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Harrisonburg Launches New Entrepreneurship Program *Applications Due January 31*

HARRISONBURG, Va. – Harrisonburg Economic Development is currently accepting applications for the Harrisonburg Entrepreneurship Development Initiative (HEDI). HEDI seeks to help nurture and develop early-stage business owners in the City of Harrisonburg.

The HEDI program begins with participants meeting one-on-one with a business coach to discuss their business in general, and to identify an area in which they'd like to enhance their skills. These areas may include subject matters such as marketing, sales, bookkeeping, etc. Participants will then engage with a dedicated subject matter expert, set meaningful goals, and track their growth. Once participants complete their training, they are eligible for a one-time grant of \$2,500.

Businesses eligible for the Harrisonburg Entrepreneurship Development Initiative (HEDI) must meet all of the following requirements:

1. Must be a for-profit business entity with a place of business located in the City of Harrisonburg (home-based businesses are eligible)
2. Must have a city business license
3. Must have at least \$5,000, but no more than \$100,000, in annual gross revenues
4. Must be able to provide proof of revenue through a 2023 federal tax return or 2024 income statements
5. The business is locally owned, or locally operated with headquarters in Virginia
6. All taxes and fees to the City of Harrisonburg are current

"Our new entrepreneurship initiative will help unlock the potential of our local business owners and ensure Harrisonburg remains a vibrant and dynamic place for businesses to grow and succeed," Harrisonburg Deputy Director of Economic Development Peirce Macgill said.

Thirty businesses will be accepted into the program. Applications are due Jan. 31. Visit www.harrisonburgdevelopment/hedi to learn more and apply.

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



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