



BLACK AND BROWN OWNED
BUSINESS GROWTH PROGRAM



Summer 2022 B-Cubed Financial Literacy Training at the Lucy F. Simms Continuing Education Center in Harrisonburg, Va.

BLACK AND BROWN OWNED BUSINESS Growth Program

The Black- and Brown-owned Business Growth Program serves the City of Harrisonburg and Rockingham County. Known as "B-Cubed," this program blends comprehensive business support to give entrepreneurs of color access to technical guidance and resources to plan and grow a sustainable business in our community. B-Cubed provides customized support based on each entrepreneur's needs and stage of development.

38 businesses have participated in B-Cubed. Funding for B-Cubed has come from grants, individual donations, and corporate gifts. Since 2021, \$100,000 of funding has been directly distributed in the form of grants and technical assistance to Black and Brown Business Owners.

The variety of funding sources proves this valuable resource is a welcomed part of the Shenandoah Valley's economic development ecosystem.

B-Cubed Support

- One-on-one business counseling to start or grow businesses
- Marketing guidance
- Financial management training
- Bookkeeping assistance
- Other customized assistance based on needs and stages of each participant
- Mini grants
- Free, one-year membership to the Harrisonburg-Rockingham Chamber of Commerce
- Mentorship and networking support from other black- and brown-owned businesses



"I am both grateful and proud to be part of the B-cubed program! Through it I have been educated on different aspects of running a business and it has helped me make important connections with others in the Harrisonburg community. I feel I have personally grown as a business owner since joining the B-cubed program!"

- Karen McIntyre
Pink Ambition Pole Fitness

For More Information

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harrisonburgdevelopment.com/b-cubed-program

B-Cubed is a program designed and led by the City of Harrisonburg, the Shenandoah Valley Small Business Development Center, and Harrisonburg Downtown Renaissance.