



WERK
P A C

Movement. Performance. Wellness.

Co Founders

Terrance Spencer & Thalia Thomas

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www.WerkPAC.com



OUR MISSION

At Werk PAC, our mission is to fuse health, fitness, and the performing arts into one powerful environment where you choose your own path to peak performance. Whether you move through dance, train through fitness, or express through performance, we empower movers, artists, and athletes to strengthen their foundation, sharpen their focus, and “werk” toward their highest potential.

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THE PROBLEM

The dance and wellness markets are fragmented.

Most studios lack structure, inclusivity, or holistic support.

Families struggle to find elite-quality youth programs that are body-positive.

Adults crave fitness + artistry + wellness in one place.

No space combines professional dance, wellness, nutrition, and lifestyle — under one roof.

THE SOLUTION

A premium performing arts & wellness center

Dance + Fitness + Recovery + Nutrition... All in one place.

Elite instructors, curated programming, peak performance results

Inclusive. Professional. Structured.
Transformational.

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MARKET OPPORTUNITY

LA County wellness & fitness industry: \$2B+ and growing

San Fernando Valley = underserved for structured, elite programs

Target audience: Youth (6–16), Adults (17+), Creators, Studios

Rising demand for hybrid fitness/wellness spaces (especially post-2020)

Market trends: recovery, boutique fitness, hybrid wellness spaces, community-driven brands

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SERVICES OVERVIEW

Class formats: Ballet, Jazz, Hip Hop, Contemporary, Pilates, Strength, Recovery, Conditioning

Membership options: Drop-ins, Class Packs, Unlimited

Additional revenue streams:

Private lessons

Master classes / Intensives

Studio rentals

Branded merchandise

Nutrition/wellness offerings (Phase 2)

Visual grid or icon-based layout

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BUSINESS MODEL

Memberships: Recurring revenue (Monthly Unlimited, Class Packs)

Workshops: High-margin master classes & intensives

Rentals: B2B revenue from creatives, agencies, and productions

Private sessions: Premium 1-on-1 instruction

Retail: Apparel, water bottles, bags, brand collaborations

Future: Nutrition bar / wellness product lines

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GO-TO-MARKET STRATEGY

PRE-LAUNCH

Social teaser campaign:
#WERKYourPotential

Landing page with countdown + email
capture

Founding member discount (300 target
signups)

LAUNCH

“WERK Experience” 2-Day Grand
Opening (Red Carpet + Community
Day)

Press coverage, influencer
campaigns, DJ/events

POST LAUNCH

Referral program

Monthly IG/TikTok content (teacher
features, technique tips, testimonials)

Brand collaborations with wellness
partners (e.g., Erewhon, Alo)

School and college partnerships

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TRACTION

Potential celebrity equity partners (**Adam Lambert, Wayne Brady, Niecy Nash, and Rick Fox**)

Strong local demand & early brand buzz

Pre-launch marketing

Brand collaborations

VISION

App for online scheduling + training

Second location (South LA or Orange County)

Scholarship & outreach programs

Live events, branded summits, wellness activations

Franchise or licensing model

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TERRANCE SPENCER

CO/Founder, Choreographer, Studio Director

Born and raised in Washington, DC, Terrance Spencer is a nationally acclaimed performer, educator, and creative leader whose career spans Broadway, television, film, and major international stages. With over two decades of professional experience, Terrance has built a reputation for excellence, discipline, and artistry—qualities that now inform his vision for a groundbreaking performing arts-driven fitness center.

A proud member of AEA and SAG-AFTRA, Terrance has performed in some of the most iconic productions of our time. His Broadway and national tour credits include *Hamilton* (George Eacker) at the Richard Rodgers Theatre and *Wicked* (Ensemble) at the Gershwin Theatre, as well as performances at the Pantages Theatre in Los Angeles and the Orpheum Theatre in San Francisco. In Las Vegas, he starred in *Rock of Ages* at The Venetian Hotel & Casino.

Terrance's regional theater career highlights his versatility, with standout roles such as Benny in *In the Heights*, Harpo in *The Color Purple*, Bill/Lucentio in *Kiss Me, Kate*, and principal work in new works like *Revolver* and *The Devil Wears Prada*. His performance excellence has earned him multiple award nominations, including Ovation and BroadwayWorld Los Angeles recognitions for Featured Actor in a Musical.

On screen, Terrance has appeared in films such as *Dreamgirls*, *Walk Hard*, and *Something New*, and in television programs including *Greek* (ABC Family), *The Starter Wife*, and *The Neighbors*. As a dancer and creative collaborator, he has been featured in major live and commercial projects including the Academy Awards, VH1 Divas Live, the Adam Lambert World Tour (Dance Captain), *Dancing With the Stars*, and global campaigns for brands like Microsoft and H&M.

Terrance holds a BFA in Dance Performance/Education from Towson University and furthered his training at the Debbie Allen Dance Academy, Lesly Kahn, Brian Reise Acting Studio, and additional premier acting and on-camera programs. His multidisciplinary background—spanning acting, dance, vocal performance, choreography, and teaching—positions him uniquely at the intersection of performing arts and wellness.

With the launch of his performing arts fitness center, Terrance brings his lifelong passion full circle: creating a space that blends technique, training, culture, and community. Rooted in the work ethic and heart of his DC upbringing, Terrance's mission is to build a vibrant, inclusive environment where people can strengthen their bodies, express themselves creatively, and elevate their overall well-being through movement.





THALIA THOMAS

Co-Founder, Performing Arts Pro, Director

Thalia Thomas is a multidisciplinary leader in health, wellness, and the performing arts with over three decades of experience building and scaling institutions rooted in longevity, performance excellence, and injury prevention. Originally from Sydney, Australia, she has performed professionally since the age of three and is trained in all styles of dance, giving her a deep, embodied understanding of the physical demands placed on performers at every stage of life.

She is the founder and CEO of Studio Soma, established in 2005 as one of the first integrated studios to combine fitness, physical therapy, massage therapy, Pilates, dance, and holistic wellness. Under her leadership, Studio Soma expanded to three Southern California locations and became a trusted resource for elite performers, athletes, and families.

Thalia is recognized as one of the world's elite few classically and traditionally trained Pilates Master Instructors, a distinction held by a small global group. Her expertise in biomechanics and injury prevention has made her a sought-after specialist for professional athletes in the NBA and NFL, as well as Broadway performers, including providing injury prevention and conditioning support for the casts of *Hamilton* and *Wicked*.

She has taught and lectured extensively at leading medical and academic institutions, including USC Keck School of Medicine, UCLA, and UCI, bridging the gap between medical science, movement education, and performance training. Her work is widely respected for integrating clinical knowledge with real-world application for dancers, athletes, and artists.

A central pillar of Thalia's mission is working with children and young performers—work she finds especially meaningful. By teaching healthy movement patterns early, she helps prevent chronic injuries and conditions that often emerge later in life and limit the ability to dance, play sports, and maintain long-term health. Through her leadership of youth programs, schools, and performing arts companies, she has positively impacted thousands of children and families.

In addition to Studio Soma, Thalia founded and directed DancAlots, a musical theatre and dance company for youth, producing large-scale productions and nurturing young talent in a positive, professional environment. She holds dual degrees in Exercise Physiology and Fine Arts, along with advanced certifications in Pilates instruction and massage therapy.

Thalia's work is guided by a singular belief: investing in injury prevention, creativity, and human potential creates stronger artists, healthier communities, and lasting cultural value.

We believe the strongest returns come from investing in people and culture. This PAC is designed to do both — sustainably, creatively, and at scale.

We invite you to be part of building what's next.”

“Let's Werk Together”

TnT

Terrance & Thalia



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