



# *Fitness Coliseum*

BRIANNA MARRAH IS INTENT ON CREATING A MORE FIT COMMUNITY IN OWOSSO

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Photos and Story by Phil Eich, Storyville Social, as part of the Michigan Main Street Story Series

"I found out pretty early that I wanted to be involved in health and fitness. That passion started as nutrition, so I went to college for dietetics. Then while I was in college, I got a job at a gym working as a towel-folder and checking people in, and that just evolved to learning to teach classes and getting certified.

I moved away for a couple years to Florida, and when I came back, the previous owner of Fitness Coliseum was looking to sell the business. He approached me and said, 'I think you could do this. I don't think a lot of people can run a gym, but I think you could. I want to sell and I want to find someone who's going to carry it on and do well. If you're interested, let me know.'

I was 24 and didn't really have anything to lose, so I spent six months tracking down some money to make it happen.

I was able to buy the business and we've been growing and changing ever since. Originally, Fitness Coliseum focused more on personal training, but I've always had more of a passion for group fitness. I find it motivating, I love the community element of it, and it's always been something I've really enjoyed.

So when I took over, we transitioned the small groups into large group boot camp, and then after three years, we found a larger space and opened the CrossFit gym.

We also added the studio, which is yoga and spinning and barre to be able to provide any kind of group fitness people might enjoy.

I'm a big proponent of 'The fitness you like is the best fitness for you' because you will actually do it.

Is there tons of research out there that says strength training is super important? Yes. But ultimately you could probably use enough 'science' to say any type of fitness is the best fitness—but if you're not actually doing it, it won't help you. If you hate spinning, don't pick spinning because you're never going to do it! Pick the kind of fitness you're going to do on a regular basis. There are people out there who say, 'I really just like to go for walks.' and that's awesome!

I would say my mission and purpose with Fitness Coliseum is twofold. The first is building people's confidence in and enjoyment of fitness, making people who would never ever have wanted to come work out and sweat every day actually want to do those things and enjoy them! A lot of times when you hear someone say, 'I don't want to exercise' they're really saying, 'I'm terrified to exercise.' So that's a big piece: building confidence in someone who is not naturally athletic.

The second is building a community of like-minded and supportive individuals. I think especially as we become adults and have kids and families, people just get super isolated—they don't have anything but their job and their kids.

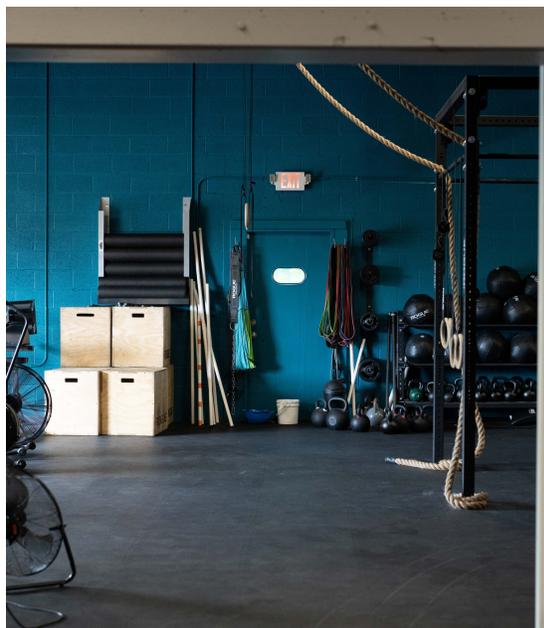
Beyond improving your health, having something that you do for yourself, for enjoyment, and to have friends is a really important thing.

For me, getting people into the gym is about using fitness as a way to bring people together."

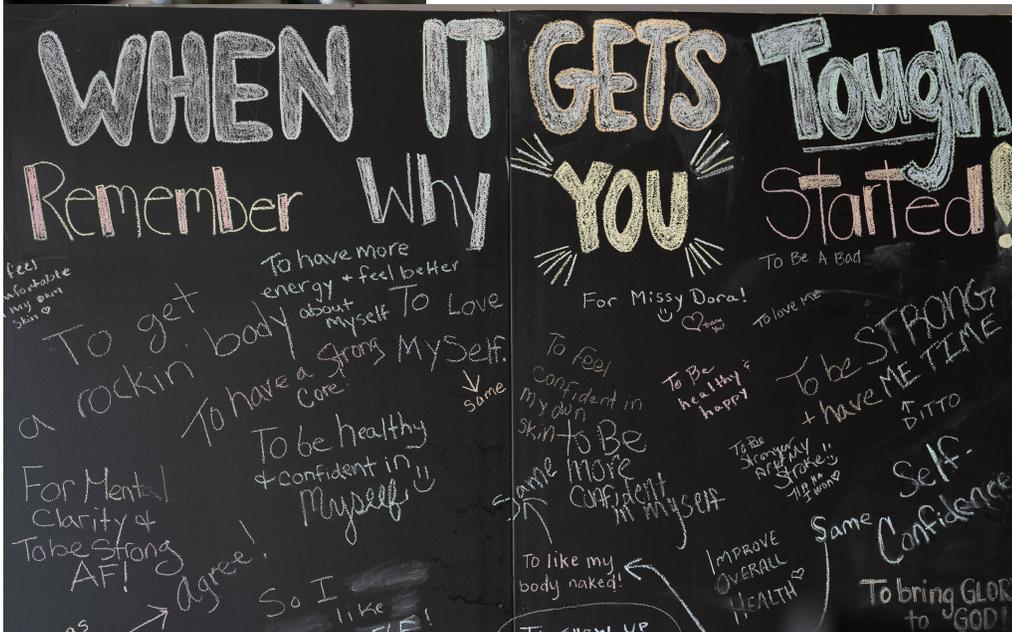
"I got involved in Main Street when we moved downtown. I knew that if I wanted to grow and really become the kind of community hub that I envisioned, I needed to be in the community. As soon I moved in, the former DDA director, Josh Adams, was like, 'We want you to be involved.' and so I've been involved ever since.

I live here. This is my hometown and I have always thought if I'm gonna live somewhere, I want it to be a great place to live, and being part of Main Street gives me the power and responsibility to help create that. For me, it has nothing to do with helping my business, it's just wanting to play a part in creating a vibrant downtown for people to enjoy."

—Brianna Marrah, Owner and head trainer, Fitness Coliseum



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