



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City to host financial literacy bootcamp for small businesses

The Danville Office of Economic Development & Tourism (DOEDT) will host Money Made Simple, a 6-week financial literacy training program designed for small business owners, beginning September 23.

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

Upon completion, each participant will receive a free one-year subscription to QuickBooks and a one-on-one consultation session with a QuickBooks expert. To participate, businesses must be located within the city limits and have an active business license registered with the City of Danville.

"You want to make sure all the blood, sweat, and tears you are putting into your business is paying off, as well as paying you. Finances are incredibly important for entrepreneurs at any stage of their business journey," said Samantha Bagbey, DOEDT Project Manager. "Whether you are a seasoned entrepreneur with a legacy business or someone with a new idea wanting to start a business, this workshop is designed to ensure your finances are at the forefront of your journey."

Michael Scales, Longwood SBDC Business Analyst and course instructor, said, "Longwood SBDC is grateful for the partnership with the City of Danville in presenting this financial literacy workshop. Understanding and using a company's financial performance indicators is an essential tool for every small business owner."

Past participant, Yolanda Beard of B&B Travel Getaways, shared, "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.”

Each two-hour training session will be held on Tuesday evenings at the Danville Fire Department, 600 Lynn Street, Danville, over a course of six weeks from 6pm to 8pm. Registration closes on September 19. Space is limited. The cost of attending is free. To receive all benefits, participants must attend all six sessions. Spanish interpretation will be available, if needed upon request.

For more information and to register, visit <https://forms.office.com/r/VzL6U2U7AG>.

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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.