



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City selected for 2025 Partnership for Innovation Regional Leaders cohort

The Danville Office of Economic Development & Tourism (DOEDT), in collaboration with Letterpress Communications and the Danville Pittsylvania Chamber of Commerce, has been selected to join the 2025 Partnership for Innovation (PIN) Regional Leaders cohort. This program brings together diverse teams across the southern United States to advance tech-based economic development rooted in addressing local needs.

As part of this cohort, the DOEDT will lead the development of the Danville Entrepreneurial Ecosystem Pipeline, an initiative designed to strengthen the region's small business community. Over the next year, the team will focus formalizing systems that expand resources and support local entrepreneurs. This includes exploring the feasibility of establishing a Community Development Financial Institution (CDFI), launching a business incubator, and identifying strategic real estate investments to create future commercial storefronts throughout the River District and North Main Hill.

"We were excited to join [PIN] because it gives us a chance to connect with other communities that may live in different states but face many of the same challenges and opportunities," said Samantha Bagbey, DOEDT Project Manager. "It's not every day you get to sit in a room with leaders from across the South and really trade ideas about what's working. That mix of perspectives is something PIN does so well, and we're looking forward to bringing fresh ideas back to Danville while also sharing what's working here."

"We're so excited to be part of this project! At Letterpress, we believe in the power of collaboration, and this partnership is a chance to lift up entrepreneurs and celebrate the creativity and innovation already thriving in our community," said Letterpress Communications CEO, Alexandra Veatch.

Anne Moore-Sparks, Danville Pittsylvania Chamber of Commerce President & CEO, added, "Working alongside the City of Danville on this initiative allows us to strengthen the networks our entrepreneurs need to thrive in a fast-changing economic landscape. We are thrilled to team up

with these creative partners to ensure our business owners have the tools and support they need to build and shape their own futures.”

The 2025 PIN Regional Leaders cohort will engage in a nine-to-twelve-month program, with three months of programming and workshops on topics including economic development and artificial intelligence.

Launched in 2020, PIN is a public-private partnership dedicated to advancing community research, student engagement, workforce development, and shared economic success across the East Coast. To learn more about PIN and this year’s cohort, visit <https://pingeorgia.org/pins-economic-opportunity-pillar-announces-2025-regional-leaders-cohort/>.

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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.