

Campbell County Economic Development

NEWSLETTER

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campbellvirginia.com

Campbell Connects Event Draws a Crowd to Drug Store Grill in Brookneal

Over two dozen members of the Campbell County business community met together in the Ernest and Tibbs Dining Room at Drug Store Grill in Brookneal on June 9th for an evening of conversation and community building.

Stephanie Keener, Executive Director of the [Small Business Development Center \(SBDC\) Lynchburg Region](#) gave a comprehensive overview of both the group and individualized support that the SBDC-Lynchburg Region office can provide. With a full-time staff augmented by consulting staff who are specialists in different aspects of running a business, SBDC-Lynchburg Region can match businesses with the person who can provide the most useful and practical support.

People seeking the advice the SBDC-Lynchburg Region Office provides run the gamut in the life cycle of a business. Some are successful businesses looking to expand. Some are new business owners who are treading water and looking for ways to make more breathing room. Sometimes a person calls in for an appointment with a range of potential business ideas that remain nebulous. SBDC can help entrepreneurs turn those nebulous thoughts into concrete steps that lead to practical and achievable actions. *(cont. on page 2)*



Stephanie Keener (pictured here, far right) introduced attendees to an array of free SBDC-Lynchburg Region services available to any area small business.

MORE TO KNOW:

- ▶ A “small business” can have up to 500 employees
- ▶ SBDC-Lynchburg services are free and confidential
- ▶ Staff specialists are assigned to address specific needs
- ▶ On-line courses qualify for Start Small Campbell Grants

Campbell Connects (Cont.)

One of the strengths of the SBDC-Lynchburg is the fact that the consulting staff live and work here in the Lynchburg area. Their knowledge of the region's market is first hand. Staff members have years of experience and many continue to run their own successful local businesses, so they not only know what works, they know what works here. The Lynchburg Regional office services Amherst, Appomattox, Bedford, and Campbell Counties, as well as the City of Lynchburg.

The services and educational opportunities and analysis that the SBDC-Lynchburg Region provide are free of charge, with only the extremely rare exception, such as a long curriculum-based series of classes—which would still be priced far below the private sector competition. Any information shared with SBDC-Lynchburg staff is treated with complete confidentiality.

Take the first step toward your next business goals by contacting the SBDC-Lynchburg Region office today! And join Economic Development for the next Campbell Connects Event on September 1st in the Timberlake Area.

**Campbell
Connects**



Succession Planning Class at SBDC-Lynchburg Region Has Openings--Register Soon!

SBDC-Lynchburg Region has *FOUR SLOTS* in the succession planning group which will meet on July 26 and August 9. Complete the [interest form](#) and an SBDC staff member will make contact with you. These facilitated groups are useful for any business, even if you are not thinking about selling or transitioning at this time. You do NOT have to be an existing SBDC client. This is a FREE, grant funded program. The full info is available on the SBDC-Lynchburg website: <https://sbdclynchburgregion.org/gameplan/>

Your small business is successful but now what? How do you plan to take the next steps, whether that's seeking funding to keep growing, selling or transitioning the business to new owners, or just being prepared to retire? In this two-session group advising session, participants will use state-of-the-art data and technology to gain a clear understanding of the value drivers of their company and how to develop a plan to drive growth and create transferable wealth.

July 26, 6:00pm Session#1 Success(ion) Planning—Grow Your Company with Purpose

August 9, 6:00pm Session #2 Transitioning Your Business Successfully

Participants will receive a copy of Bo Burlingham's *Finish Big – How Great Entrepreneurs Exit Their Companies on Top*.



“Business Game Plan: Understanding Success(ion) & Transition” Workshops Will Cover:

- ▶ What is my business worth?
- ▶ What is my business' potential worth?
- ▶ How can I craft a strategic plan to increase my business' value?
- ▶ 8 critical factors of a successful transition
- ▶ Explore the Process for building a successful transition/exit plan
- ▶ Explore the components of Owner Readiness

Campbell County Tourism Promotion Boosted by Virginia Tourism Grant

Campbell County Economic Development has received approval for a \$60,000 grant through the American Rescue Plan Act (ARPA) Tourism Recovery Program to support tourism efforts in the County. The approved spending plan includes targeted advertising, production of marketing materials, and tourism development. The grant will be administered through the Economic Development office.

The grant, which is coordinated by the Virginia Tourism Corporation (VTC), is intended to help communities recover from losses to tourism revenue due to the COVID-19 pandemic. Campbell County's direct visitor spending in 2020 dropped over 25% from the previous year and these funds will be used to promote tourism opportunities in the County to return to the steady growth the County had enjoyed prior to the pandemic. VTC determined every locality's allocation based on the share each locality contributed to state tax revenue generated by tourism in the year 2019. Each locality's share of the total allocation pool is similar to that share.

The approved spending plan includes funds for advertising events and attractions the County has to offer, so if you know of a community event or attraction which



Photo by Susan Foster

could increase visitor spending in the County, please contact the Economic Development office with details. As always, we invite you to send event information we can include on the Community Calendar on campbellvirginia.com.

Upcoming Events

12
JUL

Friends of the Rustburg Library Meeting
6:30pm

14&16
JUL

Lantern Tour at Red Hill with Patrick Henry Jolly
8:00pm

15
JUL

Starry Night with Campbell County Public Library
8:00pm

21
JUL

Titanic Escape Room at Campbell County Historic Court-
house 11:00am

27
JUL

Brookneal Campbell County Airport Authority Meeting
6:30pm

30
JUL

Summer Reading Program Grande Finale Street Fair
10:00am

2
AUG

Board of Supervisors Meeting
7:00pm

6
AUG

Altavista Trade Lot
6:30am

13
AUG

Brookneal Farmers' Market
7:00am

24
AUG

Brookneal Campbell County Airport Authority Meeting
6:30pm

25
AUG

Industrial Development Authority Meeting
7:00pm

Economic Development is Seeking a Social Media & Digital Marketing Intern

- ▶ \$11-15/hour Part-time Fall Semester
- ▶ At least a Sophomore in college with a valid Virginia Driver's License
- ▶ Creative multi-tasker, well-versed in social media best marketing practices
- ▶ Strong verbal and written communication
- ▶ Comfortable regularly engaging with the public and business community
- ▶ Valuable workplace experience in professional environment

See [Employment Opportunities on CampbellCountyVA.gov](https://CampbellCountyVA.gov) for more information.



BUSINESS SPOTLIGHT: Blue Ridge Scientific Offers Valuable Lab & Drug Testing at New Timberlake Road Facility

Blue Ridge Scientific opened its doors to the public at its new Campbell County location on June 6, 2022. Now located at 21556 Timberlake Road, Blue Ridge Scientific provides valuable laboratory testing and employment-related services to area businesses.



Blue Ridge Scientific provides comprehensive drug and alcohol testing for businesses, with Department of Transportation (DOT)-Certified Examiners to fulfill DOT physical requirements. The facility is clean, comfortable, and efficiently planned to provide professional, safe, and accurate testing. Functionally designed plumbing in their urinalysis facilities has been installed with flush controls located outside of the water closet to ensure testing compliance. Because so much of their business involves drivers and other

transportation professionals, Blue Ridge Scientific set up a separate lounge for the drivers' comfort while they wait. Another room is set up as an employee break room.

Many of the examination rooms are specialized to the tests they perform. Paramedical examiners can conduct medical screenings for local insurance companies and wealth managers. Partnering with Quest and LabCorp, Blue Ridge Scientific provides blood draw services by appointment.

There is separate space for practical testing, which can test physical requirements necessary for employment. A person being tested would attempt a variety of tasks as requested by the potential employer depending on the requirements for the job. Tasks could include being able to put on a backpack and climbing a step ladder (all of which are in this area) or lifting a weighted crate from the floor and placing it on a provided shelf. The weights can be adjusted according to the particular requirements provided by the employer. A large bench press/chest press machine can be used to evaluate push/pull strength upon request.

PCR Molecular COVID testing as well as Antigen and Antibody COVID testing services are available. Several immunizations are offered including flu, hepatitis A and B, and tetanus. Blue Ridge Scientific can also provide sports physicals, DOT and non-DOT testing program management, and training classes for DOT Drivers, DOT Supervisors, and other management personnel.

For more information, check out their website at blueridgest.com or call (877) 784-9305.

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- ▶ Add "econdev@co.campbell.va.us" to your address book to ensure the email makes it to your Inbox