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Harrisonburg Launches Next Round of Impactful Entrepreneurship Program *HEDI Applications Due December 10*

HARRISONBURG, Va. – Harrisonburg Economic Development is currently accepting applications for the second offering of the Harrisonburg Entrepreneurship Development Initiative (HEDI). HEDI seeks to help nurture and develop early-stage business owners that operate in 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. Participants are eligible for a one-time grant of \$2,500 once they complete their training.

Businesses eligible for the initiative must meet all of the following requirements:

1. Must be a for-profit business entity with a place of business located in Harrisonburg (home-based businesses are eligible)
2. Must have a city business license
3. Must have at least \$5,000, but no more than \$200,000, in annual gross revenues
4. Must be able to provide proof of revenue through a 2024 federal tax return or 2025 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

Here's what some participating entrepreneurs have had to say about the program after going through the process:

"This process was truly transformative for my small business. The sessions not only gave me the expertise to take the next steps but also set up some accountability to force me to move forward with ideas that I had been sitting on for a while. I feel so fortunate to have been given this opportunity and the professional guidance to take my business to the next level."

"I am so grateful for this program and for my business coach. She was able to provide me with so much help and guidance that I really needed to move forward and work towards my goals in enlarging my business and growing more."

"This advice and coaching has been transformative for my business and for me as an entrepreneur. The process gave me a personalized pathway for growth and reinforced the accountability to help me take the next steps. It has had a greater impact upon my business's potential than anything I have encountered; I am very grateful."

For Harrisonburg Economic Development, HEDI is one tool of many the department has been able to put in place to support local businesses and the community's economy.

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

Twenty businesses will be accepted into the program. Applications are due by Dec. 10. Find more information and apply at www.harrisonburgdevelopment/hedi.

***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 available online at www.HarrisonburgVA.gov.*

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