

Prairie Fitness

Bowman SBDC



In 2013, Jennifer Wade began renting a gym facility to start her adventures in small business ownership. An opportunity to grow a business model that had potential, as well as the availability of a location and equipment in an area Jennifer felt passionate about, was too hard to pass up. Prairie Fitness opened its doors in June of 2013. The ND SBDC in Bowman was able to help Jennifer with a business plan, specifically areas of scheduling and marketing.

Prairie Fitness offers a variety of group classes as well as personal training. Jennifer is a certified trainer and also employed one additional trainer to help provide a variety in availability and classes at that time.

As with any business however, it was evident that change would come quickly to Prairie Fitness. The owner of the initial location was looking to sell the property and Jennifer wasn't sure that was exactly the investment she wanted to make for her business. The Bowman Lodge and Convention Center was in the planning stages when Jennifer contacted them about the potential of creating a space for Prairie Fitness within their new facil-

ity in Bowman. The collaboration helped to solidify a new location for Prairie Fitness. Jennifer was able to create a gym that she had envisioned, including new equipment, showers, lockers, and mirrored group fitness area. In July of 2015, Prairie Fitness moved into the new facility.

Since the relocation to the new and improved facility, and general expansion of the business, Prairie Fitness has added two additional trainers for group fitness classes, created events like an annual Turkey Trot, and a rotating schedule. In the rural southwest region of North Dakota, a facility like this is of great benefit to the area. Jennifer continues to create an atmosphere that brings people in.

