

GUIDING MONTANA BUSINESSES TO

Success

Kalispell Athletic Club

"Stan Watkins is no stranger to hard work or competition. The 60-year-old president of Kalispell Athletic Club has competed in triathlons for three decades. He swims, he bikes, he runs. He skis and kayaks. And he's been working hard to keep one of Kalispell's oldest gyms going as multimillion-dollar giants such as The Summit and The Wave have opened for business. Stan has owned Kalispell Athletic Club for 23 years." (The Daily Inter Lake) Stan recognized that to remain competitive he needed to give the club a facelift that would not only excite his existing clientele, but encourage past clients to come back to his facility as well. Stan and his wife Kathy approached the Small Business Development Center at Flathead Valley Community College for assistance in planning the upgrade. Chris Parson, SBDC Director, worked with Stan and Kathy to write a solid business plan and develop cash flow projections that demonstrated what they hoped to obtain from the remodel. The plan was a joint effort between the SBDC, Stan and Kathy's accountant, their bank, and other lending institutions. The clients were able to successfully obtain a loan from Montana West Economic Development. Combined with a substantial amount of owner's equity, the remodel was a complete success. The front entryway and snack lounge was updated, the cardio room was expanded, the men's and women's bathrooms were resurfaced. Chris Parson said, "the remodel looks incredible, and they have already acquired many new clients with an enhanced advertising campaign. An awesome success for a long-standing local business."

Your health is their priority!

Advisor: Chris Parson

Client: Stan Watkins

Impact: Business Upgraded
Financing Received

