



THE POMPOUS PIG

Clemson Area SBDC Client
Woman-Owned Business
Veteran-Owned Business
pompouspig.com

\$159,900
EIDL LOAN/GRANT

\$187,200
PPP LOAN

22
JOBS RETAINED

“Whenever there was an issue with applying for a loan, Ben would reach out to the SBA for a direct contact to resolve it. He is always just a phone call away, very responsive, and available when we need him.”

**~KIM NEWSOME,
OWNER, THE POMPOUS PIG**

PRE-CORONAVIRUS BUSINESS SITUATION:

Owners Kim and Chet Newsome of the Pompous Pig Barbeque learned about the SC SBDC shortly after first opening their restaurant in 2008. With the help of consultant Ben Smith, the couple has since grown a loyal customer base and enough steady profit to pay off 10 years’ worth of debt. In its 12th year, the business was thriving—until the pandemic hit. “Suddenly it felt like we were starting over financially,” said Kim.

CHALLENGES ARISING FROM THE COVID-19 PANDEMIC:

With government mandates forcing their business to close between mid-March and late-May 2020, the Newsome’s were compelled to lay off staff; when finally permitted to reopen, the couple still found themselves greatly limited in their ability to serve customers. Not only was the Pompous Pig restricted to operating only 3-4 days per week, but indoor dining capacity limits also hurt the business’ ability to break even. The restaurant also experienced the logistical challenges of facilitating curbside pick-up orders, finding adequate supply of PPE and implementing effective sanitation and safety requirements.

RESPONSE AND RECOVERY:

Having worked with Clemson SBDC Area Manager Ben Smith since 2008, Kim and Chet wasted no time in contacting him. With Smith’s assistance, the couple was able to apply for and receive two rounds of PPP and EIDL loans totaling \$347,000. Kim attributes these funds, which covered payroll, taxes, rent, utilities and food restocking costs, to her business’ survival. Smith also referred his clients to another resource: the Restaurant Revitalization Fund (RRF). Kim and Chet applied and received an additional \$128,00 in funding from this relief program. “Even after PPP and EIDL, we were still way in the hole from a financial standpoint,” Kim said. “The RRF made us whole again.”

BUSINESS OUTLOOK:

Although they are uncertain about ongoing recovery and government support, the Newsome’s are optimistic about their restaurant’s prospects. “The current challenge within the food and beverage industry has been a persistent staffing shortage,” said the Newsome’s, “but we are hoping that by increasing their pay, we will be able to retain existing employees.” The couple said that despite the challenges, they are grateful to be back in business and are excited to again be serving loyal customers their favorite dishes.

