

Big Dog RC, John Raskob
Owner, Big Dog RC
(724) 376-2379

<http://www.bigdogrc.com/news.asp>

County: Mercer County

Industry:
Retail, Entertainment

Year Founded/Acquired:
2010

SBDC Assistance:
Marketing, Networking

Consultant: Jill Newcomer

Additional Partners:

Gannon University SBDC
Center for Business Ingenuity
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BIG DOG RC- Tourism Initiative Awardee

John started Big Dog in 2010 but officially had races in January of 2011. He needed to place the dirt and get the building racing ready.

He seemed to have little support when he reached out to the local media with racing results and information. The SBDC assisted John by contacting the local newspapers and communicating the business and range of clientele. The SBDC is also communicating with John on his website and marketing efforts.



"I attended a seminar where I met Jill. She explained the agencies in the area and how they could assist my business and that was so helpful," stated John Raskob, Owner.

sponsor events at John's facility as they are aware of the draw that he has.

John was nominated and won the James E. Winner Jr. Tourism Initiative Award presented on June 15th, 2017 at the Mercer County Visitor's Bureau Annual Dinner. This award pays tribute to tourism related businesses in Mercer County that are proactive and idea driven. These businesses don't simply seize opportunities as they arise, they create them. They rise to the challenges facing them and emerge stronger and more resilient. The award honors the spirit of entrepreneurship that makes these businesses successful.

Every week, the business averages more than 200 entries. They run four Points Series events every year with trophies for all participants. There are also special events every quarter for drivers. Last year, Big Dog RC awarded more than 1,000 trophies in 20 different classes of racing. RC racing is huge with national championships, world championships and factory paid drivers that make a living driving RC cars.