



### **INSIDE**

Tips to launch your business on a budget

## BUSINESS RESOURCES

Help for you to start and run your business

## **DIRECTORY**

Support local Black business owners

And more!



Lynchburg Regional Business Alliance | 300 Lucado Place, Lynchburg, VA 24504 (434) 845-5966 | info@lynchburgregion.org | LynchburgRegion.org



# THE LYNCHBURG REGION-AN IDEAL LAUNCH LOCATION FOR ALL ENTREPRENEURS James Black

Although we have all dealt with challenges over the past two years, including the pandemic, the Lynchburg region has emerged stronger. As a result, the region continues to be a smart location for new businesses, buoyed by its low cost of living and thriving urban atmosphere as well as plentiful opportunities for outdoor recreation, talented workforce, and fun to be found.

With these assets in mind, the Lynchburg region is an excellent place for prospective entrepreneurs to start a new business. A series of tax advantages, including a low six percent corporate income tax rate, state incentives for investment and job creation, low local taxes, and investment for expansion make the region a highly desirable place to both start a new business and to call home.

The Small Business Development Center (SBDC) - Lynchburg Region, housed in the Lynchburg Regional Business Alliance, offers a unique series of resources that provide valuable assistance for upand-coming entrepreneurs to learn and grow. These topics and resources include financial review, marketing, organizational management, start-up assistance, customer development, government contracting, access to capital investment, and more.

The SBDC - Lynchburg Region's Start Smart classes cover a range of topics, from utilizing the Business Model Canvas to visualize and access your business idea, to developing a business plan, figuring out which permits, and licenses are needed, and other resources that are available for prospective entrepreneurs to launch their new venture.

Additionally, the SBDC - Lynchburg Region offers "Business Game Plan" sessions, multi-week facilitated small groups designed to help owners and leaders of businesses make a plan to grow and scale their business.

The desirability of the region isn't just a draw for small business owners and budding entrepreneurs, but also for nationally known industry leaders such as BWX Technologies, who earlier this year announced the construction of a new Campbell County innovation center which aims to create as many as 97 new jobs and \$65 million in capital investment.

Furthermore, starting a business in the Lynchburg region gives you access to can't miss benefits that come through a membership with the Lynchburg Regional Business Alliance. Particularly valuable for small businesses, member organizations with 10 or fewer employees can automatically become members of the U.S. Chamber of Commerce & the Virginia Chamber of Commerce at no additional charge.

Alliance members can also gain access to:

- Entrepreneurial start-up help
- Coaching and consulting
- Expansion and retention assistance
- Advocacy and government relations
- Connecting people and businesses
- Marketing and partnerships
- Leadership development and much more!

Last but definitely not least, membership with the Alliance gives entrepreneurs access to other Alliance members and industry experts to build invaluable relationships and to expand business development efforts. With five different membership levels it's also an affordable way to get your business out there.

Each of our region's counties and towns also offer their own unique resources to businesses. It's easy to reach out to your local economic development organization for help with growing your business. Or you can contact the Alliance who works with all of these partners.

With a growing, thriving business community, super-charged entrepreneur resources, and friendly assistance just a phone call away, there's never been a better time for entrepreneurs to choose the Lynchburg region as a home for their next business venture. In addition, becoming a member of the Lynchburg Regional Business Alliance comes with its own slate of benefits that can help entrepreneurs have the best resources to grow and succeed in their business ventures. There's no better time to start a new business in the Lynchburg region!



Above: The Lynchburg Regional Business Alliance located in Downtown Lynchburg.

# **Local Business Resource Organizations**

Amherst County Economic Development Authority (434) 946-5200 328 Richmond Highway, VA 24521 Amherst VABusiness.com

Bedford County Office of Economic Development (540) 587-5670 122 East Main Street. Suite 202 Bedford, VA 24523 BedfordEconomicDevelopment.com

Campbell County Economic Development (434) 592-9595 85 Carden Lane Rustburg, VA 24588 CampbellVirginia.com/Economic-Development

Greater Lynchburg SCORE (434) 582-4560 147 Mill Ridge Rd #122 Lynchburg, VA 24502

Lynchburg Business Development Centre (434) 582-6100 147 Mill Ridge Road Lynchburg, VA 24502 LBDC.com

Lynchburg Regional Business Alliance (434) 845-5966 300 Lucado Place Lynchburg, VA 24504 LynchburgRegion.org

City of Lynchburg Office of Economic Development & Tourism (434) 455-4490 900 Church Street Lynchburg, VA 24504 OpportunityLynchburg.com

SBDC-Lynchburg Region (434) 845-5966 300 Lucado Place Lynchburg, VA 24504 SBDCLynchburgregion.org

## **BUSINESS DIRECTORY**

Are you a local Black business owner and don't see your business listed here? This directory is complimentary but only includes businesses who have self-registered online with the Lynchburg Regional Business Alliance. If your business was not listed here please consider registering online with us for the opportunity to be listed in future guide's like this one at: <a href="www.LynchburgRegion.org/Minority-Business-Registration">www.LynchburgRegion.org/Minority-Business-Registration</a>. You do not have to be a member of the Lynchburg Regional Business Alliance in order to participate.

Current members of the Alliance are denoted with this symbol:



**ABC Printing** (434) 847-7468

AEasley Virtual Solutions (434) 942-0530

Anne Spencer House and Garden Museum (434) 845-1313 Anne Spencer Museum.com

**Anointed Minds ELC** (434) 929- 1160

Be Kind Gallery 101 (910) 587-7162

Bistro Bros. BBQ (434) 385-1006 BistroBBQ.com

Blackwater Branding (434) 444-7959 BlackwaterBranding.net

Blakely Bath & Co, LLC BlakelyBathCo.com

Building Bridges Productions, Inc. (434) 582-9748 BBPInc.lios.us Cooks & Minnis Funeral Home (434) 369-4412

**Cliff Cleaning Services** 

(434) 944-7774

Credit Chance LLC (434) 205-1019 MyCreditChance.com

Custom Concierge Nurses (434) 282-5844

Cz & Gz Blingbox (434) 851-0244 Paparazziaccessories.com

**Dancing With Theo** (434) 229-8448

Define Success Coaching & Facilitation (434) 509-1610
Define-Success.com

Divine Fog Realty Company (434) 237-3777 DivineFogRealtyCompany.com

Divine Fog Serves Inc (540) 874-4113 <u>DivineFogServes.org</u> D.M. Watson Consulting, LLC (434) 515-1735 DMWatsonConsulting.com

Evolving Solution Services
(434) 856-0568
Evolving Solution Services.com

Executive Town Car & Limousine Service, Inc. (540) 345-5600

ETClimo.com

FARRR Foundation (434) 426-6787 TheLHCC.org

> Faith Plumbing LLC (540) 410-0011 FaithPlumbingVA.com

Financial Fancy LLC (804) 491-8184 Financial Fancy.com

Franklin-Hutcherson Funeral Home (434) 847-1337 HutchersonFH.com

Fresh Start 2020 Inc. (434) 219-6840

**GR8 PL8 Cafe & Lounge** (434) 851-9980



Chilly's On Da Block Ice Cream Truck (434) 851-9980

Handcrafted With Kare

(434) 401-2653 <u>Handcrafted-With-</u> <u>Kare.business.site</u>

Heritage Connection Gifts & Tailoring

(434) 665-1360

Holistic Integrity (888) 430-4476

7HillzGro.com

**Hopkins Creative Co.** (434) 610-7210

**Hubbards Automotive** (434) 221-6764 Hubbards-Automotive.Business.Site

Imagination Station Studio LLC (434) 818-1040 ImaginationStationStudios.com **JE, LLC** (434) 235-5513

(434) 235-5513 ElevateWithJE.com

Jeffress Funeral Home Inc. (434) 376-2070 Jeffress Funeral Home.com

Jennings Stained Glass (434) 941-8207 Jennings Stained Glass.net

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JL Signing Services LLC (434) 849-7910

Kemper Street Flea Market (434) 851-9980

LC's Hair Shop (434) 846-5463 LadyTsEssentials.com

Lakesha Johns Licensed Massage Therapist (434) 426-1848 Luther Maddy Real Estate, LLC (561) 702-9144 TheMadAssist.com

LynchburgCaringPlace (646) 481-0534

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Lynchburg Grand Hotel (434) 455-4701 Lynchburg Grand Hotel.com



Merredith's Restaurant and Catering (434) 845-2997

MyMerredithRestaurant.com

**NAACP Amherst Branch Unit 7045** (434) 942-4367

NAACP Campbell - County Chapter (434) 283-8100 utgradsr.wixsite.com/NAACPCampbe IlCounty

LYNCHBURG: HOME TO

# **NUCLEAR INNOVATION**

www.bwxt.com

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At **BWX Technologies**, **Inc.** (NYSE: BWXT), we are People Strong, *Innovation Driven*. Headquartered in Lynchburg, Va., BWXT provides safe and effective nuclear solutions for national security, clean energy, environmental restoration, nuclear medicine and space exploration. In addition, BWXT joint ventures provide management and operations at more than a dozen U.S. Department of Energy and NASA facilities.

PROUD TO WORK WITH AND BE A MEMBER OF LYNCHBURG'S DIVERSE COMMUNITY.







NAACP Lynchburg Branch Unit 7088 (434) 846-3028

NAACPLynchburg.wixsite.com

Neil's Landscaping & Residential Maintenance LLC

(434) 509-7452

New Beginnings Learning Center (434) 386-8483

No Quitters Gutter Getters LLC (434) 509-2125

Oshun Organics, LLC (434) 235-0172 OshunOrganics.com Pampering & Relaxation Services (434) 221-0624

Phyllis Bennett Catering Service (434) 929-3619

**PinPoint Services** 

(540) 525-7618 PinPointServices.info

Pound by Pound Specialty Bakery (434) 509-4498 PoundByPoundBakery.com

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Rose Computers & Networks (434) 385-5000 RoseComputers.com Ross Learning Academy

(434) 907-9058

GodsWayMinistryLynchburg.org

Scrub Connections, LLC

800-604-1651

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Sugar Blush Bakery

(434) 942-7280

SugarBlushBakery.com

**Superior Landscaping LLC** 

(434) 849-1244

SuperiorLandscapingLLC.com

**T&P Estates** 

(434) 221-9549

**TechdHome** 

(434) 515-2160

Services.TechdHome.com

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**Tharp Funeral Home & Crematory** 

(434) 237-9424

TharpFuneralHome.com

The Beauty in Serenity

(434) 554-2300

MyNubianTresses.com

The Encouragement Group

(434) 401-0622

EthelReeves.com

The GR8 PL8 Café & Lounge

(434) 851-9980

The Lab Fitness Club

TheLabFitnessClub.com

The Law Office of Mark T. Stewart

(434) 846-4640

The Listening, Inc

(434) 515-2103

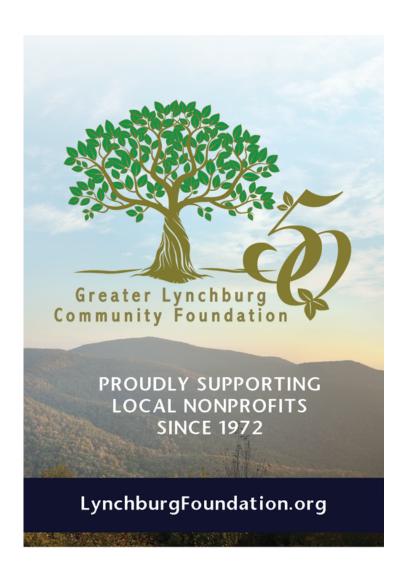
WelcomeToTheListening.org



The White Hart Cafe

(434) 207-5600

TheWhiteHartCafe.com





Time To Eat Lynchburg (434) 826-1433 TimeToEatLynchburg.com

Tonya Nicole Photography (434) 941-1482 Tonya Nicole Photography.com

Twisted Flames Candle Co. (434) 505-4173 TwistedFlamesCandleCo.com

**Sylvia's Boutique** (434) 485-9005

Unity Funeral Home & Cremation Services (434) 324-0105
UnityFuneralHomeInc.com



Wellness4lyfe Juice Bar (434) 333-1651 JuiceNation.net

Without Walls Ministry (434) 226-0223 NoWalls.us

Woodruff's Cafe & Pie Shop (434) 384-1650 WoodruffsPieShop.com

YWCA of Central Virginia (434) 847-7751 YWCACVA.org

> Zola's Beauty Studio (434) 515-1186 ZolaBeauty.as.me

Want to advertise in next year's edition of the Lynchburg Region Black Business Guide?

Your support helps us keep this publication free of charge for local businesses to list their information.

Contact Ruth Martineau at (434) 660-8289 or email Ruth@Chamber-Marketing.com for more details.



## FOUR BOOTSTRAP THOUGHTS FOR GROWING YOUR BUSINESS

#### Gloria Witt

So, you have managed to survive the launch of your service business. The business is growing; however, it is not accelerating as fast as you would like. Below are four bootstrap thoughts to help accelerate your business growth.

First, decide what does growth mean for your business. Is it a specific revenue amount you want to achieve for the year or over a 3-year period with incremental increases? Whatever the goal, write it down. By writing it down, it makes the decision concrete. It allows you to measure and monitor progress towards the goal.

Second, examine and appreciate your current clients. It's easier to retain a client than to gain a new one. Arrange a 15-minute check-in with your clients around 90 days after completing a contract. The check-in will facilitate an opportunity to discover the impact of your solution on their business and help you discover a potential current challenge that your business can help alleviate. Offering to help alleviate the challenge can trigger business growth.

Third, appreciate the importance of networking. Networking is about relationships and being of service to others. Attend strategic events where your clients or perspective clients participate. Prior to arriving at the event, make a networking plan. By this I mean, specifically identify who you want to meet as a new connection and intentionally acknowledge any current clients in attendance.



Be sure to ask your current clients for referrals in your efforts to grow your business. Remember, if you do not make the specific ask for a referral, clients and associates assume that you are satisfied with the status of your business and will not think to share your information within their networks.

Finally, consider becoming an affiliate with national companies. Investigate organizations that offer similar services on a broader scale and reach out to connect. Partner with larger companies who are reducing full-time headcount by establishing a pool of trained affiliates to resource manage and service their clients. Becoming an affiliate, allows you grow your business, be of service to larger businesses, and still execute separate work under your own company identity.

Gloria T. Witt, Founder & CEO, established Define Success Coaching & Facilitation Services LLC in 2014 to help organizations boost performance with leadership development solutions to commercial, government, non-profit, and other faith-based organizations. Her mission is to help executives and leadership tap into the full potential of individuals and teams to achieve results.

YNCHBURG REGIONAL USINESS ALLIANCE











Virginia SBDC Network is a partnership program of these organizations and funded in part through a cooperative agreement with the US Small Business Administration.







