



**DANVILLE PITTSYLVANIA
CHAMBER OF COMMERCE**

NEWS RELEASE

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REV UP WINNERS ANNOUNCED AT ANNUAL AWARDS CEREMONY \$52,500 AWARDED TO SMALL BUSINESS START-UPS AND EXPANSIONS

[Danville, VA] – The Danville Pittsylvania Chamber of Commerce announces the winners of the 2024 REV UP entrepreneur program. The winners were recognized at the Chamber's Annual Awards Dinner held recently at the Institute for Advanced Learning and Research.

The REV UP program, designed to provide grant funding to small business start-ups and expansions in Pittsylvania County, and the City of Danville (outside of the River District), began in 2021 in collaboration with the River District Association's Dream Launch Boot Camp. The program includes six-weeks of bootcamp classes that provide entrepreneurs and small business owners with the tools for success. Classes include how to access capital, marketing, brand development, financial statement preparation, and licensure steps with the VA Department of Health, Virginia ABC, and city and county Zoning Departments.

The program also assists in preparing business plans, connecting participants with other business owners in the region, and providing education about the rewards and challenges of operating a small business. In addition, mentors from The Launch Place, the Small Business Development Center, and regional business owners prepare participants for the pitch competition.

In the previous three years, REV UP has awarded 16 businesses with \$170,000 in funding. "The Chamber is invested in connecting businesses of all sizes to resources and networks for success," stated Christy Harper, director of Member Engagement for the Danville Pittsylvania

Chamber of Commerce. “Just like cities and towns across the country, small businesses are the backbone of our region. In fact, 58% of the Chamber’s member organizations have five employees or fewer so we are laser focused on providing opportunities and dynamic programming and initiatives to small businesses in the region.”

In the 2024 cohort, 13 businesses pitched for a total of \$52,500 in funding. Grant funding was provided by the City of Danville, Pittsylvania County, and the Community Investment Collaborative (CIC), a Community Development Financial Institution with a mission of helping under-resourced entrepreneurs start and grow businesses, especially those who are not eligible for traditional bank loans.

The winners of the 2024 REV UP entrepreneur program are listed below along with the owner’s name and the amount of the award.

LabeledLex – Owner Maya Hairston - \$4,000

LabeledLex is a luxury brand offering high quality affordable luxury handbags. Launched in 2023, the business bridges the gap between luxury quality handbags, accessories, and affordability. LabeledLex received funding in the amount of \$4,000 to launch a new mini lex line and a men’s line.

Mélange Productions – Owner Chris Harris - \$5,000

Mélange Productions uses various tools to create your vision, bring your dreams to reality, and fulfill your creative ideas by providing audio recording and mixing, video recording and editing, photography, concert sound and lighting, and music and vocal lessons. Mélange Productions received funding in the amount of \$5,000 for building and equipment upgrades.

Caring with Compassion Nursing – Owner Latoria Thomas - \$8,000

Caring with Compassion Nursing is a non-medical home care agency that provides care in the privacy of the client’s home via trained and skilled nurse aides. The business received funding in the amount of \$8,000 for start-up costs.

Honey Hair – Owner Addison Vaught - \$8,000

Located in Five Points, Honey Hair, is dedicated to transforming your look and enhancing your confidence through personalized consultations, expert color techniques, seamless extensions, and a commitment to staying ahead of the latest trends in both atmosphere and technique. Honey Hair received funding in the amount of \$8,000 for furniture and equipment.

Little Lady Boutique – Owner Stacia Fitzgerald - \$10,000

Little Lady Boutique, located on Franklin Turnpike, is a lady’s boutique that offers handpicked brands and designs that are unique to one location for all shapes and sizes. The boutique received funding in the amount of \$10,000 to help expand the boutique’s clothing line to include modern and trendy styles for little boys.

Sova Fitness – Owners Katie Ingram and Molly Lunsford - \$15,000

Located in Brosville, Sova Fitness is a personal training studio gym focused on overall health and wellness. Sova Fitness thrives on being inclusive yet exclusive and a safe place for all! Sova Fitness received funding in the amount of \$15,000 to help purchase additional equipment for the gym.

In addition to the REV UP award winners, CIC presented an additional award to:

Dungeons and Dining – Tyler Moorefield - \$2,500

Dungeons and Dragons, located on Westover Dr., is a retail hobby shop and a full-service restaurant. Targeting hobbyists that enjoy trading cards and tabletop gaming, foodies who do not want to break the bank, and parents who want a safe space for their kids to learn and have fun. Dungeons and Dining received funding in the amount of \$2,500 to make equipment upgrades.

The REV UP Danville Pittsylvania program is currently preparing for the 2024/2025 cohort. If you are interested in becoming a funder, mentor, or a participant, contact Christy Haper at 434.836.6990 or by email at Chamber@dpchamber.org.

The Danville Pittsylvania Chamber of Commerce accelerates business growth by connecting its 580+ member organizations and 22,000 employee members to dynamic resources and networks. The Chamber's number one goal is to help area businesses of all sizes grow and prosper.

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