

COLUMBUS BUSINESS FIRST

Commercial Real Estate

Tough Mudder bringing bootcamp gym to Columbus



A brand known for obstacle course footraces is coming to Columbus in the form of a first-of-its-kind gym in Ohio.

Tough Mudder Inc. has signed a franchise agreement with [Samantha Kerbler](#) for the gym, which will offer "high-intensity team training fitness courses." It is expected to open next year.

Kerbler, who has spent eight years as a group fitness and bootcamp instructor, has competed in bodybuilder and Olympic-style weightlifting challenges and has supported franchise gym openings in the past.

She also has operated small group trainings, has taught fitness bootcamps and, yes, competed in a Tough Mudder course.

"There's nothing like that race," she said of the experience. "It's filled with obstacles that test the whole body and yet it takes working together to complete it."

Instead of being an equipment heavy gym, this one will focus on using equipment such as ropes, dumbbells and kettle bells in full-body workouts designed to be completed in groups.

The gym's classes include 45-minute high-intensity interval training for small groups that are customizable and designed for people at different fitness levels. The technology platform that the company uses in its races aids in the effectiveness of the workouts, such as heart rate monitors and intermittent workouts that test fitness improvements over time.

Single courses are \$20 while membership packages cost \$56 to \$160 a month. Tough Mudder Bootcamp is a year-round brand extension for the company, which counts 3 million finishers among its fan base. The first gym location opened in June in Massachusetts.

"It's a really different kind of workout," Kerbler said. "The workouts change every day, so you don't end up doing the same training routine."

The New York-based company has been seeking franchisees to invest in new 2,000- to 3,000-square-foot gyms. It says it has targeted several U.S. markets, including Columbus, Atlanta, Dallas, Nashville and Seattle.

The overall investment in a gym is \$297,000 to \$521,350, and the company is looking for people with \$120,000 in liquid capital and a net worth of \$400,000.

Kerbler is working with [Doug Jerum](#) of Hanna Commercial Real Estate to locate a site in Central Ohio for a gym.

"This signed agreement is an integral part of our strategic franchise expansion, beginning with finding franchisees like Samantha," [Dan Henry](#), director of franchise sales for Tough Mudder Bootcamp Franchising, said in a statement. "Experienced entrepreneurs who understand Tough Mudder and their markets in order to best introduce our unique team-based workouts to motivate and inspire a new wave of fitness enthusiasts of all skill levels."