

Retail Spotlight

California Shop Spins into Success

BY RAY KEENER

Jim Manton and wife Kim, co-owners of Sand Canyon Cyclery in Irvine, California, had a problem—too much floor space. So they launched a spinning studio.

“All I wanted to do was generate enough revenue to pay my rent,” Jim Manton said. “We got 10 spin bikes, moved our display racks to the middle of the store, put up spin banners, and lo and behold, it just took off.”

Sand Canyon held its first class last November. Online registration went live early this year.

Manton is shaping his business around the spinning success. “We’re going to have to wall off the spin area. You can’t do business with that much noise,” he said. “And we’re hiring a manager to

handle it. It’s gotten too big.”

The gender split is about 50/50 compared to 75 percent female in recreation centers. Sand Canyon offers five classes weekly with 10 participants each starting as early as 5:30 a.m.



Sand Canyon Cyclery's spinning class

“We’re about to double the number of bikes to 20,” Manton said. “Another thing I never expected, we’re selling the bikes for \$1,100. We use the class bikes as our display, so there’s no inventory, and

we’ve sold 20 since November.”

Now nearby companies like Google and Verizon are requesting corporate classes for their employees. “We’re really after that market more than cyclists,” Manton said. “There are a lot of ways we can go with this, and they’re all good.”