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Opossum Pouch Soft Goods Wins Show of Hands

WHEELING, W.Va. – April 17, 2022 – After four local business pitches, Opossum Pouch Soft Goods won the crowd over receiving the most votes, winning Wheeling’s Show of Hands. The owner, Jay Hercules, took home more than \$5,000 for his outdoor sporting goods business.

Show of Hands is a community-supported crowdfunded event hosted by Wheeling Heritage. While returning for our second in-person Show of Hands event after the pandemic, the four presenters combined received over 200 votes. Each presenter had a one-minute video, produced by the Wheeling Heritage media team, that played before they gave their four minute pitch.

Owner, Jay Hercules, plans to purchase new equipment for his soft goods business located at 1003 Main Street in Wheeling. With this new equipment, he is able to take more production in house, along with increasing the time of production.

"I feel like I did the first time someone saw my bag and asked me to make them one." said Jay Hercules, owner of Opossum Pouch Soft Goods. "I am amazed that anyone wanted to buy them because I made them for myself. I am amazed that people saw my vision and voted for my passion. Just because it’s my passion doesn’t mean it is there. I feel honored."

The event’s other presenters included:

- [Wild Heart by Mindi](#)
- [Wheeling Coffee & Spice](#)
- [The IDEA Center](#)

Scott Schenerlein, Wheeling Heritage’s Executive Director, said “Supporting small businesses is key to our mission here at Wheeling Heritage and important for our community.” Schenerlein continued, “Thanks to our sponsors and attendees as their support is key in so many ways to making this event a success.”

The next Show of Hands is scheduled for July 26 at the Wheeling Artisan Center, 1400 Main Street. Applications will be available for businesses to apply at a future date on [Wheeling Heritage’s website](#).

Since its creation in 2014, Show of Hands has given over \$116,000 to projects and businesses that make Wheeling a special place to live. Orrick, the program’s corporate sponsor, donates \$1,000 for each event. The Friends of Show of Hands, which consists of community members and business owners, also contributes to each event.



About Wheeling Heritage:

[Wheeling Heritage](#) is a catalyst for the revitalization of Wheeling. Through historic preservation, community development, and the arts, we help to tell Wheeling's story and shape its future. We seek to improve the quality of life in Wheeling by preserving and investing in our city, collaborating with others, and engaging the citizens of Wheeling in our work.