



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City of Danville to host Money Made Simple, 6-week financial literacy bootcamp for small businesses

The Danville Office of Economic Development & Tourism (DOEDT) will host Money Made Simple, a six-week financial literacy training program designed for small business owners, January 20 – February 24, 2026. Participation in the program is free of charge.

This training, in partnership with the Longwood Small Business Development Center (SBDC), will cover key indicators of financial performance including net profit, business taxes, 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. To receive the full benefits, participants must attend all six sessions.

DOEDT Project Manager, Samantha Bagbey, said, "Traditionally, this course has been offered in the fall, but this year our focus is on equipping small businesses ahead of tax season. By getting organized in January, business owners can approach April with confidence rather than crisis. We strongly encourage both new entrepreneurs and established businesses to take advantage of this workshop to strengthen their financial management and strategic planning."

Jamee Dion, owner of Balanced Bookkeeping, added, "Year after year, I'm amazed by the transformations this program creates. In just six weeks of focused financial work, participants gain the confidence to truly understand their numbers, and that clarity empowers them to make smarter, more profitable, and more efficient business decisions."

Carly Adamson of Bull City Magnolias highlighted the value of the program, “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!”

Each two-hour training session will be held on Tuesday evenings at the Danville Office of Economic Development & Tourism, 424 Memorial Drive, Danville, over a course of six weeks from 6pm to 8pm. Registration closes on January 14. Space is limited. Spanish interpretation will be available, if needed upon request.

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

For more information and to register, visit

<https://forms.office.com/Pages/ResponsePage.aspx?id=Fe9n4IRPeE2dsmDbCadTkCzFCU2-Do5KrFOzlhIDpu5UREhWUIVHWTk1UJJaUFRSU0lBSldCSFJGUS4u>.

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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.