



Small Business Highlight: Rio Max Fitness

Our small business series highlights local business owners in the community.

Quick Facts

Business:
Rio Max Fitness
Owner:
Rigo Rios
Address:
5404 Brand St. STE. 1
Rio Grande City, TX

Contact Us

Rio Grande City EDC
5332 E US Hwy 83 St. B
Rio Grande City, TX 78582
Email: mgomez@rgcedc.org
Phone: (956) 487-3476
Fax: (956) 317-1580

Calling Rio Grande City Home

Rio Grande City's rich history of hospitality and charm has a way of capturing anyone's heart. Rigo Rios is no exception. Since moving here in 2002, he has made Rio Grande City home and has embraced the strong sense of community Rio Grande City has to offer. Now, in return, he shares his passion of health and wellness with the community that he has grown to love.

How did you decide on the location?

The size and layout of the plaza is what attracted me to our location. The parking lot provides ample space and lighting for my customers. Since we are open 24 hours a day, 7 days a week, having ample lighting is important for the safety and security of my customers and staff.

Why did you choose this type of business?

I believe having a healthy lifestyle is important. This sets a lifetime foundation, not only physically but also mentally and emotionally, to always strive to be the best possible version of you. Since moving here, I have come to love Rio Grande City and I want to share my passion for fitness with others.

What have you learned about running a business?

From customer service, finances and maintaining equipment, there is so much that goes into running a business. I am in a constant state of learning and improving. I have been blessed to have the support of my family and there are many resources available to small business owners. One example is the Rio Grande City EDC. They helped us connect with the UTRGV Small Business Development Center for our business planning and provided us a business development grant to get started. I'm proud to say my business has grown and we've now expanded the gym to house more equipment to better serve my customers.

How did you find people to bring into your organization that truly care about the organization the way you do?

Our customers are looking for a way to make a positive change in their health and wellness lifestyle and it is our job to help them achieve their goal. I train my employees on the importance of providing great customer service. Our customers are looking for help and we provide it by being helpful, courteous and encouraging.

What advice or words of wisdom would you give to someone considering opening a small business?

When I was younger, I had not considered being a small business owner. As I delved into the fitness world, and began to understand the importance of a health and wellness lifestyle, I wanted to offer my expertise by providing a facility to the community of Rio Grande City. My advice would be to let go of fear and to take on the challenge. Have confidence in your strength, know your weakness and continue to strive to become the best possible version of yourself.

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