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!
Find your favorite restaurants, cafes, caterers, and more at LynchburgRegion.org
LYH SUPPORTS YOU

Whether you are a new business, a new resident or a long-time local, LYH welcomes you and offers a seat at the table for all.

Bistro Brothers BBQ
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 up-and-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!

Local Business Resource Organizations

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

Above: The Lynchburg Regional Business Alliance located in Downtown Lynchburg.
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: www.LynchburgRegion.org/Minority-Business-Registration. 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:  

<table>
<thead>
<tr>
<th>BUSINESS DIRECTORY</th>
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<tbody>
<tr>
<td><strong>ABC Printing</strong></td>
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<tr>
<td>(434) 847-7468</td>
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<td><strong>AEasley Virtual Solutions</strong></td>
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<td>(434) 942-0530</td>
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<tr>
<td><strong>Anne Spencer House and Garden Museum</strong></td>
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<tr>
<td>(434) 845-1313</td>
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<td>AnneSpencerMuseum.com</td>
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<td><strong>Anointed Minds ELC</strong></td>
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<td>(434) 929-1160</td>
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<td><strong>Be Kind Gallery 101</strong></td>
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<td>(910) 587-7162</td>
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<td><strong>Bistro Bros. BBQ</strong></td>
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<tr>
<td>(434) 385-1006</td>
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<tr>
<td>BistroBBQ.com</td>
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<td><strong>Blackwater Branding</strong></td>
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<tr>
<td>(434) 444-7959</td>
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<tr>
<td>BlackwaterBranding.net</td>
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<tr>
<td><strong>Blakely Bath &amp; Co, LLC</strong></td>
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<td>BlakelyBathCo.com</td>
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<td><strong>Building Bridges Productions, Inc.</strong></td>
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<tr>
<td>(434) 582-9748</td>
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<td>BBPInc.los.us</td>
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<tr>
<td><strong>Chilly’s On Da Block Ice Cream Truck</strong></td>
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<tr>
<td>(434) 851-9980</td>
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<td><strong>Cliff Cleaning Services</strong></td>
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<tr>
<td>(434) 944-7774</td>
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<td><strong>Cooks &amp; Minnis Funeral Home</strong></td>
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<tr>
<td>(434) 369-4412</td>
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<td><strong>Credit Chance LLC</strong></td>
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<tr>
<td>(434) 205-1019</td>
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<tr>
<td>MyCreditChance.com</td>
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<td><strong>Custom Concierge Nurses</strong></td>
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<tr>
<td>(434) 282-5844</td>
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<td><strong>Cz &amp; Gz Blingbox</strong></td>
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<td>(434) 851-0244</td>
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<td>Paparazziaccessories.com</td>
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<td><strong>Dancing With Theo</strong></td>
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<td>(434) 229-8448</td>
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<td><strong>Define Success Coaching &amp; Facilitation</strong></td>
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<tr>
<td>(434) 509-1610</td>
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<tr>
<td>Define-Success.com</td>
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<td><strong>Divine Fog Realty Company</strong></td>
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<tr>
<td>(434) 237-3777</td>
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<td>DivineFogRealtyCompany.com</td>
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<td><strong>Divine Fog Serves Inc</strong></td>
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<tr>
<td>(540) 874-4113</td>
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<td>DivineFogServes.org</td>
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<td><strong>D.M. Watson Consulting, LLC</strong></td>
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<tr>
<td>(434) 515-1735</td>
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<td>DMWatsonConsulting.com</td>
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<tr>
<td><strong>Evolving Solution Services</strong></td>
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<tr>
<td>(434) 856-0568</td>
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<td>EvolvingSolutionServices.com</td>
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<td><strong>Executive Town Car &amp; Limousine Service, Inc.</strong></td>
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<tr>
<td>(540) 345-5600</td>
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<td>ETClimo.com</td>
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<td><strong>FARRR Foundation</strong></td>
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<tr>
<td>(434) 426-6787</td>
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<td>TheLHCC.org</td>
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<td><strong>Faith Plumbing LLC</strong></td>
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<tr>
<td>(540) 410-0011</td>
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<tr>
<td>FaithPlumbingVA.com</td>
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<tr>
<td><strong>Financial Fancy LLC</strong></td>
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<tr>
<td>(804) 491-8184</td>
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<tr>
<td>FinancialFancy.com</td>
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<tr>
<td><strong>Franklin-Hutcherson Funeral Home</strong></td>
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<tr>
<td>(434) 847-1337</td>
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<tr>
<td>HutchersonFH.com</td>
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<td><strong>Fresh Start 2020 Inc.</strong></td>
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<tr>
<td>(434) 219-6840</td>
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<td><strong>GR8 PL8 Cafe &amp; Lounge</strong></td>
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<td>(434) 851-9980</td>
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Handcrafted With Kare
(434) 401-2653
Handcrafted-With-Kare.business.site

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
ElevateWithJE.com

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

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

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

Lynchburg Caring Place
(646) 481-0534

Lynchburg Grand Hotel
(434) 455-4701
LynchburgGrandHotel.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/NAACPCampbellCounty

LYNCHBURG: HOME TO
NUCLEAR INNOVATION

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

Tonya Nicole Photography  
(434) 941-1482  
TonyaNicolePhotography.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

VA State Paint Authority  
(704) 966-2700  
VAPaintAuthority.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.

Proud to partner with Black owned businesses since 1999

Bank of the James continues to focus on gaining in-depth knowledge of the needs of our very diverse and dynamic community.

If you’re looking for a banking partner who cares about you, your success, and the success of our community, please come see us at Bank of the James.

Bank of the James  
www.bankofthejames.bank
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.

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.

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.

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.
When you become an Alliance member you get all these amazing benefits and more tailored to fit your exact needs and the size of your organization.

Visit LynchburgRegion.org to get to know all the Alliance can do for you and your business, non-profit, or organization.

JOIN TODAY!

Advocacy
Marketing
Connections
Cost Savings

Our Families Helping Yours
Caring | Professional | Affordable

Murrell Thornhill and Chris Tharp are third-generation funeral directors, following in the footsteps of their grandfathers and fathers. As they continue the legacies of their two families, now joined together at Tharp Funeral Home & Crematory, they continue the commitment to compassion, excellence and community.

The experienced and caring funeral professionals at Tharp Funeral Home offer peace of mind by thoughtfully handling the details so families can focus on their loved ones. Our families stand ready to help yours in your time of need with caring, professional and affordable service.

Co-Owners, Chris Tharp and Murrell W. Thornhill, IV
Lynchburg – Madison Heights – Bedford – Roanoke – Smith Mtn. Lake
TOOLS TO BUILD SUCCESSFUL SMALL BUSINESSES

Professional Guidance
Experienced Insight
Practical Solutions
Confidential & Free

www.SBDCLynchburgRegion.org

Get help with the questions you have about your business, at any stage.

Serving all small businesses in Appomattox, Amherst, Bedford, and Campbell Counties and the City of Lynchburg.