

# CUSTOMER SPOTLIGHT TENNESSEE TECH UNIVERSITY



Location  
**Cookeville | TN**



Facility Type  
**University  
Recreation Center**



SportsArt Products  
**28 Cardio products with  
SENZA™ Touchscreens**



Facility Size  
**157,000 sq. ft.  
(14,585 sq. m)**

Originally built in 1991, The Marc L. Burnett Fitness Center at Tennessee Tech underwent a massive renovation in 2019, doubling the size of the original facility to 157,000 sq. ft. Affectionately known as “The Burn” on campus, the fitness center was expanded to meet the needs of TTU’s growing student body. In addition, administration and students alike view it as a gateway to the campus and believe it to be a major recruitment attraction for prospective students.

With an average of 2,400 students using the Burnett Fitness Center daily, TTU turned to SportsArt to furnish their new 6,000 sq. ft. cardio room with fitness equipment that could stand up to the demands of heavy use and receive service quickly if something goes wrong. Interim Director Suzann Hensley says, “The big thing I have found over time is the most important thing you have when you put equipment in a facility is that it’s only as good as your service. If we do have an issue it’s just not down very long, and I think that’s the biggest thing that our clientele appreciates.”



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