

# Tax-break newcomer offers discount gym use

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mal agreement, Emmerich said.

On Dec. 13, the company partnered with the Salvation Army to distribute 325 meals and six pizzas to homeless at Civic Center Plaza and is discounting memberships to \$49.95 per month to Mercy Housing residents and waiving their \$100 or more enrollment fee. Mercy has 136 units of family housing a block away on Mission and 10th streets.

"We'll offer discounts to anybody who needs it," Emmerich said at the CAC meeting, "but we don't advertise it."

The gym features a yoga studio with a tea room and fireplace, spinning machines positioned in front of a giant screen to give users the illusion that they are biking through pastoral vistas such as mountain trails, forests and more, treadmills, step mills, elliptical and rowing machines, and stationary bikes that variously feature high-speed Internet connections, cable TV and Bluetooth capacity.

The company has also offered discounts to Lighthouse School for the Blind, he said, and has trained its staff on working with those clients. The Arc, Conard House, Salvation Army, arts organizations Frameline and Center for Asian American Media and others also work out for less, Emmerich said.

Among its expected CBA activities, Emmerich said, are continuing its partnership with TNDC for the big nonprofit housing developer's annual Celebrity Pool Toss fundraiser at the Phoenix Hotel, to which Fitness SF donated \$2,000 and paid eight to 10 trainers minimum wage to jump in the pool and get the crowd excited to perk up the bidding.

Emmerich said the company gave Salvation Army a \$5,000 donation and will do that annually.

Additionally, its staff and maintenance workers plan to visit the Kroc Center on Turk Street to assess maintenance needs for the swimming pool and take care of the basketball court's hardwood floor.

Emmerich, a longtime member of



MARK HEDIN

**Fitness SF**, in a former government building that also houses Twitter offices, is 22,000 square feet of state-of-the-art exercise equipment. It opens at 5 a.m. every weekday and gets a break on payroll taxes for its \$1 million staff of 46.

the St. Boniface congregation, said Fitness SF also plans to help the Gubbio Project, which allows homeless to sleep in church pews, and hopes to partner with Hospitality House somehow.

"I just want to applaud you," said Rob Gitin, the recently installed chair of the CAC. "I feel that for a first agreement, this is pretty strong. The community engagement is plain to see."

Less plain to see these days are the millions the city gave away to lure the firms to the central city. In 2012, the Twitter tax break cost the city \$1.9 million in forgone payroll taxes. In 2013, that amount more than doubled to \$4.2

million. By 2014, the number had skyrocketed to \$33,672,584, according to a city treasurer's report.

Mayor Lee's October statement on "2014 tax exclusion reports for Central Market, stock compensation, biotech, cleantech & net new payroll" doesn't mention this at all. It does say that there have been \$40 million more "taxable sales" along central Market since 2010,

and a 17% increase in sales tax revenues.

But you have to go to the city treasurer's Oct. 16 "2014 Tax Year Exclusion and Credit" report to the Board of Supervisors, available online, <http://sftreasurer.org/2014-tax-year-exclusion-and-credit-reports>, to learn that the "taxable payroll" exempted last year alone by his 2011 measure was \$2,494,265,518. ■

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#### Board of Supervisors Regularly Scheduled Board Meetings January 2016 Meetings

OPEN TO THE PUBLIC – Tuesdays, 2:00pm, City Hall Chamber, Room 250.

- January 12
- January 26

**There will be no scheduled meetings on January 5 and January 19.**

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