



Updates from the Office of Economic Development

Piedmont Ascent and Piedmont Pitch Take Place Next Week

Time is running out to secure your spot at next week's Piedmont Ascent Business Conference! Join us at noon next Thursday, May 29th, in PVCC's Bolick Center to hear experts share their insights on important business topics such as leveraging advances in AI to improve efficiency and effectiveness in your business, how to best access capital, taking your business through the scale up process, getting the most out of your marketing budget, and how to effectively create and cast a vision for your team. Tickets for Piedmont Ascent are only \$20 through the Central Virginia Small Business Development Center Piedmont Ascent website, and include a catered lunch as well as a post-event networking reception.

Finish out your Thursday by attending the 3rd Annual Piedmont Pitch entrepreneurial pitch competition, also held at the Bolick Center. After a rigorous review process, six entrepreneurs have been selected to pitch their business plans to a panel of judges as they compete for a share of \$15,000 in cash prizes. Come out to support these entrepreneurs and learn about some of the new business ideas being developed right here in the greater Charlottesville area. Piedmont Pitch starts at 6:00 pm and is free for the general public.



The Paramount Theater is Awarded WUP Grant

WUP (Women United in Philanthropy) is a committee of the United Way of Greater Charlottesville and on Friday announced the recipients of the 2025 grant for nonprofits. Out of 60 organizations that applied, The Paramount Theater was one of the ten nonprofits awarded part of the \$60,000 collective total. The organization specifically wanted to showcase work in this community this year as part of its 20th anniversary and this year's recipients highlight multiple facets impacting the well-being of women and children in the community.

Finding Capital for Your Business



Are you interested in **finding capital to start a business**? Identifying sources of capital can be one of the biggest challenges entrepreneurs face, especially in the early stages of business development. Many entrepreneurs are driven by passion and vision but are still limited by the limited resources at their disposal. Some early-stage entrepreneurs explore startup grants or crowdfunding campaigns to help bring their ideas to life. While these resources can provide a much-needed boost, they are often limited in availability, both locally and nationally.

As a business evolves, the reasons for seeking capital expand beyond just obtaining the tools and supplies need to launch the business, to include growth, maturity, and even planning for a successful transition out of the business. What worked at the beginning may no longer be enough and funding decisions can become more complex over time. That's why it is critical to have a solid business plan for each stage.

Before pursuing outside funding, entrepreneurs should clarify their goals, build financial projections, and fully understand their market. Local resources like the **Central Virginia Small Business Development Center (CVSBDC)** and **Community Investment Collaborative** offer support services to help entrepreneurs develop strong business plans and identify the best strategies for securing capital from lenders and investors.



Accessing capital is a dynamic and ongoing process. Whether you're launching, scaling, sustaining, or planning your exit, it is essential to align your financial strategy with your current phase of business. With the right plan and the right support, entrepreneurs can build a firm foundation for both immediate progress and long-term success.

Summer Is Here!



This weekend represents the unofficial start of the summer season and for those of us who live and work in Charlottesville there are endless opportunities to get out of the house and enjoy the amenities around us during the warm weather months!

Summer is a perfect time to take a stroll, grab a bite to eat, enjoy a drink with friends, and check out the unique retailers along the **Downtown Mall**. One of the largest outdoor malls in the United States, the Charlottesville Downtown Mall stretches for over eight blocks with outdoor dining spaces, water features,

plenty of shade, and even a historic carousel for the little ones. As you walk along the Mall envision what it may have been like almost 50 years ago, before the brick pavers were installed and cars still travelled up and down Main Street.

Summer means that farmers markets are in full swing. If you love visiting a good farmers market, Charlottesville is the place for you! Saturday mornings stop by **Farmers Market at Ix** (9:00 am to 1:00 pm) or **City Market** (8:00 am to 1:00 pm) to find some of the best locally grown produce, baked goods, gourmet food, and arts & crafts in the region. If a midweek market is more your thing, **Farmers in the Park** takes place Wednesday afternoons from 3:00 pm to 6:00 pm in Pen Park.

The City of Charlottesville has a number of parks and recreation areas for you to enjoy during the long, sunny days. Make a splash at one of the City's **outdoor pools or spray grounds**; strap on your kneepads and put on your helmet before heading to the **Charlottesville Skate Park** with your friends; play a round of golf at **Meadowcreek Golf Course**; or just spend some time in nature at one of the many public **parks and trails** located throughout the City.

Summer also brings a number of concerts, plays, art installations, and other entertainment options to various venues around town. **Fridays After Five** is a free, family-friendly concert series at Ting Pavilion that spotlights a variety of local and regional musical acts from all across the musical spectrum. **Ting Pavilion**, **The Jefferson Theater**, **The Southern**, and The Paramount Theater, all feature regional and national music acts throughout the summer as well. In addition, **The Paramount** offers an eclectic mix of movies, plays, operas, virtual art exhibitions, and much more. If immersive art in a whimsical and enchanting environment is your thing, head over to **The Looking Glass** art museum in Ix Art Park.

While the days are longer and the temperatures are warmer, take time to get out and explore all that the City and surrounding area have to offer!

Available Property Spotlight

With available on-site parking and a location immediately adjacent to the junction of Emmet Road/Rt. 29 and the Route 250 Bypass, **One Morton Drive** might just be the new

office location you have been looking for. The property currently has one full office suite, measuring 3,845 square feet, available on the 4th floor. The space is currently configured to include several office spaces and a conference room. Contact Enterprise Properties at (434) 817-7249 or enterpriseprop@aol.com with any questions you may have or to schedule a showing.



Find information on other available properties in the City of Charlottesville by visiting the Office of Economic Development's "Sites & Buildings" webpage. If you have commercial, retail, or industrial space available for lease or sale, let us know by emailing property information and any marketing flyer to ecodev@charlottesville.gov.

OED Fun Fact

Monday, May 26th is Memorial Day where we honor our fallen service members. Charlottesville's Dogwood Vietnam Memorial is the first civic memorial in the United States dedicated to those who died in the Vietnam War. You can find the memorial on the eastern edge of McIntire Park a short walk from downtown. We thank all current and past service members for their service to our country.

Free Business Resources



The Albemarle County & City of Charlottesville Buy Local campaign highlights small businesses within the Charlottesville-Albemarle area through a multi-channel, multimedia promotional and educational campaign. To learn more about the campaign, click [here!](#)



The Central Virginia Small Business Development Center is a team of business and technical experts available to advise and assist entrepreneurs, confidentially and free of charge. They offer 1:1 assistance, curated research, access to technical experts and professionals, and timely events/training. To see upcoming SBDC events, click [here!](#)

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