

# 2018

# SUCCESS STORY

FARGO



NORTH DAKOTA  
SMALL BUSINESS  
DEVELOPMENT CENTERS

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## TRUCORE FITNESS

**Casselton, ND** -- After visiting with friends and community members, Cory Oberlander of Casselton realized the community was missing a few key services important to its future growth, which included a dedicated, full-service fitness center. At the same time, an old, abandoned warehouse across the street from Cory's ag consulting business went up for sale. He knew this would be the perfect spot for a brand-new fitness center and decided to purchase the building and start on a new business venture. And TruCore Fitness was born.

### **Challenge/Solution**

Before beginning the process, Cory had several hurdles to overcome. The ND SBDC Fargo Center assisted Cory with developing his business plan, providing industry financial benchmark and regional socio-demographic market data, and 3-year financial projections along with recommendations regarding financing.

Given that his project would involve the purchase and renovation of an old historic downtown building, Cory needed a substantial amount of capital to move forward. He worked with

Bank North in Casselton and Dakota Business Lending in Fargo to obtain an SBA 504 loan, which provided him with the needed funding.

"The Fargo SBDC was able to give us financial and cash flow projections based on industry data, which was then submitted to our bank for financing," Cory said. "Being a start-up business, it was very important for us to give the bank a level of comfort that the information and projections we provided were accurate. ND SBDC provided that level of comfort."

Now with the finances figured out, Cory was able to move forward. His initial dream was to create a place where members could not only get a great workout, but could do it in a large, modern facility with top-of-the line equipment. He wanted to offer a great customer experience where everyone – from 12 years old to 90 years old would feel welcome.





**BEFORE**

With help from his wife, Erika, they were able to achieve this vision.

**Impact**

Since opening at the end of April 2018, Cory and Erika have received very positive feedback from members and the community. Many have commented on how the premium equipment and facility has provided them with a space to start working out again right in their own community, inspiring them to live healthier and happier lives. Cory's hope was that the facility would help facilitate a healthier, more vibrant community, and it appears to have done just that.

In addition to high-end equipment, TruCore also offers various classes from yoga and spinning to core and strength training. They are also one of the few places in North Dakota that offers "Fitness on Demand." This interactive

fitness program allows individuals or groups to choose from over 300 classes on their large, interactive video screens and workout to any live or taped class at any time of the day or night.

TruCore also has had a big impact on the economic development

and revitalization of downtown Casselton. Recently, there has been renewed interest from commercial development groups in investing in some of the older downtown properties. Cory noted: "You can feel the momentum building, and it's bringing with it a renewed vibrancy and energy to downtown."

After this experience, Cory had one piece of advice for anyone looking to start or expand their own business: never give up. Despite any obstacles, Cory encourages entrepreneurs to "Just keep going...and pursue your passion and your dream."

For more information on TruCore Fitness, please visit their website: [www.trucorefitness.com](http://www.trucorefitness.com).



**AFTER**