



# City of Danville

## Office of Economic Development & Tourism

### News Release

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Thursday, December 14

#### **City announces graduates of financial literacy program**

The Danville Office of Economic Development & Tourism celebrated the graduation of 20 participants in the financial literacy program, *Managing by the Numbers*, on Tuesday, Dec. 12.

The class was held in partnership with Longwood Small Business Development Center over a course of six weeks and covered key indicators of financial performance, such as net profit, cash flow, and the basics of QuickBooks accounting program. The training was free and open to any business owner within the city of Danville, with an active business license.

Sylvia Josey, owner of Your Stuff Consignment Boutique, said, "Even after being in business for 30 years, I am still learning. These financial reports will help give me the insight needed to level up my business."

"While we know how our business is doing financially based on revenue and expenses, we weren't certain how we looked 'on paper' to a bank or potential investor. This course helped us understand how to evaluate the three core business statements and gave a good introduction to QuickBooks as a tool to develop the statements," said Julie Brown, President of 2 Witches Winery Brewing Co. "We are grateful to the City for providing this opportunity and look forward to participating in additional courses that will help us grow our family-owned small business."

After completing the course, each participant received a free one-year subscription to QuickBooks, a two-hour consulting session with the course instructor, and a copy of "Managing by the Numbers: A Commonsense Guide to Understanding and Using Your Company's Financials," by Kremer, Rizzuto, and Case.



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“We look forward to exploring new ways to support the small businesses in our local community. We want to equip our entrepreneurs with the knowledge and tools necessary to grow and strengthen their business,” said Kelvin Perry, assistant director of Economic Development & Tourism.

Businesses can follow the Danville Office of Economic Development & Tourism’s social media pages to learn more about upcoming events and trainings.

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### **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](http://www.discoverdanville.com).