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# Memphis Business Journal

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## Energy Fitness moving into larger space Downtown; adding yoga, massage services

Memphis Business Journal - by [Michael Sheffield](#)

When running along the riverside isn't enough, Downtown residents looking to get in shape can now call Energy Fitness, which is moving into a new 2,500-square-foot facility starting on Sept. 5.

Energy Fitness, which was started in 2002 by Mark Tittle and his wife, Tanya Tittle, is moving from its old location at Front and Linden into a more accessible, street-level building that will allow it to expand services to include yoga and massages.

Mark Tittle says the decision to move and expand came as clients began requesting more services, with yoga at the top of the list.

"When we started, we had two clients and now we have 70," he says. "Toward the end of our lease, we asked them what they wanted and they wanted massage, showers and yoga. The space we looked at was expensive, but we knew it would work out."

The new space required an investment of \$175,000, which the Tittles raised with a loan, and a 20-year lease as part of the Center City Commission's retail incentive fund.

Tanya Tittle started her career as health and wellness director at the [YMCA](#) and is now the head trainer and a partner in Energy Fitness. She says the decision to relocate the business and stay Downtown was to give options to Memphians who work or live there.

Energy Fitness has no membership fees, with clients having numerous options, including paying \$58 per hour or splitting that cost with a partner for \$39. Energy has four trainers in all. Clients can also pay in advance, with certain services and costs being subtracted from the account. Another benefit is the number of people working out at a time.

"We pride ourselves on being private and laid back," Tanya Tittle says. "We don't want to kick people off the equipment."

She says yoga and massage programs will be separate. All sessions at Energy Fitness are by appointment only.

Jerry Ehrlich, president of [Chandler Ehrlich](#), has worked with Tanya Tittle for five years. He

says he has lost 35 pounds and kept it off, thanks to the personal touch.

"I went from never working out to working out four days a week," Ehrlich says. "She's also encouraged my son to call her and tell her if I'm not doing what I'm supposed to do."

The basement of the new building has 2,000 square feet of space that could be built-out and used for other classes.

"More people are learning and seeking us out because they've done it so many times on their own with no success," Tanya Tittle says.

### **Energy Fitness**

Personal training and fitness center

Owners: Mark and Tanya Tittle

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