



Shake Shack at a Glance

Shake Shack sprouted from a single hot dog cart in Madison Square Park in New York City to support the Madison Square Park Conservancy's first art installation. The cart was quite the success, with Shack fans lined up daily for three summers. This model has shaped Shake Shack ever since and inspires the company's service and philanthropic commitment to all the communities The Shack calls home.



New to San Francisco, A Draw to the Neighborhood

- San Francisco is emerging as a towering culinary destination, and the City's first Shack has been a long time in the making.
- As Shake Shack considers where and when to open new locations, it seeks places where it will be an instant neighborhood fixture. The City's first Shake Shack will welcome people from all over the Bay who want to gather together and enjoy fresh, simple, high-quality versions of the classics in an iconic San Francisco setting.
- Just off the Union Street merchant corridor, Shake Shack will attract visitors from around the city, eager to have a burger and enjoy the neighborhood. Shacks all over the country spur activity, energy, and a sense of community, and the Fillmore Shack will bring new lunchtime activation where it doesn't currently exist.

Good Burgers Make Good Neighbors

- Shake Shack is an experienced urban operator and will utilize well-established best practices to manage trash and cleanliness, keep lines orderly and respectful, and be a positive addition to San Francisco.
- Shake Shack and its in-store partners are known for rolling up their sleeves and doing good work for local charitable partners. Shake Shack is eager to hear about local organizations and causes to support in its newest home. Please email [\[insert email\]](#) to share your ideas.
- 3060 Fillmore is at the gate to the Union Street Corridor, and Shake Shack is keen to contribute to the commercial vitality as an active member of the Union Street Merchants. Shake Shack is ready to join the fun in San Francisco and will be a partner during local festivals and events by providing tasty samples and refreshments.



Rumble Fitness at a Glance

Rumble is the next generation of group fitness and brings boxing to the masses. Rumble is focused on providing a fun and inclusionary experience to everyone. Rumble is not “just another gym,” but instead is an exciting, new, and compelling draw for the neighborhood.



New to San Francisco, A Draw to the Neighborhood

- San Francisco is one of the fittest, most active cities in the country, which made it and the Union Street Corridor a natural next step. It's clear the neighborhood values an array of fitness options as the nearby SoulCycle and Barry's Bootcamp are top national performers in each company. Most importantly, Rumble's dedicated pool of clients overwhelmingly requested the Marina/Cow Hollow neighborhoods for an early San Francisco location.
- Rumble empowers its clients – 70% of whom are women – by providing a full-body workout based on the sweet science of boxing.
- Most Rumble clients participate in several fitness activities, including spin, yoga, pilates, and bootcamps. Rumble expects to supplement the vibrant fitness options available in the neighborhood with its boxing-inspired workout.
- Rumble expects the Fillmore studio to serve more than 600 clients per day. This means hundreds more shoppers, diners, and patrons for the eclectic Union Street merchants.
- Rumbles are busiest in the mornings and evenings during the week, and the morning through late afternoon on the weekends. After their 45-minute workout, Rumble's clients will patronize neighborhood cafes and shops at different times than traditional restaurant traffic.

Good Sparring Partners Make Good Neighbors

- Rumble uses the most advanced technology to soundproof its locations ensuring the nearby neighbors, day care center, and businesses continue operating without interruption. Rumble looks forward to meeting its new neighbors and working together for a vital, fun neighborhood.
- Rumble embraces local businesses and provides opportunities to build corporate partnerships focused on health and wellness.