



## **NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM**

Contact: Samantha Bagbey  
Project Manager  
O. 434.793.1753

Wednesday, October 29, 2025

### **City celebrates graduation of 16 small businesses from financial literacy workshop**

The Danville Office of Economic Development & Tourism (DOEDT) celebrated the graduation of sixteen small businesses from the financial literacy workshop, Money Made Simple, on October 28, 2025.

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. Michael Scales, Longwood SBDC Business Analyst, led the course.

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

Samantha Bagbey, DOEDT Project Manager, said, "Helping our small businesses build a foundation for long-term success is essential to the growth of our city. We congratulate each and every business for the dedication and effort they have invested in completing this course."

"QuickBooks has been very helpful, but I have to admit that I did not feel very confident using the software," said LaToya Williams, Omni Chic owner. "I've learned so much and I am so excited to improve my records. I definitely feel better prepared to grow my business."

Carly Adamson of Bull City Magnolias added, "No matter if it is an online e-commerce business, brick and mortar, or service based, they tailor the class to your questions and needs. Great class and teachers!"

Participating businesses include Bull City Magnolias, Cedar Ridge Construction, Chas. Snead and Company, P.L.L.C., Danville Bar Fruit of the Spirit, God's Storehouse, L & G Support and Resources

Co., Links Coffee House & Café, Misty Adams, Omni Chic, Peyton Sellers Inc., S&R Painting, Inc., Superior Heating & Air Conditioning, Sweat and Soul Yoga Inc., The Vintage Boutique, Trenace's Safe Haven, and United Comfort Heating & Cooling.

In total, 47 businesses have participated in this financial literacy program since 2023.

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

###

### **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).