



Updates from the Office of Economic Development

City and County to Host Business Pitch Competition

Only one week left to sign up for the Piedmont Pitch program! The City of Charlottesville Office of Economic Development and Albemarle County Economic Development have joined forces to offer educational programming leading to a pitch competition for local small businesses. Entrepreneurs and small business owners in Charlottesville and Albemarle can apply to participate in the 10-week program including 8 training programs (Business Essentials Training) offered by Central Virginia SBDC and work with a business advisor to hone their pitch and develop a solid business plan. Graduates of Piedmont Pitch have the opportunity to pitch for \$15,000 in prize money! To learn more about the program or to sign up, please visit the Piedmont Pitch website.

Charlottesville Pavilion Economic Impact Study Released

The Charlottesville Pavilion, currently operated as TING Pavilion, recently completed its 18th season of operation. The pavilion is a public/private partnership involving the City, the Charlottesville Economic Development Authority and a local concert promoter. In addition to national artists featured each year, the venue regularly hosts Charlottesville tradition, Fridays After Five, as well as numerous local and regional events. In 2022, the pavilion hosted over 135,000 people across 63 separate events.

To better assess the impacts of the pavilion, the Charlottesville Economic Development Authority recently commissioned an economic impact study. The study seeks to understand the economic and fiscal impact of the pavilion, in the city, based on 2022 data. The highlights include a 2022 impact of \$12.5 million dollars, 108 jobs supported by the venue and over \$375,000 in local tax revenue. The study was conducted by Chmura Economics and Analytics of Richmond, VA and can be viewed [HERE](#).

GO Start-up Applications - Open

OED is excited to announce that the Minority Business Program is now accepting applications for the GO Start-Up entrepreneurship training program. Classes will be held in person on Tuesdays and Thursdays, April 11-20, from 4pm to 7pm. The deadline for applications is Monday, March 13th at 4:00 pm. OED staff will be in touch to schedule virtual interviews. You can find more information about the program and apply by filling out the application.

Dept. of Labor Accepting 2023 HIRE Vets Medallion Award Applications

The Department of Labor has announced they are currently accepting applications for the 2023 HIRE Vets Medallion Award. This award is presented annually recognizing employers that meet standards for excellence in recruitment, hiring and retention of America's military veterans. Employers in small businesses, non-profit organizations and large companies are honored for their proven commitment to veterans.



To complete the application process, employers must verify that their organization meets award requirements, pay the application fee and comply with the rules promulgated by the Uniformed

Coffee & Conversation

The University of Virginia's Career Center, Virginia Career Works Piedmont Region and the Central Virginia Partnership for Economic Development have teamed up to host a series of Coffee & Conversation events starting on March 2, 2023 from 8am to 11am at C'ville Coffee on 1301 Harris Street in Charlottesville. Representatives from all three organizations will be in attendance discussing new internship and full-time hiring initiatives in Central Virginia. Staff will be available to answer any questions about developing a successful internship program, engaging talent from UVA, Community Colleges, and K-12 school districts. All Central Virginia employers are invited for complimentary coffee and a chance to learn about the best recruiting strategies for students across the region. [Click here to RSVP.](#)

Congratulations to Green Valley Nutrition

Congratulations to Green Valley Nutrition on their #4 ranking of the 5 Top E-commerce Startups and Companies in Charlottesville. The list was compiled by a start-up network called F6S which is a platform that lists start-up accelerators. Green Valley Nutrition ships locally, all over the country and as far away as Sweden. Congratulations on the recognition!

Support Friends of Charlottesville Downtown

Valentine's Day may be over for this year but Friends of Charlottesville Downtown has a sweet way to spread some more love. Share a donut with the ones you love and order a dozen Krispy Kreme donuts through Friends of Charlottesville. A dozen is \$15 and 50% of the profit will go to Friends of Charlottesville Downtown! Funds raised will support spring beautification, infrastructure, programming, and safety initiatives downtown. The promotion runs through March 11th. Each Digital Dozen can be redeemed for a dozen Original Glazed doughnuts at 370+ participating Krispy Kreme locations across the US including the location at 295 Merchant Walk Ave! To order online for in-store pickup, please [click here.](#)

LaunchPad at the City Market

The Charlottesville Office of Economic Development has partnered with the City Market in an initiative to help grow small businesses. City Market introduces *LaunchPad*, an opportunity for affiliated businesses to receive a table at the City Market free of charge. Get your business in front of the community and gain direct feedback from customers. Each week the City Market attracts 2,000 patrons: local families, seniors, students, and tourists. *LaunchPad* will be open to any business type; typical restrictions for only homegrown, homecooked, handmade products do not apply. *LaunchPad* exhibitors will rotate in and out each week to give more opportunity to more entrepreneurs. Exhibitors will receive use of a tent, table and chairs.

Charlottesville City Market prides itself on being an incubator for blossoming businesses. This partnership will expand opportunity for local small businesses to thrive. Launch your business to the next level with *LaunchPad*. If you are interested in being a LaunchPad vendor, [click here.](#)

OED Fun Fact

During George Washington Carver's lifetime, he invented and discovered more than 300 ways to use peanuts. However, contrary to what many people think, Carver did not actually invent peanut butter, according to the National Peanut Board.

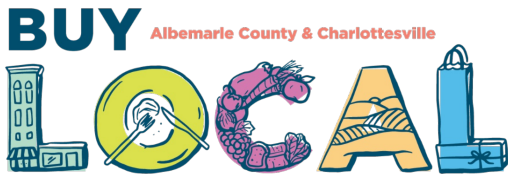
Upcoming Events

City and County to Host Business
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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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