

2011 BUSINESS RECOGNITION

HOSTED BY
Southern Utah
University SBDC



OWNER
Bryant Swenson
NATURE OF BUSINESS
Fitness Education

CITY
Cedar City

COUNTY
Iron

PHONE
435.572.0224

WEBSITE
www.crossfitcedarcity.com

BUSINESS STRUCTURE
LLC

BUSINESS BEGAN
August 2008

EMPLOYEES
6

SBDC CONSULTANT
Craig Isom, Joni Anderson

jobs

revenues

growth



Being an avid athlete, Bryant Swenson started using the CrossFit methods of training in preparation for an adventure race in January 2008. Before long, he was more interested in doing CrossFit than participating in the race. It was out of that passion that CrossFit Cedar City was born. Bryant transformed his garage into a gym and took on his first client in August 2008.

Bryant first visited the Small Business Development Center (SBDC) at Southern Utah University in July 2009. He wanted to expand into a full gym and needed some advice on bookkeeping, payroll and quarterly payroll taxes. Craig Isom and Joni Anderson discussed with him the importance of financial forecasting, and also referred him to the SWATC Custom Fit Training Program for assistance and training in QuickBooks. Since that time, the business has expanded from Swenson's garage into a 3,000 square foot facility, with more than 100 athletes, a competitive team and kids programs. There are also six certified trainers and instructors.

In January 2011, Swenson responded to the SBDC's request for companies interested in being involved in a full strategic and business assessment of their companies through the SUU School of Business and an MBA strategic analysis course.

The MBA team's recommendations included a targeted marketing campaign, modification of membership fee methods, sponsoring athletes in area events, involvement in the Utah Summer Games and others. Bryant has already implemented many of the team's recommendations and is very pleased with the results. He is also very involved in the community by holding free nutrition seminars, guest lecturing at various community organization events, sponsoring races, donating services and prizes and much more.

"I met with Craig Isom at a pivotal time in my business. He helped me strategically plan for our move to a larger facility. He also put me in contact with the Custom Fit Training Program at SWATC, which has saved me hundreds of dollars in training costs."

Bryant Swenson, Owner

Secret to Success

"The key to my success has been pursuing my passion and making a difference. My business requires hard work and tons of self-motivation. I can't imagine working this hard for something that I didn't enjoy and believe in."

The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

