



City of Danville

Office of Economic Development & Tourism

News Release

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City to host financial literacy workshop for businesses

The Danville Office of Economic Development & Tourism will host “Managing by the Numbers”, a financial literacy training program designed for small business owners, starting Nov. 7.

This training, in partnership with the Longwood Small Business Development Center, will cover several key indicators of financial performance such as net profit, operating cash flow, working capital, and return on assets, including basic training in the QuickBooks accounting program. Once completing the program, each participant will receive a free one-year subscription to QuickBooks and a copy of “Managing by the Numbers: A Commonsense Guide to Understanding and Using Your Company’s Financials,” by Kremer, Rizzuto, and Case.

Each two-hour training will be held at 427 Patton St, over a course of six weeks from 6 pm to 8 pm. Light refreshments will be served. To participate, businesses must be located within the city limits and have an active business license.

“We are excited to extend this wonderful opportunity to our local businesses, allowing them to lay a strong foundation for long-term success,” says Kelvin Perry, assistant director of Economic Development & Tourism.

“The mission of the Danville Office of Economic Development & Tourism is to improve the economic health and quality of life of the city of Danville through the creation and retention of jobs, the building of local wealth, and increasing the tax base,” says Corrie Bobe, director of Economic Development & Tourism. “To fulfill this mission, it is imperative that we provide our small business owners with access to the appropriate tools necessary to be successful. This program, in partnership with the Longwood Small Business Development Center, is one of many financial resources available to our local business community.”



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To register, visit <https://forms.gle/WgyeuhzCCS4qMGdy7>. Registration closes Nov. 3. Space is limited to 20 participants. Cost to attend is free.

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About Longwood Small Business Development Center

The Longwood Small Business Development Center's (LSBDC) core mission is to provide education, consulting, and economic research to support potential and existing small business owners throughout Southern Virginia. <https://sbdc-longwood.com/>

About the Office of Economic Development and Tourism

The Danville Office of Economic Development & Tourism recruits and retains businesses for the Danville area. The office provides information on available sites and buildings, incentives and other financial resources and offers a website designed for the business community: www.discoverdanville.com.