

SUCCESS STORY

BOM PARTIES

Previously an art teacher, Carolina Martin founded The Bom Parties more than 30 years ago as a tribute to her mom, who fought lung cancer for six years and lived in a nursing home for the last few months of her life. She wanted to carry on her mother's legacy by creating a business that could engage and inspire people through creative activities.

The Bom Parties brings art classes to institutional living facilities by throwing parties and workshops designed for people with and without disabilities of all kinds.

In 2020, Carolina reached out to her local Ohio Small Business Development Center (SBDC) at Lorain County Community College to find help. She urgently needed to learn how to teach her classes online because no one was permitted to enter the facilities she usually served when the coronavirus pandemic hit Ohio.

After meeting with Carolina, the SBDC team focused on marketing her business online by building a website and producing videos. They were able to go through business resources that provided updates on co-packing information and funding opportunities.



The online space introduced Carolina to many possibilities for her business, both nationally and internationally that were not available when she was operating only in person. They developed art kits that people can purchase online and enjoy individually or in a class, resulting in The Bom Parties steadily gaining customers and increasing sales.

Carolina is excited to see what else The Bom Parties can accomplish with its new-found knowledge and hopes to continue to connect people through fun activities.

For more information on The Bom Parties, visit thebompatries.com