

# Danville Economic Development & Tourism



*Microporous, a lithium-ion battery manufacturer, will invest \$1.3 billion into the Southern Virginia region, creating over 2,000 jobs.*

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This past year was one of exciting growth as new faces, new businesses, and new industries made the decision to call Danville their home. At the Danville Office of Economic Development & Tourism (DOEDT), we are committed to serving these small and large businesses, setting them on a path for long-term success, by providing essential resources and marketing opportunities, crafting workshops and events, and strengthening personal connections.

## Major Celebrations

2024 brought several major economic development announcements, spotlighting Danville on a state-wide and national stage.

- JTI announced a multi-million-dollar expansion, creating 100 new jobs, at the Riverview Industrial Park.
- RBW Electric Cars, based in the UK, announced an \$8 million investment to create 144 jobs at the Cane Creek Centre.
- In November, City and State leaders joined Governor Glenn Youngkin to break ground at the Southern Virginia Megasite at Berry Hill. Microporous will invest \$1.3 billion, creating 2,015 jobs, to establish a lithium-ion battery manufacturing plant.
- Caesars Virginia celebrated its grand opening in December, alongside City and State leaders, community members, and media. This \$750 million investment has already generated over \$20 million in tax revenue for the City of Danville, funding park improvements, airport renovations, and more.
- Dan River Falls, formerly known as Mill No.8, be-

gan welcoming tenants this year, as the 550,000 sqft space opened its doors.

- Many small businesses in the River District celebrated grand openings and expansions this year, including Old 97 CrossFit, Revive Nutrition, Hue by Nancy Parrish, and 2 Earthy Mamas.

## Small Business Support

The DOEDT believes that each business tells a story, no matter the size; we work diligently to equip our small businesses with the tools they need to succeed in a constantly evolving economy. This upcoming year, we will host several workshops and events that are designed to support our local business owners.

- Can You See Me Now: Marketing Workshop for Small Businesses: Learn how to elevate your marketing strategy, including lessons on videography, photography, branding, and more. (March-April)
- Southern Virginia Procurement & Business Resource Fair: Discover how to obtain contracts in working with large industries and government agencies, as well as the SWaM certification process. (April)
- Managing by the Numbers: Financial Literacy Workshop: Take a deep dive into your business's finances with lessons on QuickBooks, cash flow, and more. (September-October)

## So Much to Do, So Much to See

This past year, the DOEDT also continued our efforts in marketing Danville and Pittsylvania County as a travel destination through regional tourism brand, Visit SoSi ("So Much to Do, So Much to See").

The Visit SoSi team launched newly designed resources, including the Outdoor Adventure Guide, Old West End Historical Walking Tour Guide, newly printed pad maps and Visitor Guides, and a tourism sponsorship program, crafted to attract visitors into the area for major events.

The Visit SoSi team also held a diverse range of events and workshops to engage both businesses and residents, including Customer Service Trainings, Stakeholder Events, and a newly launched I Am Tourism ambassador program, designed for community members to view the region's many attractions through the eyes of a tourist.

## New Team Members

As the scope of work expanded, the DOEDT has also grown to better serve the community. In 2024, four new team members were hired, including Alike Leonard (Tourism Sales Coordinator), Katie Kultgen (Senior Secretary), Joyce Wilburn (Travel Counselor), and Courtney Alexander (Travel Counselor).

## Looking Ahead

Although this past year showed immense growth in our region, the work we do is far from over.

Each day, our team is committed to making Danville is a great place to live, work, raise a family, and do business. In 2025, we are looking forward to welcoming new businesses, meeting new faces, and celebrating the story of our "home."

For more information on the DOEDT and our work throughout the region, visit [www.discoverdanville.com](http://www.discoverdanville.com) or follow our Facebook page @danvilleeconomicdevelopmentandtourism.



*Dan River Falls is on track to become a vibrant community hub, featuring high quality restaurants, shopping options, and modern residential and office space.*



*State and local leaders gather to celebrate the grand opening of Caesars Virginia in December of 2024.*