

Aerial Angels

Allison and Todd Williams had worked together as business partners for 11 years and were well known in the theater, college, and Renaissance Festival circuits. Although work was steady, Allison wanted to present more physical skills and provide Todd with the opportunity to focus more on solo teaching and mask-making. In April, 2004 Allison formed the idea of creating a circus act flexible enough to perform at a wide variety of venues while creating audience interaction and meeting highly professional and skill standards. Allison came to the MI-SBTDC where she met with Business Consultant Jean Johnson. Throughout her counseling sessions, Jean focused primarily on making strategic decisions about company growth, worked on employee and operational issues, as well as developing an accounting system.



Working with Jean has really helped me in challenging my assumptions of starting a business and opening up new areas that I didn't realize I could go into. I attribute 40-50% of my success to the SBTDC because Jean has so many great ways of helping me turn my ideas into dollars.
~ Allison Williams, Owner

With an increase from three to 11 employees, Aerial Angels has evolved into a female circus show that performs at festivals and corporate events. Gross sales have tripled since counseling began with the MI-SBTDC and they have set a new goal of \$10 million in gross sales within the next ten years. The company has grown from booking a few shows a year for a small clientele, to booking the entire season including shows in Europe, Canada, and nationwide. They have also developed internship programs with Kalamazoo College and Western Michigan University in addition to short-term internships with high-school students. With inquiries coming from across the country, Aerial Angels is provided the opportunity to increase their market while training people in the field.

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