



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Samantha Bagbey
Project Manager
O. 434.793.1753

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Sixteen small businesses graduate from marketing workshop

The Danville Office of Economic Development & Tourism (DOEDT) celebrated the graduation of 16 businesses from small business marketing workshop, Can You See Me Now, on April 8.

The workshop was held in partnership with Letterpress Communications and the Longwood Small Business Development Center over a course of six weeks and focused on relevant marketing techniques, including communications, visual branding, videography, photography, and digital advertising. The training was free and open to any business owner within the city of Danville, with an active business license.

Samantha Bagbey, DOEDT Project Manager, reflects, "Each time we host a workshop, I find myself amazed at the continued engagement in our community. We are extremely fortunate to be able to offer all small businesses within the Danville city limits opportunities to access this type of training and workshop free of charge. I look forward to seeing the workshops continue to evolve as business does and grow with more participants from the city of Danville!"

"Participating in this marketing workshop has been a transformative experience for both our business and for our community," said Karen Johnston, owner of Karen's Hallmark Shop. "I've gained invaluable insights into effective strategies that not only enhance our brand but also foster local connections and support. I sincerely recommend these classes to anyone looking to elevate their marketing skills and make a positive impact."

Shea Douglas, co-owner of LOV3 Clothing Line added, "I would like to express my sincere appreciation for the opportunity to attend this class. As a small business, every bit of knowledge and insight truly makes a difference, and the tips and strategies I continue to learn have a significant impact on our growth. I'm grateful for the chance to learn different things without the financial stress that typically comes with these types of classes."

Participating businesses include: Bliss Hair and Nail Studio, Bull City Magnolias, Cedar Ridge Construction LLC, CFJMS Creative Construction and Cleaning LLC, Danville Bar Fruit of the Spirit, Danville Massage Therapy Associates, Danville Toyota, Family of Hands, Karen's Hallmark Shop, Links Coffee House, LOV3 Clothing Line, Peyton Sellers Inc., Ride Rental Cars, The Brick Running and Tri Store, The Holbrook Hotel, and The Schoolfield Restaurant.

Each participant received a free one-year subscription to Canva Pro and a one-on-one consultation session on a selected marketing topic with Letterpress Communications.

Businesses are encouraged to follow the DOEDT's social media channels to learn more about upcoming events and training opportunities.

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About the Office of Economic Development & 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.