## S B D C

PENNSYLVANIA

## Small Business Development Center Gannon University

Helping businesses start, grow, and prosper.

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

http://www.bigdogrc.com/new.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 900 State Street, Suite 100 Erie, PA 16501 P (814) 871-7232 F (814) 871-7383 gusbdc@gannon.edu www.sbdcgannon.org

## **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



"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.

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.

Big Dog RC has participants coming from Canada, Texas, Tennessee and the list goes on. Most of their participants are typically in a four-state range. This indoor dirt remote car racing venue has become a draw for many families and just remote racing enthusiasts. They are the only facility that offers an indoor dirt oval

and off-road track, carpet oval and on-road track, truck and tractor pull track, outdoor tracks, full hobby shop, pit areas and snack bar, all in one place. There are race car manufacturing representatives that

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 15<sup>th</sup>, 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.