

SoBo Start-Up! (2017)

Sponsored by Destination Downtown South Boston

Funded by a Virginia Community Business Launch grant

As a small business operating in Halifax County, Mix & Ripple is pleased to have played a role in the marketing services for SoBo Start-Up!, a grant program sponsored by Destination Downtown South Boston and funded by a Virginia Community Business Launch grant. The program was designed to bring new businesses to South Boston by aiding entrepreneurs in the start-up process. The program awarded a total of \$52,500 to six entrepreneurs, all of which have opened and continue to operate their businesses today.

Scope of services included:

- Working with small committee to plan and produce the events necessary to promote the program, classes for the program itself, and events to announce the program's outcome
- Creating advertisements and promotional flyers which could be used to bring in participants
- Writing articles to promote the program as well promote the events related to the program's outcome
- Assist in maintaining information on the Destination Downtown South Boston web site and Facebook page
- Participated in teaching the marketing class for the program
- Secured details related to the final event where winners were announced

Articles written for the SoBo Start-Up! project included: (click to see articles)

- [Six-week business development boot camp kicks off in January](#)
- [Spaces for interested entrepreneurs still available in SoBo Start-Up!](#)
- [Start-Up! winners get money to launch downtown ventures](#)
- [More than \\$50,000 awarded to winners in biz competition](#)

SoBo Start-Up! kick-off flyer

Creating a new business? Expanding an existing business?

Join us as we kick-off SoBo Start-Up!

January 12, 2017

5:30 to 7 p.m.

Southern Virginia Higher Education Foundation Board Room
at the Southern Virginia Higher Education Center



To RSVP, please call 434.575.4209
or visit
www.downtownsobos.com
to RSVP online.

SoBo Start-Up! will include:

- 6-week business boot camp in March & April
- Business plan and business pitch development
- Class topics such as operations, financials & marketing
- Participants vie for a portion of \$51,000 in grant funds

*SoBo Start-Up! is a part of the
Virginia Community Business Launch initiative,
created to help localities with their efforts to
foster a more robust entrepreneurial
environment.*



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Destination Downtown South Boston

Growing Opportunities for Small Business

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AND COMMUNITY DEVELOPMENT



Are you an entrepreneur ready to
open for business
in Downtown South Boston?
SoBo Start-up!
could help get you there!

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- Business plan and business pitch development
- Class topics such as operations, financials & marketing
- Participants vie for a portion of \$51,000 in grant funds

Space is still available!

To apply for the program, please call 434.575.4209

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Newspaper ad

Award invitation



Join
Downtown
South Boston
VIRGINIA

April 25 at 6 pm
as we announce
the winners of
SoBo Start-Up!

After six weeks of business boot camp, building business plans and making a pitch, it's time to reveal the very best in our business competition.

Our celebration will take place on the corner of N. Main Street and Wilborn Ave. in Downtown South Boston.
We hope to see you there!

Light refreshments provided, cash bar available.



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