
CrossFit Milo **Tucson, Arizona**

Alan and Kare Williams have a continuing goal to serve their Tucson community. After a combined 50 years as First Responders in Tucson, AZ, they decided to take on the adventure of entrepreneurship by opening CrossFit Milo.

CrossFit Milo was inspired by Kare's experience as a CrossFit athlete and coach. It was created with the intention to build a fun, supportive, functional fitness community with one constant reminder "train to keep training". Alan and Kare were like most entrepreneurs, very passionate about their business, but soon discovered they needed help with financing and other business areas outside of their expertise.



Chicanos Por La Causa (CPLC) provided the Williams with a \$43,000 loan as well as technical assistance to get their business off and running on a good foundation. To begin with, CPLC provided pre-loan technical assistance (TA) to help them find a baseline of paying monthly members necessary for the business to succeed.

CrossFit Milo's workouts are tailored to an individual's fitness ability but in a supportive, group environment. They specialize in group functional fitness operating as a Crossfit Affiliate. Clients can

expert high intensity interval style workouts, combined with elements of body weight, Olympic lifting and gymnastic elements.

CrossFit Milo provides an environment where various fitness levels can pursue any type of fitness goals. Their mission is to exceed expectations by providing an effective, safe, and fun fitness experience in a supportive group environment, while celebrating the personal fitness achievements of each individual.

Working with CPLC consultants, the Williams were provided with marketing education to encourage visibility and increase sustainability. While maintaining the spirit of the company, keeping the logo, and understanding the CrossFit culture, CPLC helped them create a new comprehensive online marketing campaign including a redesigned web page, including embedded video, high resolution photography, key word content integration, and Search Engine Optimization (SEO). The CPLC TA team also included a social media campaign through Facebook and Instagram, including calls to action, 'like' campaigns and engagement opportunities. As a result, they have seen increases in social media engagement, Google page listing, increased unique visitor traffic, increased inquiries into services provided, and the end result of increasing monthly paying subscriptions to cover their operating costs.

In conjunction with the post loan TA on marketing, financial consulting was provided. Alan and Kare were taught how to read and understand the financial position of the company and the importance of regular reporting and budgeting.

CPLC continues to work with Alan and Kare, providing post loan technical assistance. From the day they opened clients have shared constant positive feedback; and CrossFit Milo just continues to grow because of the great response. Located just north of downtown in the Dunbar/Spring historic neighborhood, CrossFit Milo has been open since January of 2017 and looks forward to continuing to serve the Tucson community for years to come.

Submitted by SBA Microloan Intermediary: Chicanos Por La Causa in Phoenix, Arizona