

# Invest in Your Community and Watch it Grow



## Grow Waynesboro

Since 2016, Grow Waynesboro has been helping local entrepreneurs turn ideas into thriving businesses by awarding over \$117,000 in grants, offering training and mentorship, and supporting more than two dozen startups. Along the way, we've earned three national and international awards for innovation in economic development.

In 2023, our Main & Wayne program provided \$53,000 in startup grants, plus paid training and technical assistance to new businesses—especially those opening downtown. Funded in part by a \$45,000 Community Business Launch grant from Virginia DHCD, the program equipped entrepreneurs with business plans, mentorship, and resources to get their doors open and keep them open.

This year, we're focused on launching new businesses in Rockfish Gateway, building on its growing reputation as one of Waynesboro's most exciting destinations and we're seeking community partners to help us keep growing local success.



## Success Story

### Katie Harris owner, adorn.

Katie Harris took part in the 2023 Grow Waynesboro Main & Wayne program, where she developed her business plan and competed for startup funding. She was awarded a grant to bring her vision to life, opening a stylish boutique that's quickly become a downtown favorite.

*The Grow Waynesboro program came into my journey as a first time business owner at the perfect time. It provided me with all the information I needed to start a brick and mortar business from scratch, fantastic connections with local resources, and most importantly the confidence to take the leap knowing that I had a safety net of support in helping me tackle what can be a daunting undertaking. I am forever grateful for the program and the connections that Grow Waynesboro provided me. -Katie*



# Join Our Investment Team

*Your investment helps launch new businesses and fuel local entrepreneurship. By supporting Grow Waynesboro, you're directly funding startups, creating jobs, and building a community full of energy, innovation, and opportunity. Every dollar goes straight into helping new businesses open their doors and thrive.*

## DECIDE HOW YOU WANT TO MAKE AN IMPACT

### Launch

- Logo placement on all outreach and marketing materials
- Sponsorship recognition on website, social media, press releases, and during pitch night
- Guest lecturer opportunity or company presentation during a business plan development class
- Investment of \$2,000

### Grow

- Logo placement on all outreach and marketing materials
- Sponsorship recognition on website, social media, press releases, and during pitch night
- Guest lecturer opportunity or company presentation during a business plan development class
- Presentation time and recognition during pitch night
- Investment of \$5,000

### Lead

- Logo placement on all outreach and marketing materials
- Sponsorship recognition on website, social media, press releases, and during pitch night
- Guest lecturer opportunity or company presentation during a business plan development class
- Presentation time and recognition during pitch night
- VIP table at pitch night for six guests
- Investment of \$10,000



**To learn more or make an investment, please contact Greg Hitchin**

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🌐 [GrowWaynesboro.com](http://GrowWaynesboro.com)

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