



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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Thursday, January 8, 2026

Reminder: City of Danville to host 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. The program is offered at no cost to participants.

Developed in partnership with the Longwood Small Business Development Center, the training will address essential financial performance indicators, including net profit, business taxes, operating cash flow, working capital, and return on assets. Participants will also receive introductory instruction on the QuickBooks accounting platform. Since 2023, 47 businesses have completed the program.

Upon completion, each participant will receive a one-year QuickBooks subscription and an individual consultation with a QuickBooks specialist. Eligible businesses must be located within Danville city limits and hold an active business license with the City of Danville. Attendance at all six sessions is required to receive full program benefits.

DOEDT Project Manager, Samantha Bagbey, said, “Our goal is to make financial literacy accessible to every small business owner in Danville. This program gives entrepreneurs the confidence and practical skills they need to manage their finances and build a stronger foundation for success.”

“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 and past participant. “I’ve learned so much and I am so excited to improve my records. I definitely feel better prepared to grow my business.”

Training sessions will be held on Tuesday evenings from 6-8pm at the Danville Office of Economic Development & Tourism, located at 424 Memorial Drive. Registration closes January 14. Space is limited. Spanish interpretation will be available upon request.

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.