



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Samantha Bagbey
Project Manager
O. 434.793.1753

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City celebrates graduation of 11 small businesses from financial literacy workshop

The Danville Office of Economic Development & Tourism (DOEDT) celebrated the graduation of 11 small businesses from the financial literacy workshop, *Managing by the Numbers*, on October 15, 2024.

This training, in partnership with the Longwood Small Business Development Center (SBDC), covered 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.

Upon completion, each participant received a free one-year subscription to QuickBooks, a one-on-one consultation session with a QuickBooks expert, and a copy of *"Managing by the Numbers: A Commonsense Guide to Understanding and Using Your Company's Financials,"* by Kremer, Rizzuto, and Case.

"We are extremely proud of these small businesses for putting forth the time and effort into strengthening their financial skills through this workshop," said DOEDT Project Manager, Samantha Bagbey. "Our office is committed to fostering a supportive environment for our small businesses to thrive, and I am looking forward to watching these business owners grow and apply these crucial lessons learned."

"Taking this finance class has been incredibly insightful for getting my finances in order," says B and B Travel Getaways Travel Advisor, Yolanda Beard. "Learning QuickBooks has given me the confidence that I'll be fully prepared for next year's financial reports. The instructors have been fantastic, sharing their deep knowledge and real-world experience to make every lesson practical and engaging."

“Managing by the Numbers has been invaluable in helping me better understand the financial aspects of my business,” said Patrick Gibson, Patrick Gibson Photography LLC owner. “Learning to utilize QuickBooks has streamlined my accounting process and given me more time to focus on growing my business and serving my clients.”

Participating businesses included: 2 Earthy Mamas, B and B Travel Getaways, Burrell Notary & Tax Services, Fab’s Family Medical Transport, Hammer Hill Computers, Magic Bounce Danville LLC, Mind Body Wellness Pilates, Once Upon a Child Danville, Patrick Gibson Photography LLC, Tony Wilson General Contractor, and X-S Alterations.

“SBDC is grateful for the partnership with the City of Danville in developing and funding the financial literacy workshop as well as for their ongoing support of SBDC’s work with entrepreneurs,” said Sheri McGuire, Associate VP for Community and Economic Development, SBDC. “Danville is very focused on supporting the success of their small business community and we are excited to be part of the team.”

Click here to learn more about upcoming workshops and resources for small businesses:
<https://www.discoverdanville.com/discover-danville-va-for-your-business-resources/>

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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.