

**Hazelbaker's
Bottom Yough
Outfitters, Inc.**

Perryopolis, PA

**Signs of
recovery:
Served 11,500
customers in
2010, up from
10,500 in 2009
and 2008**



Recession

While the global economy scraped bottom, the Youghiogheny River economy was riding high, says Donny Hasch, owner of Hazelbaker's Bottom Yough Outfitters Inc. "People don't go anywhere" when the economy tanks, he says, "but they continue to recreate." Outdoor activity businesses like his canoe and kayak rental service drew new customers and found themselves able to compete for more affluent families.

Reaction

The 2008-09 downturn saw the emergence of the leisure phenomenon now known as the staycation. "Instead of going away to the beach for a week, they're doing different things out of the house," says Mr. Hasch. He rode that current straight through the crisis, racking up some of his best years since the post-9/11 stay-at-home surge by targeting middle class families in Pittsburgh and to its south.

Rebound

Last year was even stronger, as customers who came to know his product returned for more, with some signing up for season passes. Hazelbaker's served 1,000 more customers in 2010 than in 2009 by offering a value proposition that's hard to beat. "For around \$25 a person," says Mr. Hasch, "you can do something all day. You show up at 8:00 in the morning, and you don't have to have your equipment back to Hazelbaker's until 6:30."

Reinvestment

Mr. Hasch refurbished his fleet, buying 150 new canoes and 50 new kayaks and positioning himself for the rising tide.

Progress

The Progress Fund loaned Mr. Hasch \$92,000 a decade ago to help finance the purchase of Hazelbaker's, and has provided a recurring line of credit.