

# gatherwell

Turning underutilized winter waterfronts  
into vibrant community hubs

Township of  
**ESQUIMALT**



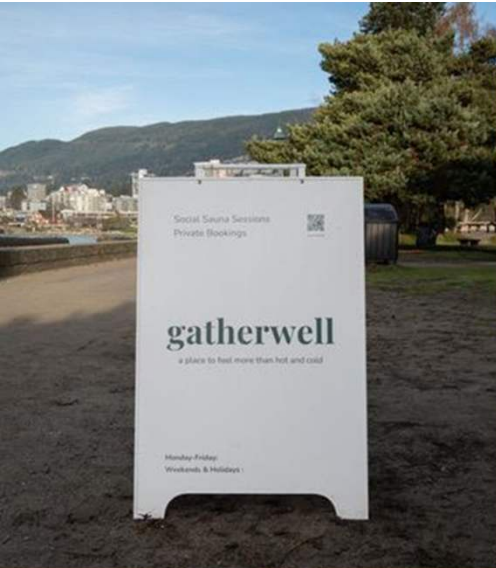
# THE GAP

Parks in British Columbia provide access to world class nature, yet lack year-round utilization and tend to be a place you interact predominantly with people you already know.

An aerial photograph of a city, likely Vancouver, showing a river on the left, a large park area with a winding stream and a bridge in the foreground, and a dense urban area extending to the water in the background. The sky is overcast and hazy.

# THE SOLUTION

Through a curated experience and thoughtful design, Gatherwell turns BC's parks into the easiest place to make a friend, year-round.

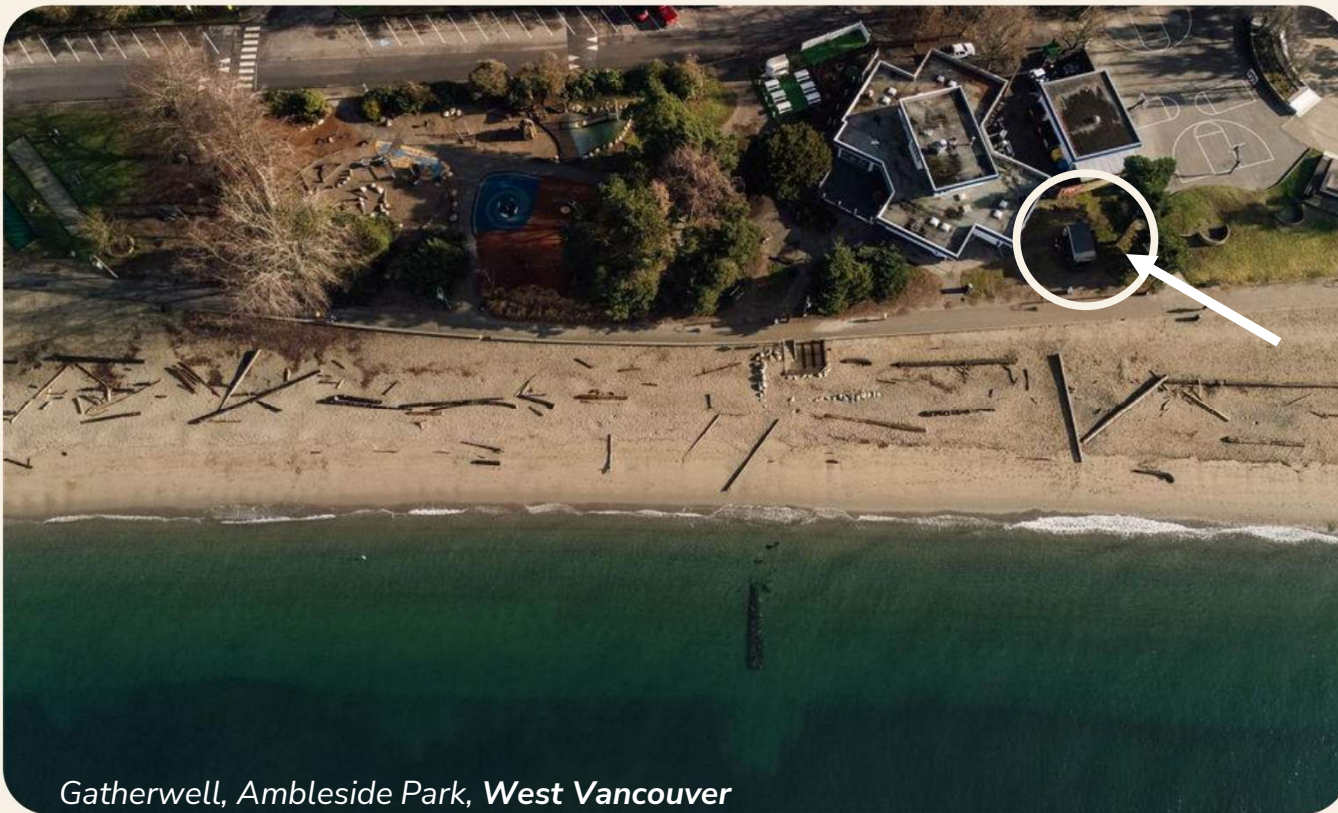


“Great communal experience! **Made lots of new friends.** Body, heart & mind feel amazing afterwards”

- ZACH YAMAOKA, Google Reviews



We've proven the parl model works at **Ambleside Park, West Vancouver**...



*Gatherwell, Ambleside Park, West Vancouver*



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

**4.9** ★★★★★

154 Google Reviews ([link](#))

**2400+ visits**

within 12 weeks of launching in Dec 2025

**\$12k revenue**

generated for parks within 12 weeks

**570 public votes**


in favour of making location permanent. 1 opposing

**Stong support from the District**

- Zero complaints to parks
- Increased presence reduced general park vandalism to zero this winter season



# 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!

 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!!

 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.

 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!

 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

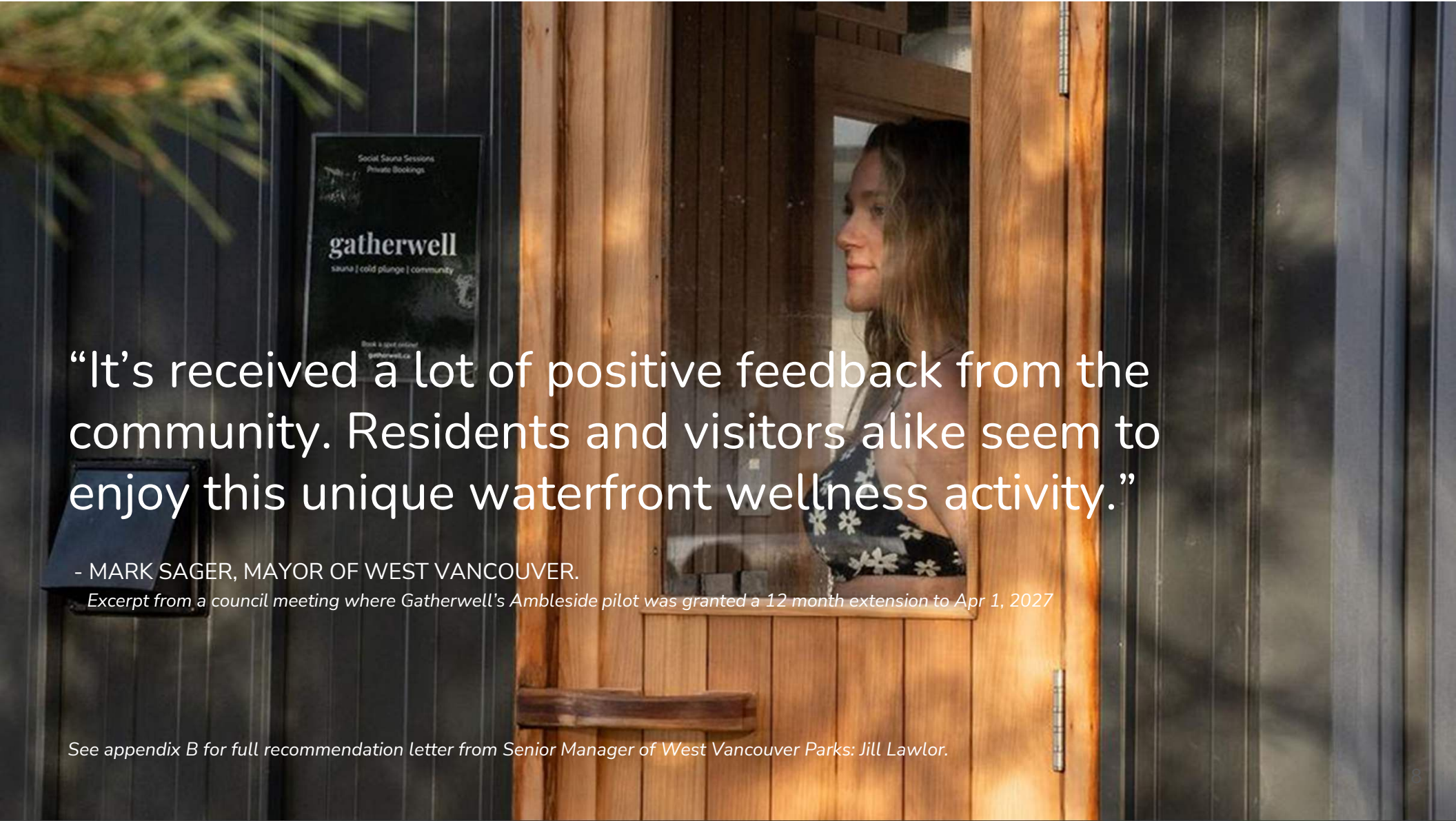
★★★★★ a month ago

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.



“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.  
*Excerpt from a council meeting where Gatherwell’s Ambleside pilot was granted a 12 month extension to Apr 1, 2027*

*See appendix B for full recommendation letter from Senior Manager of West Vancouver Parks: Jill Lawlor.*

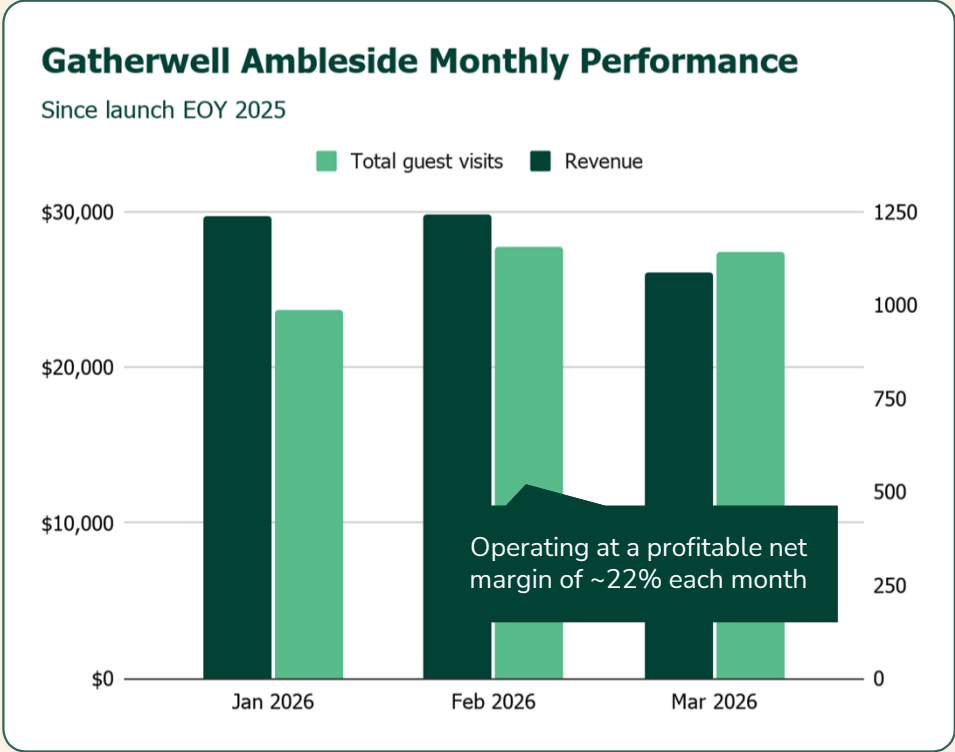
Option 2

# We brought **3.2k+** visitors to Ambleside & generated over **\$12.8k** for the **District of West Van**

	Jan 2026	Feb 2026	Mar 2026	Q1 2026
Revenue	\$29,700	\$29,800	\$26,100	\$85,600
Total guest visits	987	1155	1143	3285
Revenue generated for District of West Van (15% rev share)	\$4,455	\$4,470	\$3,915	\$12,840

“[Gatherwell] has generated **financial benefit** to the District through it’s operating agreement, while **activating the waterfront** in a way that aligns with the **community wellness** and recreation goals”

- JILL LAWLOR, PARKS SENIOR MANAGER, WEST VAN



## We also operate other **established, year-round** locations



4.9 ★★★★★

458 Google Reviews ([link](#))

**3 years operating**

Since launching in 2023

**28,000+ visits**

Since opening

**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**

**straight**

**CBC**

**DailyHive**

**VANCOUVER  
SUN**

We've built a strong audience...

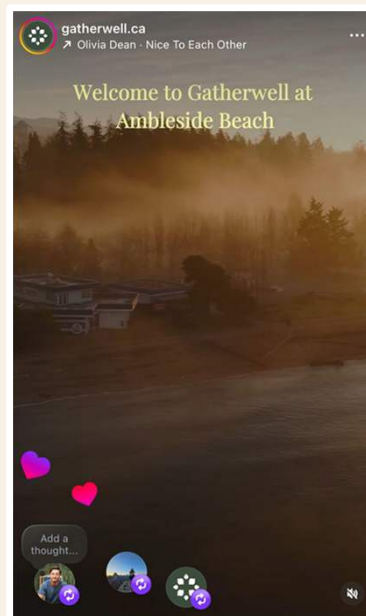
**7.5k**

Instagram followers

**8.5k**

Email subscribers

*...and counting*



# Gatherwell is building a **network of waterfront sauna spaces**, and **Esquimalt** is the next logical step



## Renderings for Ambleside's phase 2 sauna upgrade

2

Saunas

16-20ppl

Capacity

*Designed in sketchup and is close to it's final form. We then used AI to render textures and lighting and setting.*

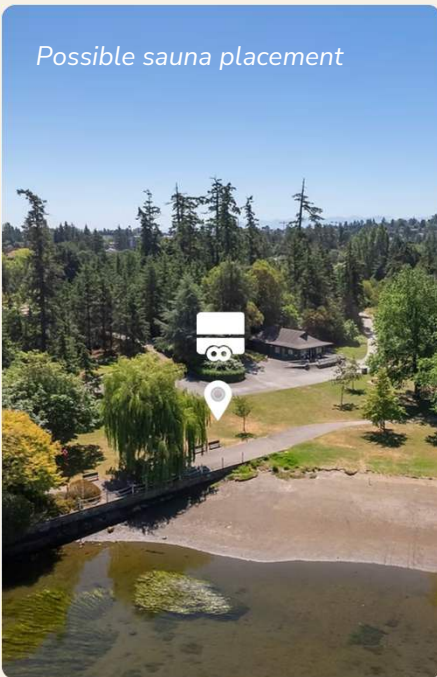




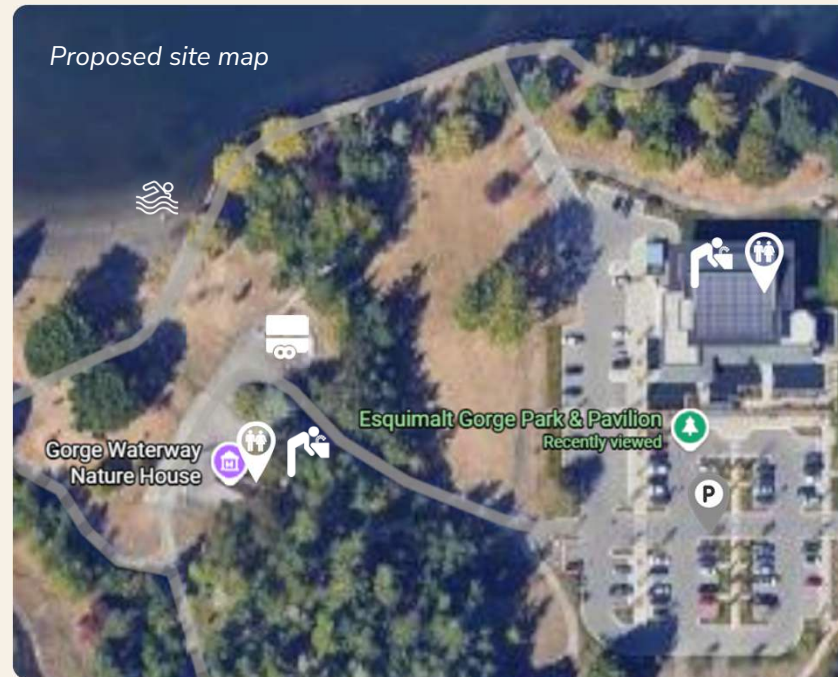
gatherwell  
Proposal for Esquimalt

# A proven **mobile sauna model**, activating Gorge Park's currently under-used winter space

Possible sauna placement



Proposed site map



## How it works

- ❑ 1x or 2x 10-person saunas
- ❑ Full-time supervision by Gatherwell staff
- ❑ Open 8:30am to 8:30/10pm, 75 min/session
- ❑ Inclusive for the community @ \$29/person

## Why Gorge Park is a great fit

- ❑ Direct & safe water access
- ❑ Proximity to 94 parking spots at the pavillion
- ❑ Already established community hub (i.e. the pavillion)
- ❑ Existing commercial popup experience with 3 outdoor food truck hook-ups
- ❑ North-west facing sauna window, great afternoon & sunset sun.
- ❑ Flat, open space for a low-impact activations

# Gatherwell will handle everything, with no long term impact to Gorge Park

## COMPLIANT & APPROVED TO OPERATE

- Health authority approvals (VCH) already secured . Able to reuse already-approved documentation by VCH for faster approval.
- Standard operating procedures in line with WorkSafeBC requirements, e.g. checklists, staff trainings, emergency protocols
- All guests are required to sign a pre-session waiver to ensure safety and informed participation
- Trained, certified, & experienced team of sauna hosts.
- Equipment consistently checked & supplied e.g. fire safety equipment, first aid kit, cleaning materials, AED kit.

## FULLY MANAGED BY GATHERWELL

- All installation costs covered by Gatherwell
- Daily site setup, packdown, staffing, and daily operations handled entirely by Gatherwell
- Operations supported by established systems for scheduling, booking, knowledge-sharing & communication
- Small, controlled group sizes (low noise, low impact) managed through Wix, accessible on each staff member's mobile
- Staff always on-site during sessions

## CLEAN, LOW-IMPACT, AND TEMPORARY

- Ongoing cleaning throughout the day
- Small, controlled group sizes with clear expectations to respect shared public space & reduce noise levels
- All waste separated (general/recycling) and removed by staff to designated park waste facilities at end of day.
- No permanent infrastructure, to be fully removable if needed (e.g. at end of contract) and site returned to original condition

No permanent infrastructure. No disruption to existing park users. No mess.  
Designed to integrate respectfully into the local community area.

## Mobile Sauna Photos



We project to generate **~\$28k/mo** (per sauna) for **Esquimalt** in the first 6-7 months of operation

**~\$197k revenue (per sauna)**

expected revenue for first 6-7 months

**~6500-7500 sauna visits**

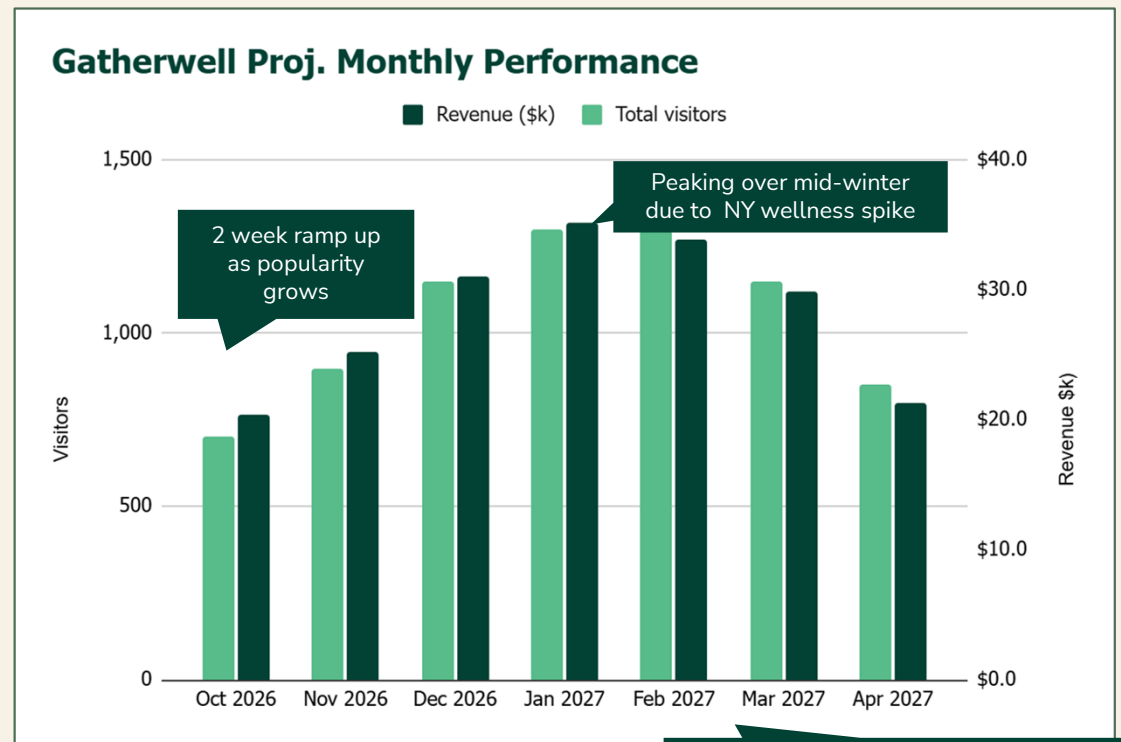
(per sauna)

**15%**

revenue share

**~\$29.5k profit shared Esquimalt**

for the first 6-7 months (per sauna)



**Note:** All figures presented are forecasted, largely based on previous experience at Gatherwell's Ambleside location

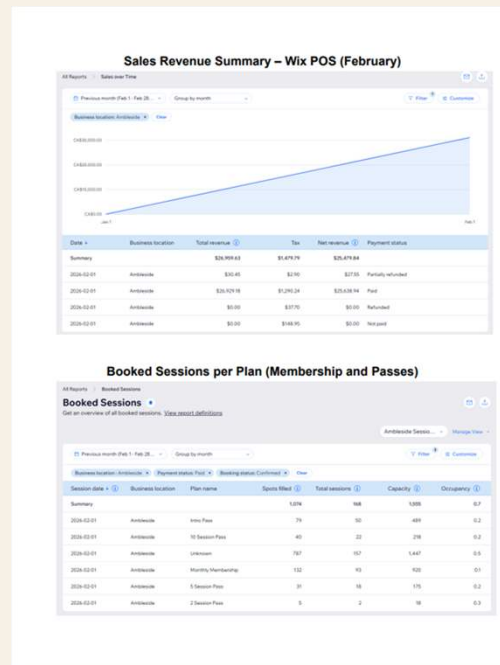
# Gatherwell will also provide **monthly performance reports to Esquimalt's committee**

## Sample metrics we can provide:

- Revenue both sauna & add-ons
- Bookings by time of day, pass type (e.g. one-off, membership) etc.
- Visitors, inc. avg. spend / visitor
- Occupancy %

Note: We are happy to provide any other metrics requested by Esquimalt

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



**Revenue**

Plan	Spots Filled	Revenue	GST	Net Revenue
10 Session Pass	37	\$1,000.86	\$47.66	\$953.20
5 Session Pass	30	\$82.50	\$42.50	\$850.00
Monthly Membership	132	\$1,553.07	\$73.91	\$1,958.01
Intro Pass	79	\$1,047.30	\$49.87	\$997.43
<b>Total</b>	<b>278</b>	<b>\$4,493.73</b>	<b>\$213.94</b>	<b>\$4,758.64</b>

February Sales Report	\$26,959.63	\$1,479.79	\$25,479.84
<b>Total Revenue</b>	<b>\$31,453.36</b>	<b>\$1,693.73</b>	<b>\$30,238.48</b>

**Total Bookings and Occupancy**

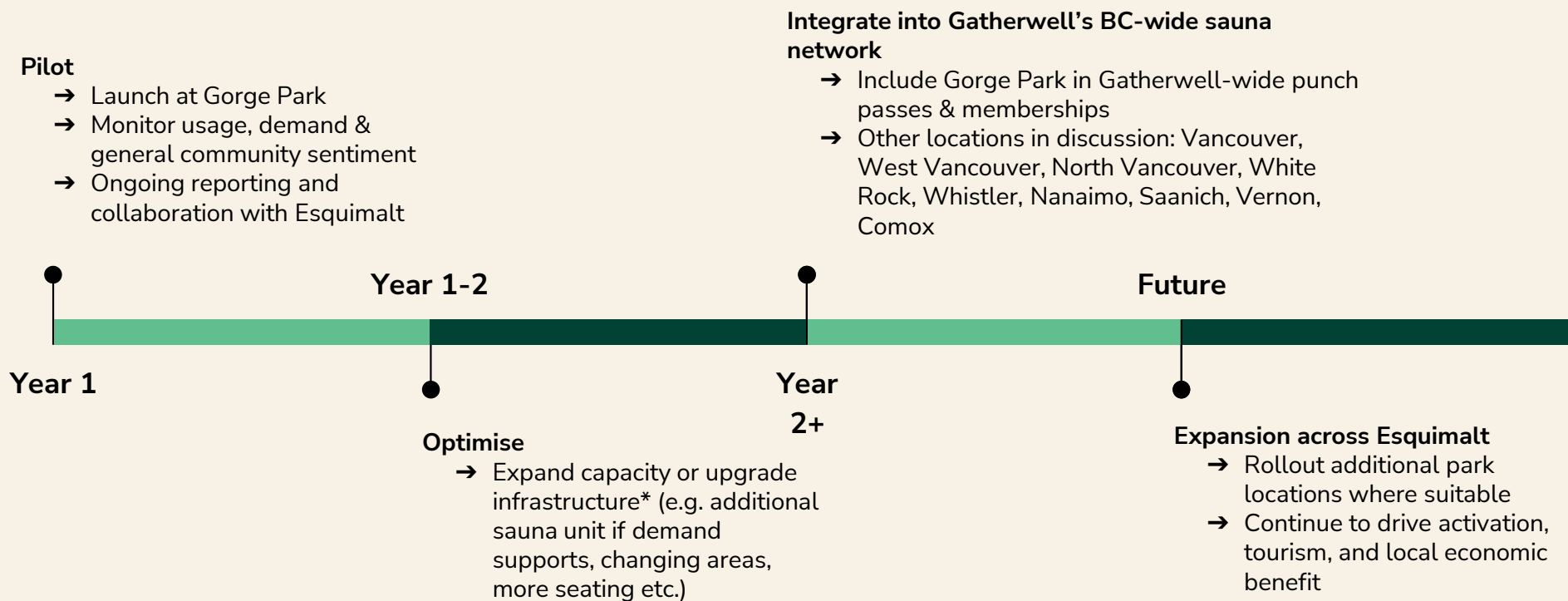
Service Name	Number of Session	Capacity	Spots Filled	Occupancy Rate
50 min Social Sauna Session	6	60	19	31.67%
Private Session - Ambleside	9	90	90	100.00%
Social Sauna Session	151	1,468	1,034	70.44%
Guided Sessions	2	18	12	66.67%
<b>Total</b>	<b>168</b>	<b>1636</b>	<b>1155</b>	<b>70.60%</b>

Session Day	Number of Session	Capacity	Spots Filled	Occupancy Rate
Weekend Sessions	68	665	490	73.68%
Weekday Sessions	100	971	665	68.49%
<b>Total</b>	<b>168</b>	<b>1636</b>	<b>1155</b>	<b>70.60%</b>

\*Private session's capacity is multiplied by 10.

# If successful, Gatherwell is ready to grow into a **permanent, year-round offering** for Esquimalt



\*Due to demand at our Ambleside location, we are undergoing an **expansion** of our sauna facilities to increase capacity. See appendix C.



“The Gatherwell mobile 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*



Thank you for your consideration

Questions?

Jonathan Chawla, Founder  
jonathan@gatherwell.ca  
+1 (604) 358-7458

A photograph of two pregnant women sitting on a beach, viewed from behind. They are wearing dark, horizontally striped leggings and dark sports bras. They are looking out at a calm body of water under a cloudy sky. In the distance, several large cargo ships are visible on the water, and a forested coastline is visible on the horizon. The word "Appendix" is centered in the middle of the image in a green, sans-serif font.

# Appendix

## Appendix A: Rendering for Gatherwell's sauna boat (Vancouver), estimated completion: July 2026



This boat was designed by an architect, interior designer, structural engineer, and naval architect, we took the sketchup file and used AI to render textures and lighting and setting.

# Appendix B: 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](http://westvancouver.ca)

9999

# Appendix C: Our booking process includes a customer waiver to sign prior to arrival

## Select Time Slot

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

Back to Top

## Fill 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

1

Booking Details

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

More details

Payment Details

Subtotal 1 participant * \$29	\$29
Tax	\$145
<b>Total</b>	<b>\$30.45</b>

Add to Cart

Book Now

## Sign Waiver

### 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 PERFORMING ANY GATHERWELL SERVICES, ("Losses") resulting on personal injury, accidents or illnesses (including death), and property loss, including theft, 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 services provider shall not be liable should I fail to do so.

I am signing this agreement complete release of any liability

res/No: 000000

Your signature: Clear

Submit

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

# Appendix D: Our operations are supported by **structured digital systems & real-time tools**

## Snippets from our Notion knowledge hub

**Onboarding & Training - Beaumont**

**The Training Plan**

- Virtual Onboarding
  - Big Picture vision for Gatherwell (what makes it unique, what our space, so we need to
  - This On-Boarding and Training Notion
  - Troubleshooting & FAQ Notion
  - Private Sessions & Events Notion
  - Gatherwell Policies Notion
  - Tools (Wix, Agendrix, and Whatsapp)
- Scheduling (adding your unavailability and preferred shifts—our rto-know-about,agendrix-for-scheduling people during preferred times, shift swaps, shift trans
- Getting help (Team Leaders)
  - First training shift (ideally closing)
  - Second training shift (ideally closing)
  - Shadowing/checkin/coaching
  - Supervisor signs off and you take the reins!

Tip: Use Whatsapp groups or message people individually to ask if they can take your shift, or want to swap.  
If no one can cover your shift, you are responsible to work it.

We've found that video trainings of our operating procedures work best to train staff

## Gatherwell's internal tools

Tool	Purpose
Notion	Standard Operating & Training Procedures
Google Drive	Storage of shared files & assets, e.g. training videos, certificates etc.
Wix	Sauna session schedule management & guest check-in information
Agendrix	Staff scheduling & shift tracking
Waiver Forever	Guest pre-session waiver signature for liability purposes & acknowledgement of risks
Whatsapp	Quick team communications, announcements & updates

We confirm that all staff have these tools downloaded on mobile for use in-session