

HEARTH SAUNA BRINGS HEALTH AND HEAT TO NORTHERN MICHIGAN

TRAVERSE CITY, MICHIGAN – A national tradition of Finland that likely originated in northern Europe around 2000 BC is now available to northern Michigan residents at [Mt. Holiday](#) thanks to the energy, inspiration and experience of entrepreneur Nick Olson, owner of **Hearth Sauna**.

“We offer a high-quality Nordic sauna experience in a clean, thoughtful setting,” says Olson. “We greet each guest with a guide who provides a quick tour and instructions. We have storage for clothes and shoes and a changing room for people to change into a swimsuit or similar apparel. And then you have 70 minutes to enjoy the sauna, ice baths, and outdoor area in whatever way feels best to you.”

Hearth Sauna began their Traverse City public sauna business in early March with the benefit of capital from [Venture North Funding and Development](#), a nonprofit source of affordable loans and no-cost consultation to small businesses in northwest Michigan, including startups.

“It checks all the boxes of a successful startup business,” said Laura Galbraith, President of Venture North. “The business costs are reasonable, overhead costs are low and it hits a bullseye for what people are looking for: a healthful, positive and enjoyable experience that can be done alone or as a social activity. We’re delighted to be a long-term partner to help Nick and his team succeed and expand.”

“We’re taking reservations for individuals up to groups of ten who get to craft their own experience - heat up in the sauna, cool off outside, plunge in our ice baths, breathe, relax, repeat,” says Olson. “It’s fun, good for the soul and a great experience to share with friends – new and old. And scientific evidence shows that a sauna can improve cardiovascular health, reduce inflammation and lower blood pressure. Guests also report better sleep, healthier looking skin and less muscle soreness.”

While the translation is imprecise, the word “sauna” means something like “wooden room” in Finnish. Hearth Sauna features clean western red cedar lining the sauna, a wood-fired stove from Finland and 450 pounds of sauna stones that offer a warm, enveloping steam. The sauna operates between 160 and 200 degrees with an upper bench being the hottest area with lower level seating for those seeking a less intense experience. The locations are cleaned between appointments and have a deep cleaning twice daily.



Find Your Fire!

Where: Mt. Holiday, 3100 Holiday Rd., Traverse City, MI 49686

To Book: go to Hearthsauna.com and hit “book now”

What: 70-minute sauna experience in cedar lined sauna, including ice bath for those inclined. Clothing (swimsuit usually) required.

Single session: \$35

10-session pack: \$280

Monthly Unlimited Membership: \$125

Olson's entrepreneurial background serves him well. Raised in Traverse City by his parents, a pediatric nurse and pediatrician, he spread his wings in New Jersey opening that state's first Jimmy John's restaurant that he operated as a franchisee for seven years. Working with one of the fastest growing restaurant chains in America equipped Olson with the skills, experience and know-how to build a business of his own. After creating a bookkeeping and accounting business for Jimmy John's franchisees, Olson returned to Traverse City with an aim to create businesses centered on mental, physical, and social health. He is one of the owners of [Grand Traverse Social Sports](#) and [ELEV8 Climbing and Fitness](#), and it was back in Michigan where the idea for Hearth Sauna gained steam.

"We started our first Hearth Sauna in October 2023 in Grand Rapids at 555 Monroe Ave. NW followed by our Traverse City location at Mt. Holiday earlier this month," Olson says. "The main unit is 28 feet long by 8 feet wide with our beautiful sauna, an entry room to store clothing, a changing room, and storage for us. Outside we have 2 incredible ice baths, a shower, and plenty of seating to relax in."

And it's only natural that Olson and his team are thinking about growth, first around Michigan and then, who knows?

"How else can you invest \$95,000 to have a turn-key business that fits so many goals people have involving health, fitness and relaxation?"

"And, after all, it's following a tradition that has been time-tested for thousands of years!"



Hearth Sauna partners, Russell Artt, Sam Kittendorf and Nick Olson, stand proudly outside of one of their mobile saunas.

Venture North Funding and Development is a tax-exempt nonprofit that helps small businesses grow in northwest Michigan. Since founded 15 years ago, it has made 170 affordable loans creating 525 jobs and retaining 560 jobs. It has loaned a total of \$10.3 million, leveraging an additional \$38 million; awarded 450 small grants amounting to over \$1.2 million and provided over 8,000 hours of no-cost business consulting. Visit online at venturenorthfunding.org and complete a brief intake form to see how we can help or call at 231-995-7115.