



For Immediate Release

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Contact: Rebekah Doughty, Marketing Coordinator
Company: Vector Commercial Real Estate
Address: 125 Fifth St. S., Suite 201
St. Petersburg, FL 33701
Phone: 727-823-1230
E-mail: marketing@vectorrealty.com
Website: www.vectorrealty.com

VECTOR REPRESENTS LANDLORD IN DOWNTOWN SELFIE STUDIO LEASE The 3,691 square foot Instagram haven aims to open in early fall

ST. PETERSBURG, FL – In a world where social media is royalty, influencers, professionals and teen friend groups are all constantly looking for their next “Instagrammable” backdrop. The Social Warehouse is coming to the rescue.

Earlier this summer, Montana Massa and Joshua Sims of Vector Commercial Real Estate helped facilitate a lease between longtime client and landlord The Wilson Building, LLC and The Social Warehouse, LLC. They worked with Brian Pruett of Keller Williams on the Water Sarasota. The property, located at 237 Second Ave. S. downtown, is the largest space in the Wilson Building, which is now fully leased.

“We immediately fell in love with the location; it really fit our vision of being in the heart of downtown,” said Alyssa Gay, one of The Social Warehouse founders. “We kept coming back to St. Pete because of the vibrance, how collaborative the city is, the art community. All of those things just really play into our aesthetic.”

The selfie studio is already busy at work building their first sets and hopes to open its door to the public in late September or early October. The space will be filled with more than 10 different themed and decorated walls/areas that are picture perfect for social media and photography use. The walls will rotate quarterly/seasonally so that there is always fresh content, ideas and creativity, including features from local muralists.

In addition to hourly tickets, customers will also be able to take advantage of VIP business & influencer monthly memberships, attend pop-up events, and host their own private events.

“We can just be a fun part of your night out, or, because we have intentionally curated designs that are very elevated, you can book a space to create ongoing content,” Gay said.

Massa and Sims have been working with Property Manager Rachel Douglas since representing the buyers of the Wilson Building in November 2019. Partners Matt Newman and Brian Baer, owners of Growve, which builds and creates health and wellness brands, needed a space for their company headquarters and

loved the idea of occupying the second floor while leasing the first-floor spaces to well-fitting tenants. The Social Warehouse is the third and final retail tenant.

“We were really excited to acquire space in downtown St. Pete. Working with Montana and the Vector team was easy. We felt very supported,” said Douglas, who is also a senior manager, partners and integration, for Growve. “Having our final tenant in place weaves together a great story.”

Vector Commercial Real Estate is a full-service commercial real estate firm established in 1985, located in downtown St. Petersburg, Florida. Vector has consistently been ranked in the top 25 real estate companies for the Tampa Bay area. The Vector Companies offer clients experienced representation in all facets of commercial real estate. Our full-service capabilities make Vector truly unique in the local commercial real estate market, enabling us to knowledgeably represent clients from all perspectives and strategically achieve their objectives.

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The Social Warehouse founders from left to right: Brittany Echemendia, photographer, Kevin Echemendia, videographer, Taylor Gay, Mr. Build-it, and Alyssa Gay, Social Media guru.
(Photo provided by The Social Warehouse)



The historic Wilson Building, located on Second Avenue South between Second and Third Streets, is now fully leased after welcoming The Social Warehouse. *(Photo by Vector Commercial Real Estate)*