Bay Athletic Club, LLC

Trina Gray, owner of the Bay Athletic Club, LLC had knowledge and expertise in the field of fitness and training. With thoughts of purchasing a small fitness facility, Trina came to the MI-SBTDC in 2004 because she needed help with writing her business plan. Business Consultant Carl Bourdelais not only helped in the creation of a business plan, but also assisted with strategic planning. In addition, he provided guidance in negotiations in order to help Trina achieve her goal of creating an upscale health and fitness club. When Trina learned that the Alpena Regional Medical Center was considering a project to develop a rehab center, discussions quickly arose about collaboration.

With guidance from the MI-SBTDC, Trina decided to utilize a space within the hospital to join in the development of a Health Complex. In doing so, she partnered with the Alpena Regional Medical Center, creating a small business to provide a state-of-the-art fitness facility to be used by both hospital employees and the general public. The alliance with the hospital lead to an initial enrollment of over 280 hospital employees looking to utilize the on-site fitness facility. In its first year, a business that started with 19 employees has now increased to 29. Bay Athletic Club, LLC has attracted nearly 400 members and is continuously adding new equipment and programs as membership numbers are on the rise.

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As a new business in a small community, reputation matters. A nomination for an award of this distinction reinforces to our customers that we have built a business based on honesty and integrity. The MI-SBTDC supported my efforts to design a health club that made sense for our community. My advisor asked all the right questions, and my challenge was to seek the right answers.
~Trina Gray, Owner