



Tim Case, owner
Archery Encounters
Erie, PA
Erie County

Industry:
Archery Coaching

Year Founded:
2016

Consultant: Jacob Jones

SBDC Assistance:
Marketing assistance,
business planning, financial
projections, forecasting,
market research.

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Archery Encounters: Right on Target



Archery is an ancient pastime that has benefits for people of all ages. In Erie County, Tim Case is bringing the benefits and fun of archery to all. In 2016, Archery Encounters opened to the public and

provided archery lessons, league competition, and open practice time. After serving in the United States Air Force, Tim found his new passion in archery. Today Tim is a certified USA Archery Level III coach

After working with the Gannon University Small Business Development Center for several years, Tim sought to expand and relocate in 2020. Archery Encounters had outgrown its downtown Erie location, so Tim reached out to the SBDC to help work out how best to grow. The Gannon University SBDC and Business Consultant, Jacob Jones, assisted with business planning, marketing assistance, financial planning, forecasting, and market research.

In January 2021, Tim was able to open a new and improved range at the Millcreek Mall in Erie County. The location offers larger range space, increased visibility, and allows even more people to experience archery benefits. Tim has already had his highest sales within the first month at the new site in five years! Tim had this to say about the SBDC, “They have been a great partner, and I appreciate their help!”.

Check out Archery Encounters at <https://archeryencountersllc.com> or on Facebook at <https://www.facebook.com/archeryencountersllc/>.