



City of Harrisonburg  
Public Information Office  
409 South Main Street  
Harrisonburg, Virginia 22801  
540-432-8931 (office)

For Immediate Release  
May 1, 2018

Contact: Mary-Hope Vass, Public Information Officer  
540.432.8931  
[MaryHope.Vass@HarrisonburgVA.gov](mailto:MaryHope.Vass@HarrisonburgVA.gov)

## **\$36,700 Awarded to Businesses During National Small Business Week**

Harrisonburg, Va. – The city of Harrisonburg, along with four other agencies, is awarding \$36,700 in grants to small businesses in Harrisonburg and Rockingham County on May 2 during National Small Business Week.

Grant awards range from \$1,200 to \$4,900 and are the final portion of a three-pronged small business assistance program called Bricks & Clicks. This was designed to help businesses become stronger bricks-and-mortar destinations and to have stronger websites and digital marketing.

There were 21 applicants for the Bricks & Clicks grants and 10 businesses were selected. The grant awards are positioned to bring more than \$70,000 worth of investment into making the selected businesses more competitive and profitable through e-commerce tools, improved websites, strategic marketing campaigns, and on-site attractions.

“This was a highly competitive application process. The caliber of the applicants was impressive,” says Peirce Macgill, assistant director of the city’s Economic Development Department. “The grant recipients demonstrated that they were applying what they learned in the workshop and from the technical assistance and clearly articulated goals and strategies. They are poised to see real economic growth by implementing the ideas and recommendations that this program has provided.”

Grant recipients include:

- Dayton Tavern LLC
- Explore More Discover Museum
- Food.Bar.Food
- Hugo Kohl LLC
- Lineage
- New Creation
- Solace Studios
- The Isle Co.
- Walkabout Outfitter
- withSimplicity

-MORE-

**PRESS RELEASE: \$36,700 Awarded to Businesses During National Small Business Week**  
**Page 2**

Bricks & Clicks offered businesses in Harrisonburg and Rockingham County an opportunity to learn about small business destination marketing from a national expert through a low-cost workshop, technical assistance from local marketing and visual design experts, and grants of up to \$5,000. Technical assistance providers included Immerge, KL Creative, Marc Willson, Travis Burnham, and LocalX Marketing (the digital division of WHSV).

This program was made possible by a \$40,000 Building Entrepreneurial Economies grant through the Virginia Department of Housing and Community Development.

Bricks and Clicks is a program developed by the city of Harrisonburg, Rockingham County, Harrisonburg Downtown Renaissance, James Madison University, and the Shenandoah Valley Small Business Development Center. These partners were awarded a Virginia Department of Housing and Community Development grant to host the Bricks & Clicks workshop, administer technical assistance, and award grants to small businesses in Harrisonburg and Rockingham County.

***The City of Harrisonburg** is centrally located in the Shenandoah Valley of Virginia. It is home to almost 55,000 people. More information about the City of Harrisonburg is online at [www.HarrisonburgVA.gov](http://www.HarrisonburgVA.gov).*



###