

# Project Profile



## Location:

231 Wood Mountain Road  
Glen Jean, WV  
trywva.com

## County:

Fayette

## Description:

Business Expansion

## Total Project Cost:

\$420,000



## West Virginia Adventures

### People:

West Virginia's New River has something for every rafter — its gentle upper section perfect for families and scout troops, and its lower section a rollicking ride through a chasm often called the Grand Canyon of the East. The Gauley River is for experienced rafters only, featuring the wildest whitewater in the East. Rob Dobson knows those waters, and he decided to buy a failing rafting company and try navigating the rapids of entrepreneurship.

### Progress:

Rafters may like Class V rapids, but business owners prefer smooth sailing, especially when it comes to debt. A few years into his ownership of West Virginia Adventures, Rob sought to consolidate a commercial loan and credit card

debt to improve cash flow, as part of a larger package of investments. The Progress Fund gave him terms that worked for his seasonal business, lending \$150,000 through WV USDA IRP Program.

### Impact:

Improving cash flow is allowing Rob to double the number of permanent, full-time staff. Better yet, he can introduce more rafters to the towering cliffs, ample wildlife and raw adventure of the New and Gauley rivers. That means more business for the nearby hotels, cottages, campsites and restaurants, because in the tourism industry, a rising tide lifts all boats.

The Progress Fund is an equal opportunity provider and employer.

