



A New Brand of Economic Development

A new brand of Economic Development is on the horizon for Campbell County. Longtime Director, Mike Davidson retired in August 2020, bringing two new faces to the department. Nina Rezai and Tyler Carraway have joined the team to continue the work of cultivating new businesses and sustaining current businesses in the area.

Nina Rezai, Economic Development Manager, focuses on working with our local and prospective businesses to encourage growth in Campbell County. Additionally, Nina works closely with Campbell County's Industrial Development Authority, Economic Development Commission, and Brookneal-Campbell County Airport Authority. Along with this task, Nina partners with regional and state Economic Developers to build contacts and resources for our local economic needs, as well as outreach.

Tyler Carraway, Director of Finance and Strategic Initiatives for Campbell County also joined the team. With a background in finance, Tyler brings an important perspective to discussions with Campbell County's Industrial Development Authority, the Economic Development Commission and the Brookneal-Campbell County Airport Authority.

The story doesn't stop here -- in addition to a new team,

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A NEW BRAND



Campbell County Economic Development also updated its brand to reflect a new, classic logo to give the department a fresh look and feel. The new logo has also been accompanied by a refreshed web experience. Due to social distancing guidelines, the usual in-person contact has ranged from limited to none, therefore leading the team to streamline the website to better connect with the community. The website, www.campbellvirginia.com, features a more interactive presence for visitors to obtain needed information. Current events and meetings, press releases, available sites and properties, business support and other vital data can be found within the site.

The Campbell County Economic Development team is also taking great strides to keep in touch with the business community to better serve their needs as they innovate and grow. Have questions or need to speak with a member of the team? Call (434) 592-9595 or email at econdev@campbellcountyva.gov.



Campbell CARES Grant Program



The Campbell County Board of Supervisors earmarked \$1M in 2020 of federally-issued CARES Act funds for businesses who felt the impact on operations due to the COVID-19 pandemic.

Based upon eligibility criteria, businesses could qualify for reimbursement funds to offset the unexpected additional expenses for operational changes due to COVID-19. Cleaning and sanitation supplies, carry-out containers, signage, stanchions and plexiglass installation, advertising and more were approved on a case-by-case basis. Business owners were encouraged to apply for the grant throughout the year through a campaign of mailers, website updates, calls and media platforms. All applications submitted went through review by the COVID-19 Finance Committee. Once approved, confirmation and reimbursements were sent out to applicants.

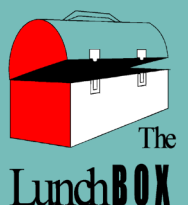
The December 2020 deadline was extended until December 2021 for those still wanting to apply. Applications will be accepted until December 31, 2021 or until funds are exhausted. There is no cap on the amount businesses may be reimbursed for. Businesses can apply for the program throughout the year. Previous applicants are encouraged to reapply. For more information about the program, call (434) 592-9595 or email econdev@campbellcountyva.gov.

Sweet Sugar Rush!



Craving something sweet? Look no further than [Sugar Blush Bakery](#)! Owner Gabrielle Gerling is a self-taught baker and cake decorator who specializes in cakes, cookies and other treats of the season. She offers custom orders and cake decorating classes throughout the year so others can share in her joy. Gabrielle also offers chances to win one of her cakes through her [Facebook](#) page.

Most recently, Gabrielle has teamed up with [The Lunch Box and Catering](#) in Rustburg to offer her beautiful confections for purchase. Additionally, starting March 1, Sugar Blush Bakery cakes will be available at Drug Store Grill! Grab a tasty lunch from The Lunch Box at their new location across from Rustburg Middle School and satisfy your sweet tooth with a delightful treat from Sugar Blush Bakery!



Feature YOUR Business on our NEW Website



One great new feature on Campbell County Economic Development's new website is the [Business Directory](#). The Directory, which can be found on the homepage, connects businesses, community members and visitors to the offerings in our area. Businesses, Attractions and Artisans are encouraged to create a business profile in the directory to market their specific location or craft at NO cost. This is a great way to showcase your business!

All that is needed for this FREE advertising and networking opportunity is to contact our office for login credentials. Once an account is created, users can list their contact information, website, post pictures, market their specials or events, and so much more.

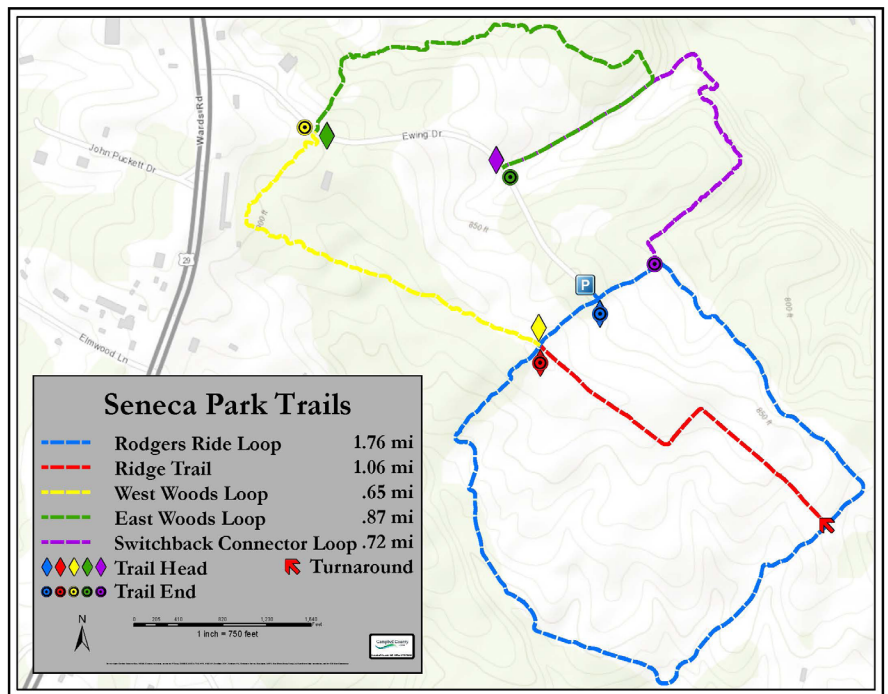
Get a fresh breath of air outside and...

EXPLORE SENECA PARK TRAILS!

Got the "stay-at-home" blues? Want a fresh perspective this year?

Prep your fitness tracker and ride over to Seneca Commerce Park off of U.S. Route 29 on Ewing Drive and explore the NEW Seneca Park Trail System! Complete with five different routes and mileage ranging from .72 to 1.76 miles, this connecting system has an option for everyone.

Choose your path, track your miles and share your adventure with us!



SBDC - Lynchburg Region Virtual Appointments Now Available

The [Small Business Development Center - Lynchburg](#) and Economic Development have teamed up to offer free computer access and virtual appointments for businesses seeking to connect with SBDC - Lynchburg Region. Virtual appointments can be arranged with SBDC and coordinated with Economic Development for access to a conference room in the Citizen Services Building in Rustburg.

For more information about [SBDC - Lynchburg Region](#) or about setting up a virtual appointment, give us a call at (434) 592-9595.

