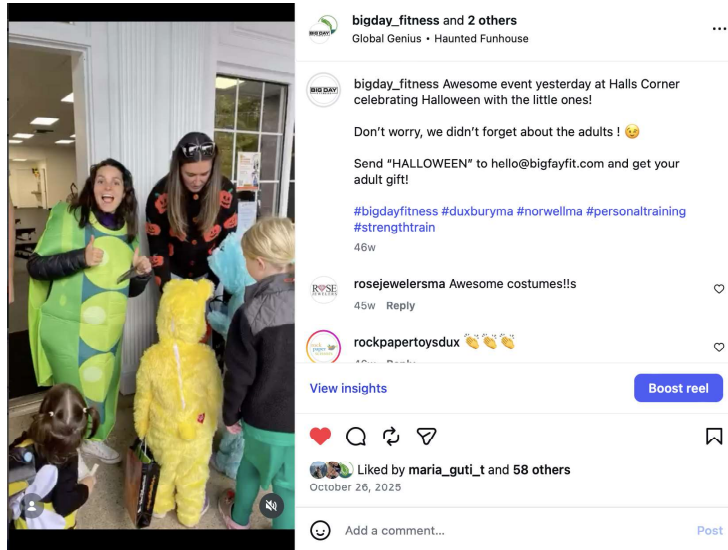
French Memories - Duxbury



Big Day Fitness purchases food from French Memories for events, collaborates on community promotions, and regularly recommends the cafe and bakery to members.

COMMUNITY IMPACT EVIDENCE

Family-Friendly Community Events



Example from a Big Day Fitness Halloween event that included activities for children and gifts for families.

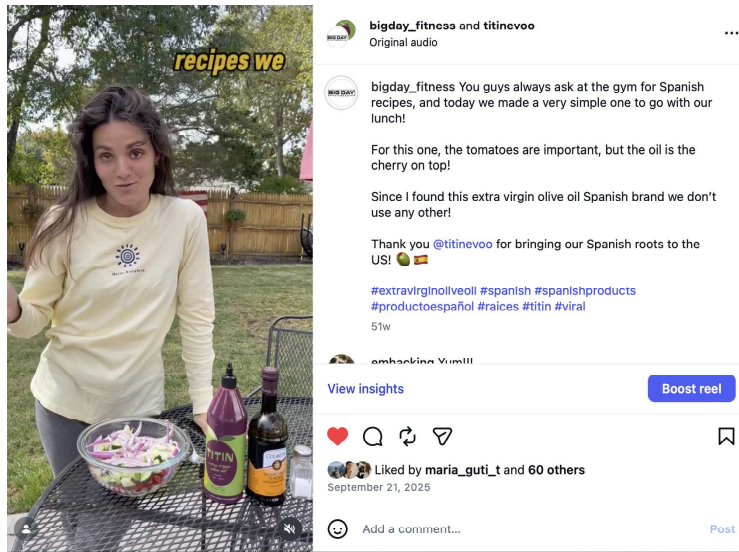
Community Tabling in Norwell Center



Big Day Fitness team members participating in a Norwell Center Halloween event, meeting families and connecting with other local businesses.

COMMUNITY IMPACT EVIDENCE

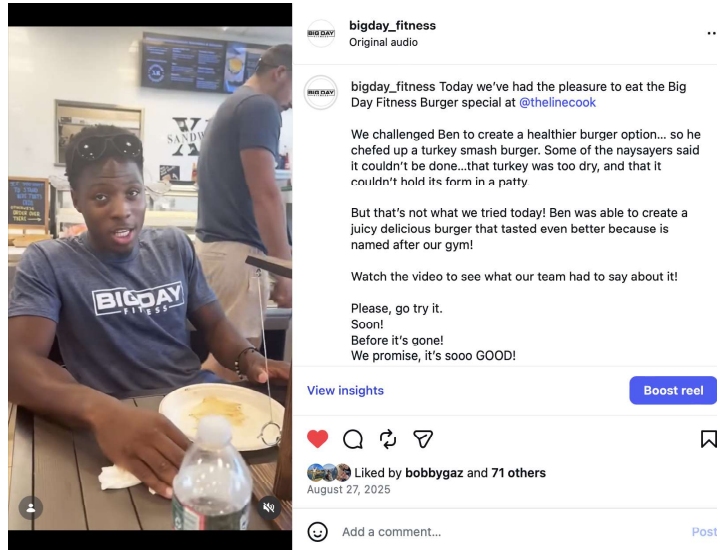
TITIN Olive Oil - Small Business Feature



Big Day Fitness featured a Spanish olive oil company, invited the business to holiday events, and introduced the product to members, many of whom continued purchasing it.

COMMUNITY IMPACT EVIDENCE

Local Restaurant Collaboration



Big Day Fitness supported XR Sandwiches in Scituate through team visits, member gifts, and a collaborative Big Day burger that members were encouraged to try.

PARTNERSHIPS, REFERRALS & COMMUNITY PROGRAMMING

Town-Wide Small Business Raffle



Big Day Fitness assembled a raffle basket using gift cards from local businesses and rotated it among participating businesses, creating exposure for more than 15 businesses.

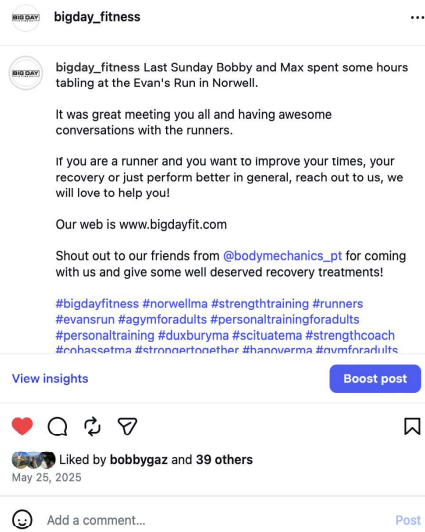
The Big Day Fitness Podcast - Local Expert Feature



The Big Day Fitness Show features local professionals whose services align with member needs. This episode highlighted Suzanne Ducharme of Hanover and her craniosacral therapy practice.

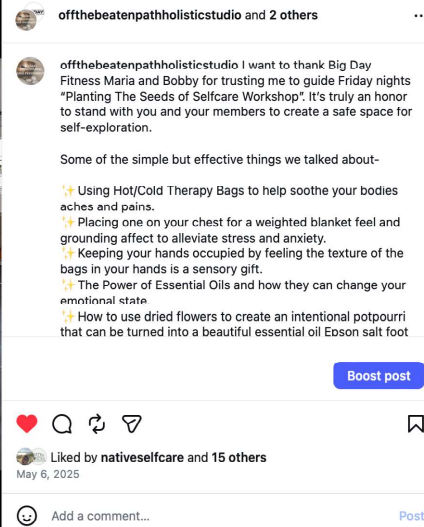
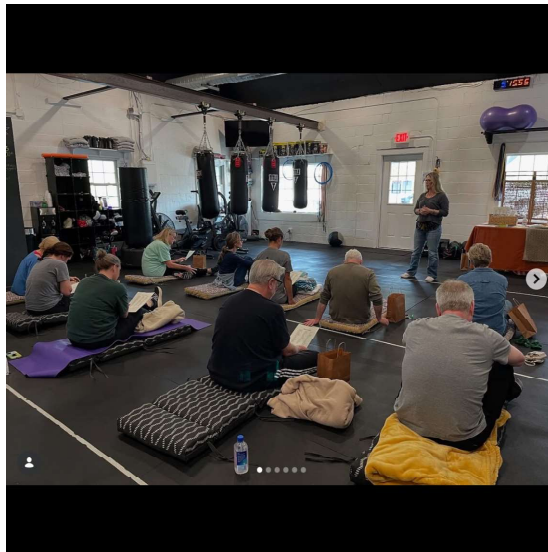
COMMUNITY IMPACT EVIDENCE

Health and Wellness Partnership



Big Day Fitness partnered with Body Mechanics, a Norwell physical therapy clinic, at a local 5K to provide stretching and mobility support.

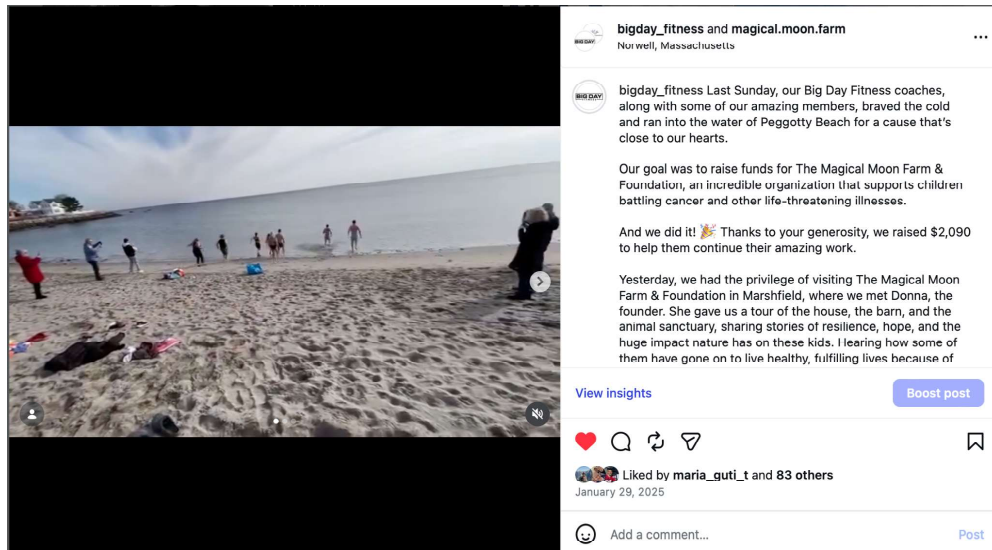
Holistic Wellness Event



Big Day Fitness hosted Holly Marquis, a massage and holistic health professional, introducing members to her services through an on-site event.

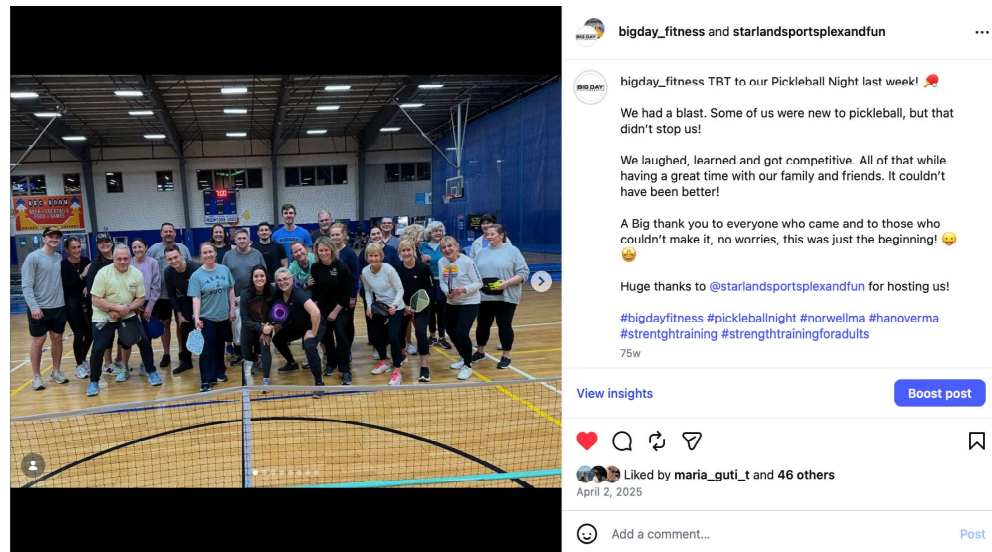
COMMUNITY IMPACT EVIDENCE

Charitable Polar Plunge



Big Day Fitness organized a January polar plunge to raise money for Magical Moon Farm.

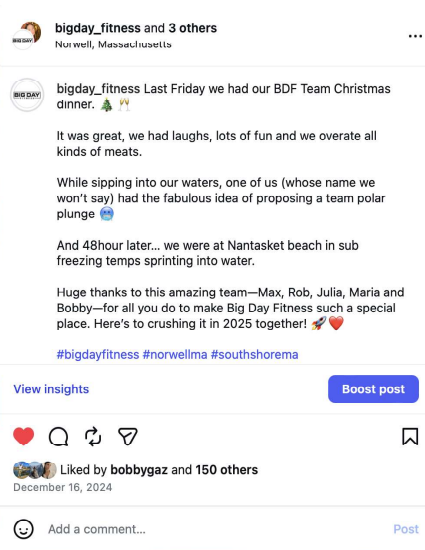
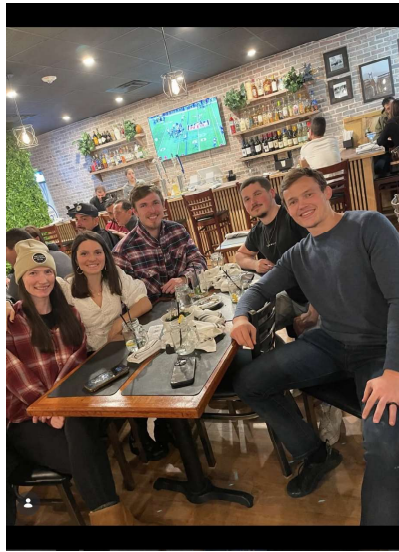
Member Pickleball Night



Big Day Fitness rented three local pickleball courts for a member event, supporting another local recreation business while creating community outside the gym.

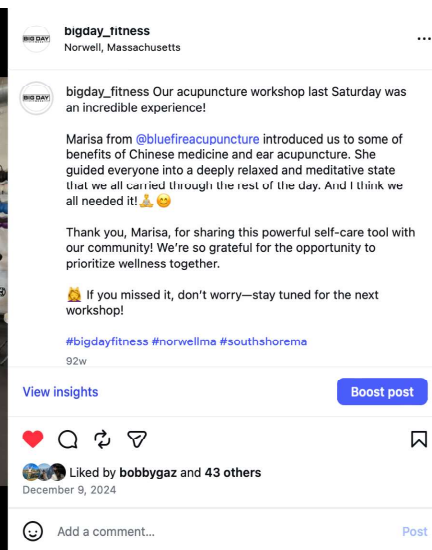
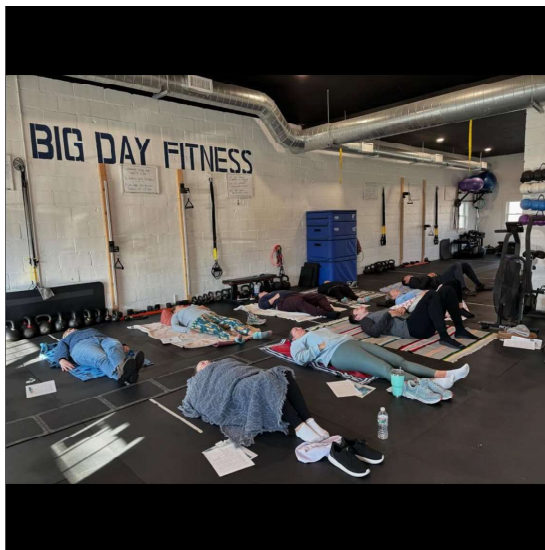
COMMUNITY IMPACT EVIDENCE

Supporting Local Restaurants



Big Day Fitness holds team and member gatherings at local restaurants, combining employee appreciation and community building with direct support for nearby businesses.

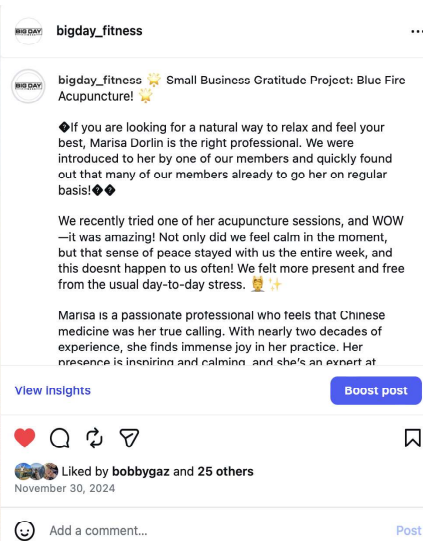
Blue Fire Acupuncture - On-Site Session



An acupuncture session hosted at Big Day Fitness generated three new clients for Blue Fire Acupuncture in Norwell.

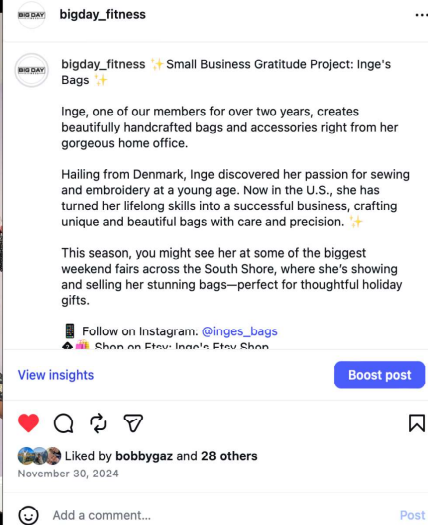
COMMUNITY IMPACT EVIDENCE

Supporting Blue Fire Acupuncture Directly



Big Day Fitness owners also support partner businesses personally, including receiving treatment at Blue Fire Acupuncture.

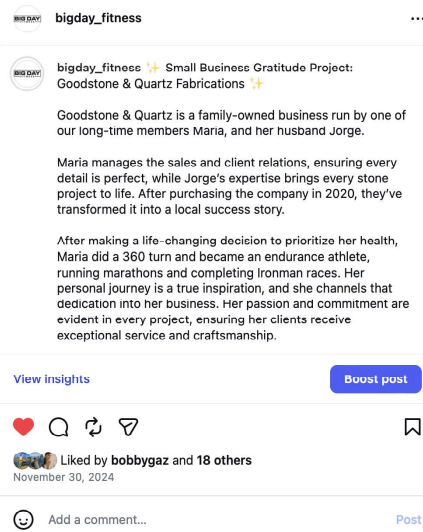
Member-Owned Home Business Feature



Feature of Inge, a Big Day Fitness member who operates a business from her home, as part of the Small Business Gratitude Project.

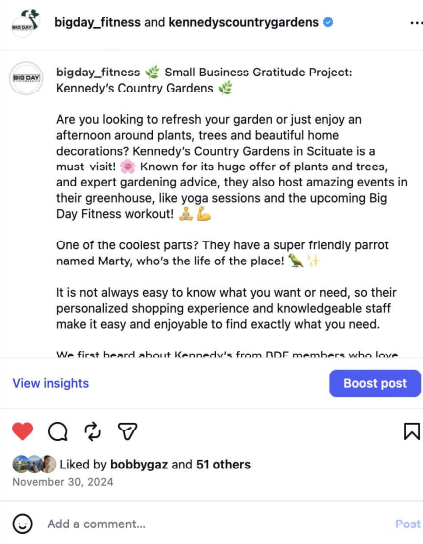
COMMUNITY IMPACT EVIDENCE

Small Business Gratitude Project - Stone and Quartz



A feature of a South Shore stone and quartz business generated one project for the featured company.

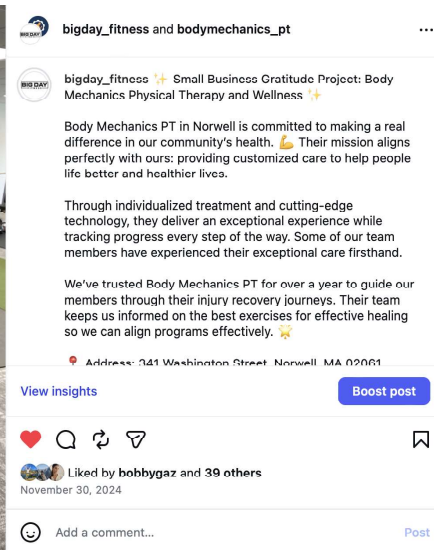
Kennedy's Country Gardens



Big Day Fitness featured Kennedy's Country Gardens and also purchased locally from the business for member gifting.

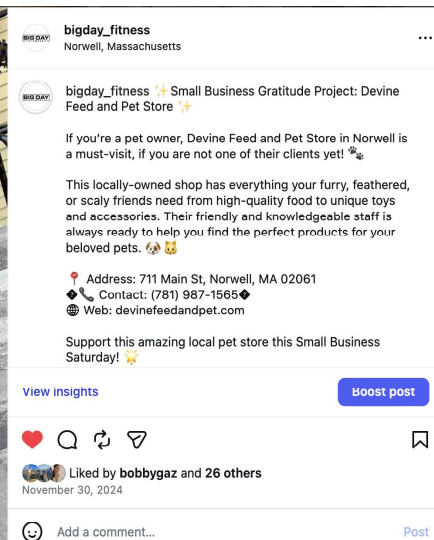
COMMUNITY IMPACT EVIDENCE

Long-Term Physical Therapy Partnership



Big Day Fitness has partnered with Body Mechanics for years and reports referring more than 50 clients over the last six years, helping members access appropriate care while supporting a local provider.

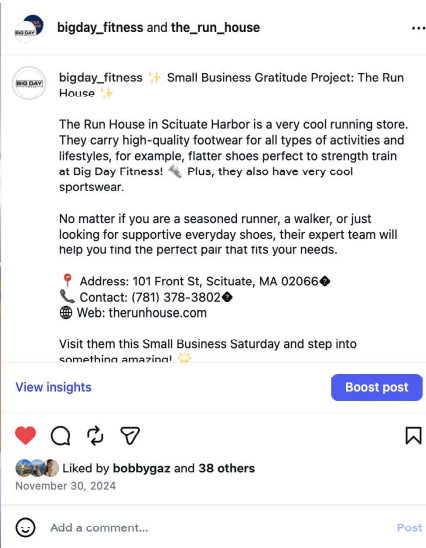
Devine Feed & Pet - Norwell



Small Business Gratitude Project feature highlighting Devine Feed & Pet in Norwell.

COMMUNITY IMPACT EVIDENCE

The Run House



Feature of The Run House, a local running store used by Big Day Fitness members.

French Memories - Cohasset



Big Day Fitness regularly purchases pastries from French Memories for the Norwell location and recommends the business to members.

COMMUNITY IMPACT EVIDENCE

Local Theater Company Feature



Feature of Erin, who operates a theater company in Scituate. The post introduced the business to Big Day Fitness families.

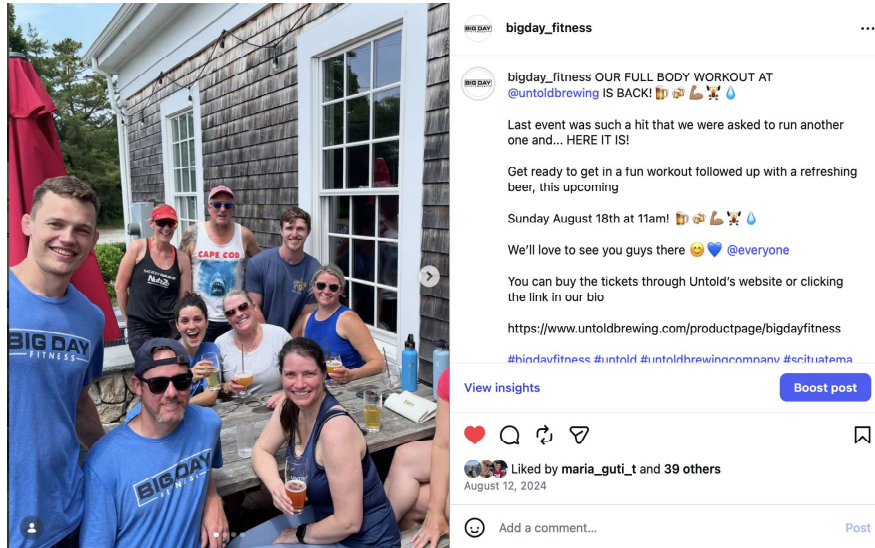
Norwell Package & General Store



Big Day Fitness team members regularly patronize the general store near the Norwell location and feature the business through social media and word-of-mouth referrals.

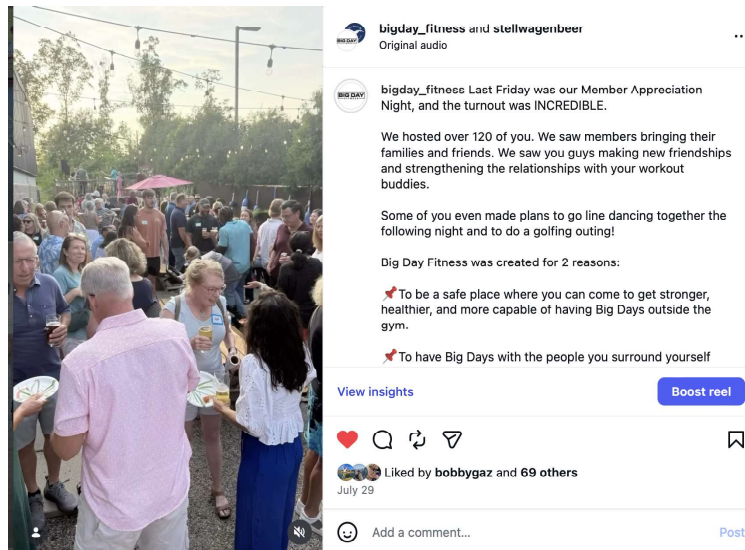
LOCAL EVENTS & ECONOMIC ACTIVITY

Fitness Events at Local Breweries



Big Day Fitness has organized workouts and member events at local breweries, including Untold, bringing participants into local businesses.

Member Appreciation at Stellwagen Beer Company



Big Day Fitness celebrated a Best of the South Shore recognition with members at Stellwagen Beer Company in Marshfield, supporting a local venue while strengthening community connections.

COMMUNITY IMPACT EVIDENCE

Educational Event at The Run House



Bobby of Big Day Fitness giving a community talk on strength training and running at The Run House. Big Day Fitness brings members to partner businesses and opens selected educational events to the broader community.

SUMMARY

The examples in this exhibit reflect a consistent operating philosophy: Big Day Fitness seeks to be an active participant in the communities where it operates. The business regularly directs attention and spending toward local organizations, creates opportunities for collaboration, and uses its member community to strengthen relationships with nearby businesses and service providers.

As Big Day Fitness pursues a third location, this history provides context for the type of community presence the business intends to continue: professional, locally engaged, relationship-driven, and supportive of the surrounding business community.

Submitted as supporting documentation for the parking permit request.