

Creative Rhythm Solutions

Casey Royer · Small Business Consultant & Coach / Bookkeeper

Hi Elizabeth,

Thanks for reaching out! I'm super excited about this concept and I think it'll be a huge hit. I'm a small business consultant, so I work with a lot of people who work from home/don't have a physical office location outside of the home. Most of my meetings are virtual, but meeting with clients in person is so important to me whenever possible; I'm constantly looking for spaces to meet and work. I don't even have kids or live in Chester, but I can definitely see myself using purchasing day passes for meetings with clients who are parents, or hosting events/classes for parents and children there. After owning a dance studio for over 13 years, studying childhood development, and training several generations of dancers and dance educators, I understand parents. After over 15 years as a coach and consultant for small businesses owners, I understand entrepreneurs. If a parent believes that a service or experience is a strong benefit to their children, or a business owner believes something will improve their business's profitability while supporting its mission and values, they will find ways to make it part of their lives. They will travel far, they will cut other expenses, they will get more clients. So many work from home families are lacking a "third space," and PowerPlay will fill that void beautifully.

I'd be happy to speak with Carolina more. Feel free to share my email address and cell phone number with her: 804-239-6934.

If you're looking for a Bookkeeper to offer services to your members, I'd love to be considered. I am an Intuit certified Bookkeeper and a

QuickBooks Online ProAdvisor. I also offer services in project management, systems and automation, graphic design, and web design for

small businesses. Feel free to check out my website here: www.creativerhythmsolutions.com If you're looking for other businesses to host

pop-up events at PowerPlay for your members, check out The Bunny Hive and Glue Craft Studios.

Thanks again, and I wish you all the luck in this exciting endeavor!

Casey Royer

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I do not expect an immediate response to emails. I've sent this email at a time that works for me, please respond at a time that works for you.

On Mon, Apr 20, 2026 at 2:06 PM Elisabeth Cannon <powerplayrva@gmail.com> wrote:

Hello all,

I am currently applying for a loan through the Community Investment Collaborative. The lending officer, Carolina Medina, is seeking market validations through emails of those in the community who are interested and socially invested in the opening and success of Power Play.

If you would be willing to send a quick email (PowerPlayRVA@gmail.com) stating your interest and how you could potentially be using our services in the future it will help provide a stronger case for the loan approval.

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Some examples would be: utilizing day passes, business meetings, using the private office space at an hourly rate, hosting group class, longer term memberships (ranging in 3-12 month)

business membership to be able to service clients, or individual memberships.

None of the details you would provide are interpreted as a formal contract, (but it does also help ensure you get discounted rates once our doors are open.

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Carolina would plan on reaching out to a few who provide these endorsements directly to check the referrals are legitimate. I am very grateful for those who have been with me on this journey and look forward to each day bringing me closer to opening the door to support our working moms and larger community. As always if you have any additional questions or concerns don't hesitate to reach out.

Much appreciated,

Elisabeth Cannon

804-317-1336

Power Play