

Malik Davis
HOTWORX St. Paul
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3/12/25

St. Paul City Council
310-A City Hall
15 Kellogg Blvd. W.
Saint Paul, MN 55102

Subject: Request for Operational Parity for HOTWORX St. Paul

Dear City Council Members,

I am writing to request your support in allowing HOTWORX St. Paul to operate in alignment with other HOTWORX locations in Minnesota and across the country. HOTWORX is a nationally recognized infrared fitness studio with over **719 active franchises** nationwide, including more than **10 locations in Minnesota**. However, due to local ordinances, our St. Paul location is currently restricted from operating like our counterparts in **Minneapolis, St. Louis Park, Eagan, Lakeville, Woodbury, and Maple Grove**, despite our commitment to maintaining a safe and secure environment.

As a local firefighter, I have firsthand knowledge of the **wellness benefits of infrared saunas**, which are used in St. Paul fire stations as part of recovery and rehabilitation programs. My wife was diagnosed with **Multiple Sclerosis (MS)**, and through extensive research, we discovered the benefits of infrared therapy. After experiencing these benefits firsthand at HOTWORX in Woodbury, we asked ourselves why we always had to leave our neighborhood for amenities that improve health and well-being. This question led us to bring HOTWORX to **St. Paul, a city we love and believe deserves access to innovative wellness solutions**.

Since opening, our studio has been embraced by the community, with **over 270 active members** who believe in this model. However, the current city ordinance prevents us from operating as other HOTWORX locations do, limiting our ability to fully serve our members and community. We ask for your support in allowing us to **operate like our peers, providing a safe, proven fitness experience**.

What is HOTWORX?

HOTWORX is an **infrared sauna fitness studio** that allows members to work out in a controlled, private environment. Each sauna is **climate-controlled**, enabling members to adjust the heat to their comfort level. The workouts are led by **certified virtual instructors** and include **yoga, Pilates, core, stretching, and cardio-based sessions**. This format has been successfully implemented in hundreds of locations nationwide and is designed to provide a safe and efficient way for people to improve their health.

Safety and Security Measures

We recognize the city's concerns about **sauna safety and neighborhood security**, and we have worked closely with **DSI (Department of Safety and Inspections)** over the past few

months to develop a policy that prioritizes both community and customer safety. Our location includes:

- **24-hour surveillance and security monitoring**
- **Emergency response systems** (wearable panic buttons available for members)
- **Controlled member access** via **unique door codes for each member**—no walk-ins or unauthorized entry
- **Strict safety protocols** and waiver requirements before membership activation
- **Continuous operational oversight** through remote monitoring
- **A monitored, covered parking garage**, providing additional security for our members and visitors

Business Growth and Community Safety

A vibrant, well-trafficked business district **naturally enhances neighborhood safety**. Studies have shown that increased business activity and foot traffic contribute to crime reduction through principles like **natural surveillance**, where the presence of more people deters criminal behavior. For instance, the concept of **Crime Prevention Through Environmental Design (CPTED)** emphasizes that well-designed environments with active businesses can reduce crime by increasing visibility and fostering positive social interactions. ¹¹

By supporting HOTWORX's ability to operate at full capacity, you are not only allowing a **trusted and proven business model** to thrive but also contributing to **the revitalization of our neighborhood**. More businesses bring **more eyes on the street**, increased community engagement, and greater investment in local infrastructure and security. We hope to **pave the way for additional businesses** to establish themselves here, creating a stronger, safer, and more vibrant community for all.

We are **not asking for support for an unproven business model**—we are asking for the same operational opportunities afforded to other HOTWORX locations in Minnesota. Our studio has already made a **positive impact in St. Paul**, and we are eager to continue serving our community. We believe bringing more foot traffic will help stabilize and support a growing community.

Sincerely,

Malik Davis, Owner
HOTWORX