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Office Envy: Fueled Collective

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Photo Credit: Pat Morgan

By Courtney Gabrielson

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Editor's Note: [Fueled Collective](#) will host Cincy Inno's State of Innovation event on July 19 at 5:30 p.m. [RSVP here.](#)

[Fueled Collective Cincinnati](#) wants to be known as more than a coworking spot: It's a social space, too, keen on having users lean into its lifestyle branding as an "urban country club."

It's the product of the rebranded Coco coworking chain that has locations in [New York City](#) and Minneapolis, but its Cincinnati location, [considered a prototype for the brand](#), is just over seven months old.

"We've known that there was a missing space," Jordin Cooper, vice president of brand strategy at St. Gregory Development Group, told Cincy Inno. The city didn't have a WeWork hub or a SoHo Club, and that was a problem for both local and visiting professionals.

"We being business travelers ourselves, asked, 'is there somewhere we can go to work that isn't busy and loud?'" Cooper continued. "Our main goal with this space was to make sure there were offices, meeting rooms, [places members] could be social and work."

While Fueled Collective certainly has those resources, with desks, conferences rooms, a library and business resources aplenty, it also boasts a full-service bar, a fitness space for pilates, barre, yoga and other classes, and a complete gym.

"[Members] are awe-inspired by their environment," Cooper said. "It's so different from what Cincinnati has ever seen."

So far, Fueled has sold out its rear desk space and is nearing 250 members, which range from one-off freelancers to teams from companies like Heineken and Pandora.

"We're definitely going to keep growing," Cooper added, pointing to Fueled Collective's robust events calendar as a way to do just that.

Charity organizations and weddings are two of the space's most consistent event work, with people renting out the whole building for their soiree.

Check out pictures of the Cincinnati branch of Fueled Collective, below.

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