



THE HEALTHY WAY OF LIFE COMPANY

01/11/11

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Chanhassen, MN 55317  
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lifetimelife.com

City of Rochester Hills  
Department of Planning and Economic Development  
1000 Rochester Hills Dr.  
Rochester Hills, MI 48309

RE: LTF Club Operations Company, Inc. d/b/a Life Time Fitness  
Request for Class C Liquor License and Conditional Land Use Approval

Members of the Planning and Economic Development Team:

LTF Club Operations Company, Inc. b/d/a Life Time Fitness (“Life Time”) is a wholly owned subsidiary of Life Time Fitness, Inc., a Minnesota corporation. Life Time currently operates a world class health and fitness club located at 200 West Avon Road in the city of Rochester Hills. As part of its offerings, Life Time’s facility includes a café, an outdoor pool and bistro, tennis facilities, and many state-of-the-art fitness and nutritional offerings.

Life Time continues in its pursuit to offer its members and guests an unparalleled experience and provide a social country club atmosphere. In this pursuit, Life Time writes this letter and application to formally apply for and request the issuance of a Class C Liquor License and Conditional Use Approval for the above referenced Life Time in the City of Rochester Hills, MI.

In order to provide its members a social country club atmosphere, Life Time requests the ability for on premise sales and consumption of alcohol. Life Time envisions the selling of alcohol from various different points on the club property, including the indoor café, outdoor bistro, and tennis viewing area. Because Life Time hosts many different fitness/social events for its members, it is Life Time’s desire to have the ability to consume alcohol on the entire premises, child care area notwithstanding.

Life Time currently owns and operates over 120 state-of-the-art health and fitness facilities within the United State and Canada and has procured over thirty (30) on premise consumption licenses, with many more in process. Life Time has the reputation as well as both the operational and financial resources to dutifully carry out the legal and ethical obligations of holding a Michigan Class C Liquor License. Furthermore, the issuance of the license will not impact local traffic or greatly affect the non-alcohol drinking member and guest experience.



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Thank you for your thoughtful consideration of the above request. Life Time looks forward to continuing to partner with and remain a vital part of the Rochester Hills community.

Sincerely,

Adam Luebke  
Corporate Counsel  
Life Time Fitness, Inc.  
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