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Young sports training venture in growth blitz

Medical offices, boutique hotel in works for Cool Springs site

BY JUDY SARLES
NASHVILLE BUSINESS JOURNAL

A local fitness facility operator is building medical offices and a hotel on its Cool Springs campus as it prepares to open additional centers throughout the Southeast.

Will Bartholomew, president and CEO of three-year-old D1 Sports Training, is investing \$15 million to create a fitness/wellness campus just south of Cool Springs Galleria. At the same time, he's about to open three exercise centers in Chattanooga, South Carolina and Arkansas while firming up plans for up to seven more next year.

Sports training is in high demand locally. Velocity Sports Performance, another sports training facility in Cool Springs, has doubled sales in the past 12 months, says Steve Shelton, who handles sales at that center.

More generally, the region's 10 largest fitness centers – all YMCA facilities – have grown their combined membership rolls by more than 9 percent to almost 111,000 in the past two years.

Under construction in Cool Springs – where Bartholomew already runs a 28,000-square-foot building – is a 31,000-square-foot medical office building, which



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Former UT player Will Bartholomew has local and regional plans for D1 Sports Training.

will lease space to medical professionals. The building will contain a spa and offices for a primary care doctor; Dr. Burton Elrod, the Titans' orthopedic physician; and a chiropractor. Dental and vision care will also be offered.

"A lot of people don't know where to go for the best medical care," says Bartholomew, a former Tennessee Volunteer and Denver Broncos fullback, of assembling a health care menu at his site.

Bartholomew also plans to build a six-story boutique hotel on the campus. He won't name the flag, but says it is a brand not currently in the Nashville area.

Franklin Planning Department officials say they have received no hotel plans, but

■ D1 Sports Training

Address: 7115 South Springs Drive, Franklin 37067

Phone: 615-778-0000

Web site: www.d1sportstraining.com

Principal: Will Bartholomew, president and CEO

Employees: 28

Training cost per month: \$200-\$3,000

add that D1 has asked informally about changes to its approved site plan.

As he builds locally, Bartholomew also is taking D1 beyond its satellite facilities in Memphis and Knoxville. Peyton Manning, Bartholomew's teammate at UT and a partner in his Cool Springs facility, also is involved in the Knoxville center and a center opening in Chattanooga within the next couple of months.

Another center – they cost about \$1.5 million to get going – is opening shortly in Greenville, S.C. Eight or more centers in the Southeast are expected to open in 2007, with Little Rock already confirmed as a site.

Bartholomew is the majority owner of each D1 center. Each has one or more celebrity athletes as minority partners. If things go as planned, Bartholomew says he will continue to expand across the country and perhaps in Canada and elsewhere internationally.

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