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For Immediate Release – Oct. 29, 2021

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Economic development program B-Cubed once again honored with grant

HARRISONBURG, Va. – One week after learning the Black- and Brown-owned business growth program B-Cubed would receive \$50,000 from a Virginia grant, the innovative local economic development program is being recognized with another \$100,000 in support.

Harrisonburg Economic Development and the Harrisonburg-Rockingham Chamber of Commerce recently partnered with the Staunton Community Capital Fund (SCCF) to seek funds under the Small Business Administration's Community Navigator Pilot Program. SCCF was awarded a \$1 million grant as the hub for the initiative, with the grant supporting the entrepreneurial ecosystem in the Shenandoah Valley.

As one of the partner spokes, Harrisonburg will receive \$100,000 to grow B-Cubed. Funds will help support the program as it seeks to create a welcoming culture that will attract new Black- and Brown-owned business ventures to the area while encouraging increasing investment from existing businesses in Harrisonburg.

"Once again, this shows why the Valley is such a special place – where groups work together to achieve a common goal," Harrisonburg Economic Development Assistant Director Peirce Macgill said. "It's great to see the partnership with SCCF bear fruit. The grant funds will help the B-Cubed team take the program to the next level."

B-Cubed, led by the Harrisonburg-Rockingham Chamber of Commerce, brings together Harrisonburg Downtown Renaissance (HDR), Harrisonburg Economic Development, the Shenandoah Valley Small Business Development Center (SVSBDC) and JMU in a unique initiative.

"B-Cubed is the perfect program to help lift and navigate local businesses out of and through the economic downturn caused by the pandemic," Christopher Jones, Chair of the Chamber's Diversity Business Council and a Harrisonburg City Council member, said. "It is fantastic that the federal government recognized our locally established program as a perfect match with their goal of serving BIPOC (Black, Indigenous, People of Color) businesses."

"This is a tremendous achievement for the community and our B-Cubed program," Chris Quinn, President & CEO of the Harrisonburg-Rockingham Chamber of Commerce, added. "We look forward to helping even more businesses thrive as we continue to promote a more diverse and inclusive business climate."

Last week, Harrisonburg Economic Development learned B-Cubed would receive \$50,000 in funding from the 2022 Virginia Statewide Business District Resurgence Grant. Find more information on B-Cubed at www.hrchamber.org/business-assistance.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to almost 55,000 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.

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