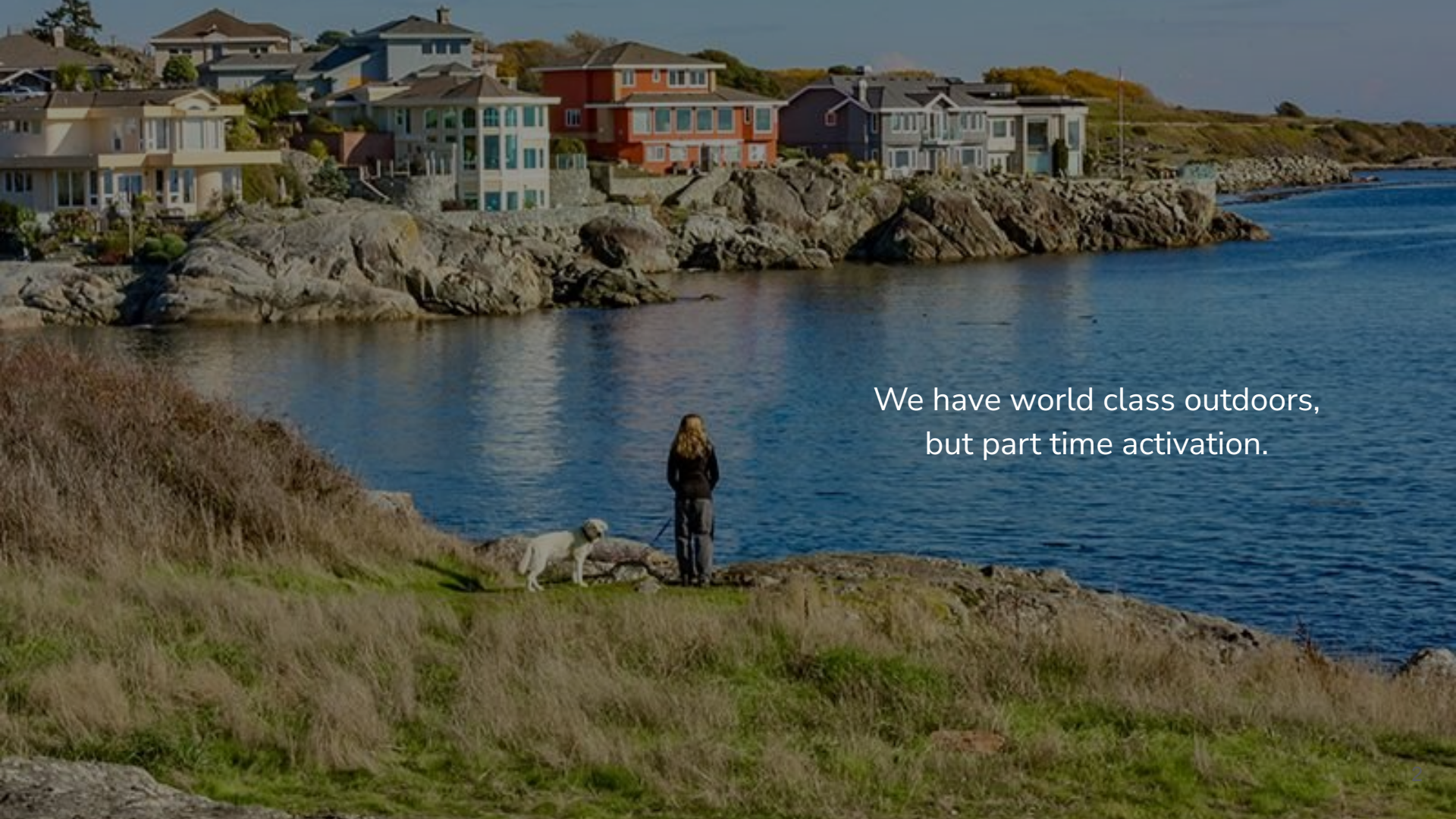




gatherwell

Activating Public Spaces for Health and Connection

Township of
ESQUIMALT



We have world class outdoors,
but part time activation.



Over 40% of Canadians
experience loneliness regularly.



Gatherwell, Mt Pleasant, Vancouver



Vancouver's first Sauna & Cold Plunge space



Gatherwell, Mt Pleasant, Vancouver

4.9 ★★★★★

458 Google Reviews ([link](#))

3 years successful operation

From 2023 to 2026

28,000+ visits

Within 3 years

Partnered with City of Vancouver

Successfully updated zoning to enable outdoor sauna & cold plunge areas through a motion put forward by Lisa Dominato (city councillor).

AS SEEN IN

THE GEORGIA
straight
PROPERTY LIST & DEVELOPMENT FIRM

 **CBC**

Daily**Hive**

 **VANCOUVER
SUN**



therwell

We've proven the **waterfront model** at Ambleside..



Gatherwell, Ambleside Park, West Vancouver

5400+ visits

Dec 2025 to Apr 2026

\$150k+ revenue

Since opening

\$22.5k+ for the District

Through 15% revenue share

Fully booked on weekends

In the rainy months

Short term pilot

Can tow away after

...with strong support from **the district & the community**

4.9 ★★★★★

190 Google Reviews [\(link\)](#)

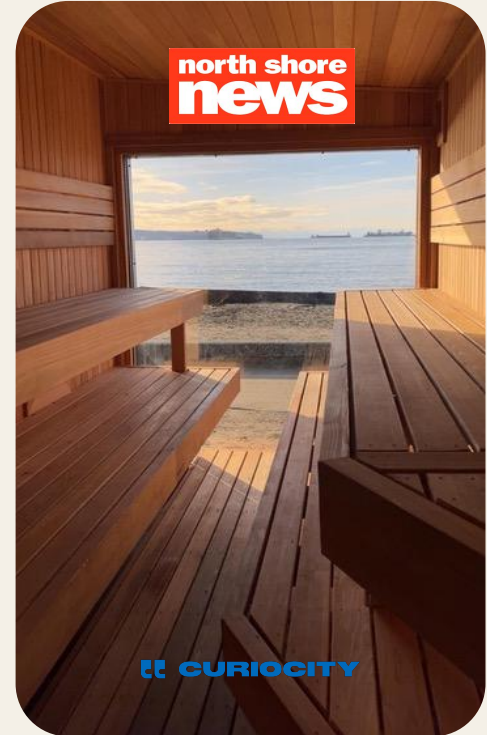
570 public votes

in favour of making location permanent. 1 opposing

Mayor extended by 12 months

"It's received a lot of positive feedback from the community. Residents and visitors alike seem to enjoy this unique waterfront wellness activity."

- Mark Sager, Mayor of West Vancouver



An aerial photograph of a waterfront park at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, there is a sandy beach and a grassy area with some trees. A suspension bridge spans across a wide body of water in the middle ground. In the background, a city skyline is visible under a sky with scattered clouds.

“The Gatherwell sauna represents an innovative approach to activating public space, enhancing community wellness, improving park safety, and contributing financially to the District.”

- JILL LAWLOR, PARKS SENIOR MANAGER, WEST VAN

See appendix D for full recommendation letter

We are also doubling the capacity at Ambleside

2

Saunas

16-20 pax

2x capacity from current

\$0 cost

To the district of West Van



Note: Designed in sketchup and is close to its final form. We then used AI to render textures and lighting and setting.



our proposal

Eight month waterfront sauna pilot starting in October

A scenic coastal view of Esquimalt, British Columbia. The foreground shows a rocky shoreline with waves crashing against the rocks. In the middle ground, a green golf course is visible, followed by a cluster of residential buildings. The background features a large body of water and distant mountains under a blue sky with scattered white clouds.

why Esquimalt?

Alignment with Esquimalt's OCP

10.3.1 Community Connections

Objective: To provide opportunities to **connect with neighbours and feel a sense of belonging**

Policy

Promote opportunities for people to connect with the physical environment...

Policy

...encourage programmed and unstructured activity, support flexibility of use and space that can be altered at a later date to accommodate changing demands from users.

10.3.4 Partnerships

Objective: to collaborate with others so that there is a coordinated efficient response to quality of life, recreation, and community wellness needs

10.3.2 Active Living

Policy Utilize design solutions to support active lifestyles for aging populations and programs.

The Ask: 12 month pilot

Program: 12-month sauna pilot, starting October 2026.

No Downside: If pilot doesn't resonate, nothing is lost.

Location: Gorge Park

Revenue share: 15% of gross revenue — est \$50k/\$100k additional annual revenue for Township of Esquimalt



the details

The Operations

Fully Staffed: First aid/CPR trained staff on site at all times.

Hours: 8am-10pm weekends

4pm-10pm weekdays

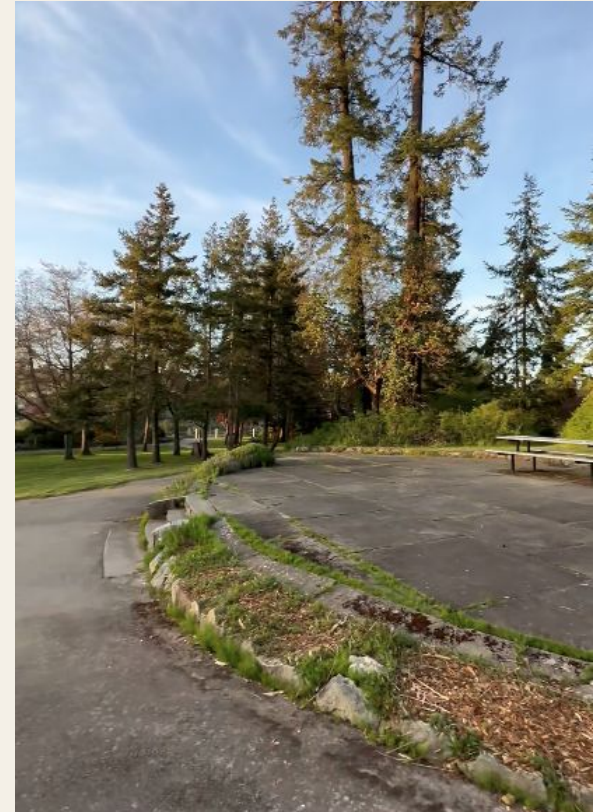
Price: \$29 for a 75 min drop-in (10 spots per sauna)

Booking: gatherwell.ca

Gatherwell will handle installation costs and ongoing operations, **no effort required from Esquimalt**



Proposed site plan: Gorge Park



Guests book their spot at gatherwell.ca and complete a waiver

Guest selects timeslot

If any issues with bookings occur, please call us or contact hello@gatherwell.ca

Ambleside Beach

April 2026 < Sun 5 Mon 6 **Tue 7** Wed 8 Thu 9 Fri 10 Sat 11 >

April 7 Tuesday	Social Sauna Session 2:30 p.m. (1 hr 15 min)	Anna Ambleside	\$29 9 spots left	Book
	Social Sauna Session 4:00 p.m. (1 hr 15 min)	Anna Ambleside	\$29 10 spots left	Book
	Social Sauna Session 5:30 p.m. (1 hr 15 min)	Anna Ambleside	\$29 9 spots left	Book
	Social Sauna Session 7:00 p.m. (1 hr 15 min)	Anna Ambleside	\$29 9 spots left	Book
	Social Sauna Session 8:30 p.m. (1 hr 15 min)	Anna Ambleside	\$29 9 spots left	Book

[Back to Top](#)

Guest inputs contact information

gatherwell Book A Session Buy A Pass Private Bookings Shop Log In

Booking Form

Client Details

[Have an account? Log In](#)

First Name *

Last Name *

Email *

Phone Number *

Is this a special occasion?

Have you signed the [waiver](#)? *

All participants including myself are 19 years of age or older. *

Number of participants

Booking Details

Social Sauna Session
April 7, 2026 at 4:00 p.m.

More details [v](#)

Payment Details

Subtotal 1 participant x \$29 \$29

Tax \$1.45

Total \$30.45

[Add to Cart](#)

[Book Now](#)

Guest signs waiver & completes check-out

Gatherwell Waiver Agreement

Please fill out the following form in order to utilize Gatherwell services.

By signing this release of liability and waiver, I am confirming I recognize the associated risks with using the Gatherwell facilities.

Please take a moment to carefully read the following information and sign where indicated. In consideration of my participation in Gatherwell services (sauna, cold plunge baths, relaxation area) at Gatherwell (the "Facility") I hereby release, discharge, and covenant not to sue Gatherwell, including their respective directors, officers, employees, agents, representatives, insurers, clients, successors, assigns, and any property owners, ("Released Parties") and further release from liability the Released Parties from any and all claims, losses, damages, or liability, INCLUDING LOSSES DUE TO THE NEGLIGENCE OF RELEASED PARTIES WHEN PARTICIPATING IN ANY GATHERWELL SERVICES, ("Losses") resulting from personal injury, accidents or illnesses (including death), and property loss, including that, arising from participation in Gatherwell Services or using the Facility. Released Parties are not liable for any theft, or loss of personal property, including jewelry or other personal items. In no event shall the Released Parties be liable for property exceeding \$1,000 and will only be liable for that amount if the item was registered with the Facility and the loss was caused solely by the fault of the Released Parties.

I understand that the staff does not diagnose illness or prescribe medical treatments or pharmaceuticals and that services rendered by the staff are not medical in nature and are not a substitute for diagnosis and treatment by a licensed medical professional. I have consulted a physician regarding participation in Gatherwell Services and I shall update my service provider with any changes in my health, and my service provider shall not be liable should I fail to do so.

No

Yes:

Your signature:

[Submit](#)

I am signing this agreement complete release of my liability

Asking guests to sign a waiver ensures they understand risks and formally acknowledge participation terms & liability

We project to **generate \$45-55k of rev share, per sauna**, for the 12 month pilot for Esquimalt

	Per week	Per month	Per year
Esquimalt	<p>~\$1k</p> <p>Revenue Shared</p>	<p>\$3.7k-\$4.5k</p> <p>Revenue Shared</p>	<p>\$45k-\$55k</p> <p>Revenue Shared</p>

Note: Based on 1 x 10 pax sauna. This would double with a second sauna.

Gatherwell provides **monthly performance reports**

Metrics we provide

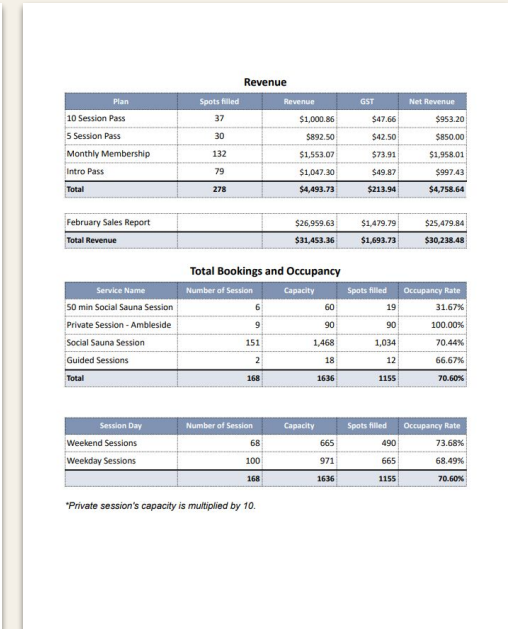
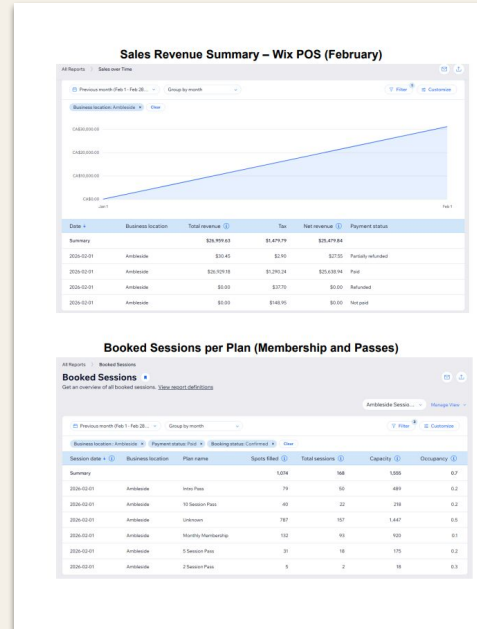
✓ Revenue

✓ Booking performance

✓ Visitor data

✓ Occupancy rates

Example monthly performance report provided to District of West Van with metrics on Ambleside location's performance



A lush Japanese garden scene featuring a pond, a stone lantern, a wooden bridge, and various plants including purple wisteria and red-leafed shrubs. The text "why gatherwell?" is overlaid in the center.

why gatherwell?

Gatherwell's operations are **fully compliant & professionally operated**

- ✓ WorkSafeBC
- ✓ VCH approved systems
- ✓ All staff trained in first aid & CPR
- ✓ AED on site
- ✓ Pre-session waiver (*see appendix*)

We are a **local BC owned and operated** social enterprise on a mission to create the easiest places in BC to make a friend

Local hiring in every region

- 2-3 new jobs created
- Paid living wage (according to livingwagebc.ca)

Community activations

- Weekly Run clubs
- Whatsapp group chat for regulars

Experienced Operator

- 34,000+ visits
- 3 years in business, 3 locations
- 600+ Google Reviews 4.9 Star Rating

Facing benches and question prompts

- Make for frictionless conversations

Positive community feedback from Ambleside

 **Emily Darling**
13 reviews · 3 photos

★★★★★ a month ago

Fabulous, highly recommend. Lovely people, good heat, not pretentious - it's what saunas should be!

 **Betsy O Reilly Duff**
2 reviews

★★★★★ 2 months ago

So delighted to finally have access to a sauna by the beach. 10/10 experience, will be back!

 **Mallory O'Connor**
3 reviews

★★★★★ 3 months ago

Loved it!! Great way to experience the beauty of Ambleside with a fab sauna and ocean dip experience. Would definitely recommend it!

 **Katie Idle**
10 reviews · 6 photos

★★★★★ a month ago

Loved this sauna experience. Great location, great views, and so nice to have the ocean a few metres away to dip into. I could totally see myself doing this a few times a week.



delaney hunt
9 reviews · 2 photos

★★★★★ 2 months ago

Stunning location with an amazing view!! Sauna was hot and the staff were super helpful! Met so many lovely people there too :) Highly recommend!!



Zach Yamaoka
Local Guide · 27 reviews · 9 photos

★★★★★ a month ago

Great communal experience! Made lots of new friends :) Body, Heart and Mind feel amazing afterwards



Aleksandra Magee
Local Guide · 42 reviews · 12 photos

★★★★★ a month ago

Amazing experience. Had no idea about this gem as its right in my backyard. Sauna is hot. The ocean is cold. What else do you need. Great job!



Cara Cooper
Local Guide · 11 reviews · 7 photos

★★★★★ a month ago

We had a great experience at the Gatherwell sauna today! We were a hectic group of 10 and the facilitator was super chill about our crazy energy and really helpful throughout. Sooo lovely to be able to go from the sauna down to the beach for a dip. And being able to make it all steamy made for a super sweaty & fun session. Thanks for a great time, I hope the sauna is extended after the pilot. Such a great addition to the beach!



Nikola Posch
7 reviews · 2 photos

★★★★★ a month ago

Such an amazing and convenient concept. Love the location right by the ocean for a perfect plunge and view in the sauna. Perfect place to meet cool strangers into similar experiences as you. Overall 10/10 will be back.



*“Great communal experience! **Made lots of new friends.** Body, heart & mind feel amazing afterwards”*

- ZACH YAMAOKA, Google Reviews



...and we've built a strong audience

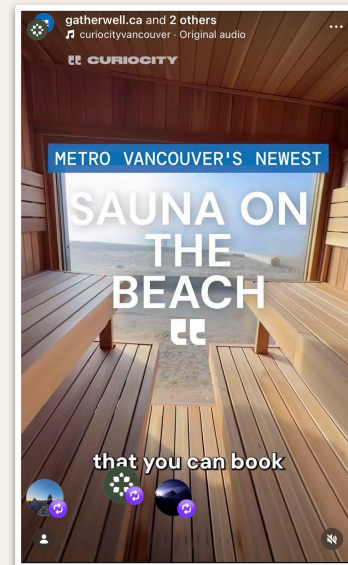
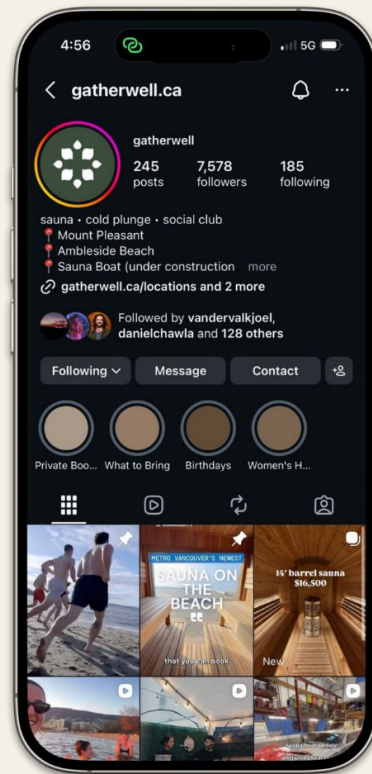
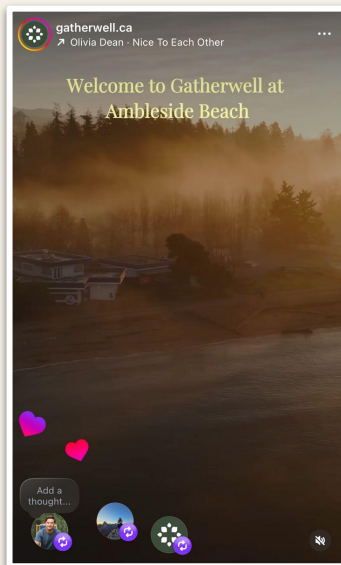
7.8k

Instagram followers

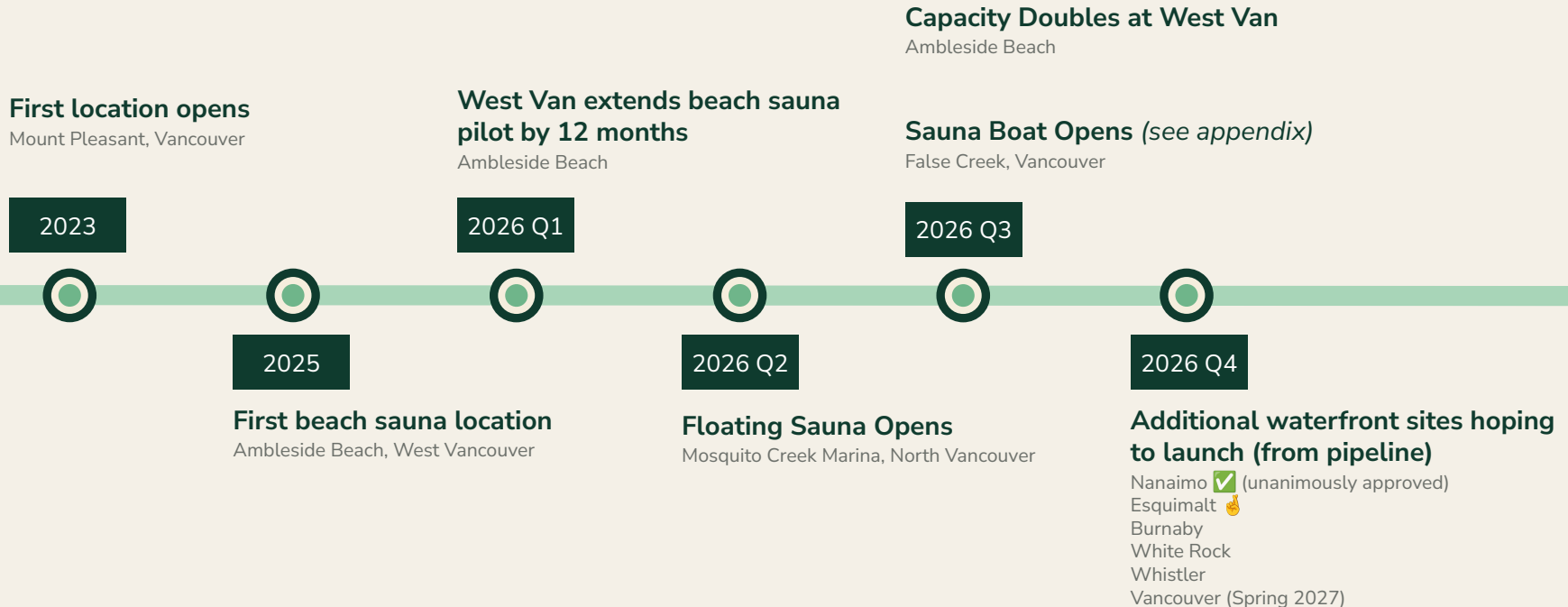
8.5k

Email subscribers

...and counting



Gatherwell is building a growing **partnership** with municipalities across British Columbia



Rendering for Gatherwell's sauna boat (Vancouver), estimated completion: August 2026



Rendering for floating sauna at Mosquito Creek Marina



Phase One funding complete,
construction begins July, opening fall
2026



Phase Two: 2028

Letter of Recommendation from Jill Lawlor, Senior Parks Manager at District of West Vancouver

The installation has also supported improved year-round utilization of Ambleside Park, particularly during the off-season when visitation is typically lower. The program has generated financial benefit to the District through its operating agreement, while activating the waterfront in a way that aligns with community wellness and recreation goals.

Overall, the Gatherwell mobile sauna represents an innovative approach to activating public space, enhancing community wellness, improving park safety, and contributing financially to the District. Please accept this letter of support and reach out with any questions!

PARKS ADMINISTRATION
3755 Cypress Bowl Road West Vancouver BC V7S 3E7
t: 604-925-7130 f: 604-925-7140

April 8, 2026

Dear To Whom it May Concern:

RE: Gatherwell Sauna

I am pleased to provide this letter of support for Gatherwell's sauna pilot located at Ambleside Beach in West Vancouver.

Since its initial installation in November, the Gatherwell mobile sauna has been positively received by the community. Based on this strong reception, the program has been extended into a year-long pilot running from April 1, 2026 through 2027.

The sauna has introduced a unique and inclusive wellness experience within a public park setting. Gatherwell has broadened access, allowing a wider range of community members to enjoy the physical and mental health benefits of sauna use in a welcoming, outdoor environment.

In addition to its intended recreational and wellness benefits, the sauna has contributed several meaningful unintended outcomes. Its presence has increased activity and passive surveillance in the Ambleside area, resulting in reduced instances of vandalism and an enhanced sense of safety. The added activity has helped create a more vibrant and secure environment for all park users.

The installation has also supported improved year-round utilization of Ambleside Park, particularly during the off-season when visitation is typically lower. The program has generated financial benefit to the District through its operating agreement, while activating the waterfront in a way that aligns with community wellness and recreation goals.

From an operational perspective, Gatherwell has been a strong partner. Jonathan and his team have been collaborative, responsive, and flexible in working with staff to support the success of this pilot initiative.

Overall, the Gatherwell mobile sauna represents an innovative approach to activating public space, enhancing community wellness, improving park safety, and contributing financially to the District. Please accept this letter of support and reach out with any questions!

Sincerely,



Jill Lawlor (she, her)
Senior Manager of Parks
t: 604-921-3467 | c: 604-418-3657 | [westvancouver.ca](https://www.westvancouver.ca)

9999

About the Founder



Next Steps

1. Approve the one year pilot
2. Sign a license agreement, we can share a draft from West Van.
3. Launch Pilot: Oct 2026



Thank you for your consideration