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Harrisonburg selected for second NLC entrepreneurship-support grant

HARRISONBURG, Va. – A popular new entrepreneurship growth program offered by Harrisonburg Economic Development is receiving more support thanks to the National League of Cities (NLC) and its Southern Cities Economic Initiative (SCEI).

Harrisonburg has been selected for a \$52,500 grant from the initiative, which already awarded the City \$15,000 in 2025 through the first phase of the program. Harrisonburg Economic Development utilized the original grant to support the Harrisonburg Entrepreneurship Development Initiative (HEDI), which works with early-stage business owners to provide one-on-one technical training with a business coach along with a mini-grant. This new wave of funding will allow City economic development experts to further enhance the program and reach more community businesses. Learn more about the effort at <https://harrisonburgdevelopment.com/hedi/>.



A grant from the National League of Cities and its Southern Cities Economic Initiative will help support Harrisonburg entrepreneurs.

Participation in SCEI will support Harrisonburg’s efforts through tailored technical assistance and peer learning opportunities while creating connections to national funders and assistance to leverage longer-term funding. Harrisonburg Economic Development team members, along with Harrisonburg City Council Vice Mayor Dany Fleming, have taken part in frequent meetings with the SCEI support team since receiving the original grant to identify ways to lift up Harrisonburg businesses.

“Our economic development team continues to do incredible work helping community members begin and grow their business dreams, and this new grant will help make those efforts even more successful,” Harrisonburg Mayor Deanna Reed said. “One of the things that makes Harrisonburg so special is all of our unique businesses and restaurants and shops that grow and mold our culture and the atmosphere of this City For All. Anything we can do to help more of those ideas flourish will just continue to make Harrisonburg a better place.”

Harrisonburg is one of 14 communities in the Southeastern United States to receive this funding support.

“The South is a region of remarkable strength, innovation and resilience, and cities across the region are primed to overcome the barriers of limited job growth, access to capital and affordable housing,” NLC CEO and Executive Director Clarence E. Anthony said. “We are pleased to see this select group of 14 cities and work with the Federal Reserve Bank of Atlanta to build stronger, more resilient economies and create opportunities for all residents to thrive.”

Learn more about NLC's program at <https://www.nlc.org/initiative/southern-cities-economic-inclusion-scei-expanding-capacity-building-resilience/>.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 56,879 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.

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