

ECONOMIC DEVELOPMENT NEWSLETTER

June 2026



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APRIL IMPACT REPORT:



14

New
businesses
open



1

Ribbon
cutting
attended

Unveiling Our New Brand!

Campbell County is pleased to announce a fresh branding initiative, focused on the locality's respect for tradition, strong ideals and vision for future success. Beginning June 3, the County will launch its new "Tradition Meets Tomorrow" motto, paired with the County's revised logo that features the iconic Campbell County Historic Courthouse cupola.

The branding initiative emerged from the 2025 Comprehensive Economic Development Strategy planning sessions and related public surveys. One outcome was the development of a comprehensive theme and icon to unite residents, local government, businesses, and visitors through one branding narrative.

Through a competitive process, the county engaged branding consultants, Black Dog Designs, LLC to coordinate the brand development process. Internal departments worked collaboratively with marketing experts, local residents, business leaders, students, staff and stakeholders to identify key attributes of the Campbell County community - showcasing what makes Campbell County unique, connected, and innovative.

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Spring 2026 Start Small Campbell Recipient

Campbell County Department of Economic Development is pleased to announce the newest Start Small Campbell Grant Recipient, Rustic Roots Studio LLC in Altavista, VA.

Business owner Danielle Torres received the grant from Altavista district supervisor Tom Lawton, Industrial Development Authority chairman Vance Driskill and Economic Development staff on May 30 during Rustic Roots Studio's grand opening.

Rustic Roots Studio LLC is a wellness studio dedicated to helping clients unwind, reset and reconnect with their bodies. The treatments focus on relieving tension, improving mobility, and supporting overall wellness.



Owner Danielle Torres with her family at the business' grand opening May 30.



Altavista Mayor Reggie Bennett, Industrial Development Authority Chairman Vance Driskill, Danielle Torres, Altavista District Supervisor Tom Lawton

Over the next few years, Danielle hopes to expand her business's offerings and grow her studio. She plans to use the \$5,000 grant to upgrade her equipment, including purchasing materials like a new towel warmer and massage table.

"In the beginning, putting my vision on paper was challenging," Danielle said. "Participating in this grant cycle allowed me to expand and grow my idea into something tangible."

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Tobacco Commission Awards Four Campbell County Organizations With Total of \$1M

Campbell County and its local organizations are set to receive more than \$1 million in grant funding from the Virginia Tobacco Region Revitalization Commission (TRRC) following the Southern Virginia Committee's meeting on May 12. The awards reflect Campbell County's commitment to growing its economy, strengthening its agricultural sector and supporting community assets.



Campbell County

Campbell County will receive \$3,583 to launch a pilot series of six workshops designed to build business skills for local farm operators. Sessions will cover branding, financial analysis, records management and business planning. Agriculture producers will walk away from these sessions with tangible takeaways including professional photos, a functional records management system, a business plan template and a draft logo and style guide.

Virginia Technical Institute

The Virginia Technical Institute (VTI) will receive \$400,000 to complete Phase 1 renovations of approximately 30,000 square feet of unused space in the building to establish the VTI Small Business Manufacturing Incubator. Funds will be used to support architectural and engineering design, infrastructure upgrades, code compliance improvements and construction of flexible and divisible industrial bays



Campbell County Training School Complex

The Campbell County Training School Complex (CCTSC) will receive \$400,000 for a grounds and parking lot renovations project that will assist in converting the historic campus into a vibrant, multi-purpose economic development asset. The grant award will be used to construct new parking facilities and enhance campus grounds by adding LED lighting, drainage and stormwater infrastructure, ADA compliance walkways and ramps.



Town of Brookneal

The Town of Brookneal will receive \$275,000 to support the development of a Town-owned riverfront site along the Staunton River into an outdoor tourism destination. Award funds will be used for site preparation and the installation of 12 RV sites that have access to water, sewer and electrical hookups.



"These investments reflect our ongoing belief that the strongest economic development work happens when local government and community organizations work side by side."

-Nina Rezai, Director of Economic Development

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Altavista Animal Clinic Continues Serving Community Under New Ownership

For nearly 30 years, Altavista Animal Hospital has been a trusted part of the community. Now, under new ownership, it's entering its next chapter as Altavista Animal Clinic.

Dr. Sandra Bullins, the previous owner, had been looking for someone to carry on the privately-owned practice with little success, and was afraid she would have to permanently close like others in recent years. When Dr. Patricia Haskins heard Dr. Bullins express a desire to step back and retire, she saw an opportunity that she couldn't pass up. Dr. Haskins began the process of purchasing while working at the clinic, and she officially took ownership in October of 2025.

According to Dr. Haskins, the biggest thing clients will notice is an expanded range of services and technology. The clinic has recently added dental radiographs and a new telehealth partnership with board-certified anesthesiologists to support pets that present with more complex anesthetic needs.



Dr. Patricia Haskins with her family.



On paper, it's a new business. But in reality, it's the same great practice with the same caring people.

-Dr. Patricia Haskins



Staff and local community leaders gather to celebrate Altavista Animal Clinic's ribbon cutting May 15.

LEARN MORE

Celebrate 250 Years of American Independence With Us!

This year, the nation turns 250, and Virginia is at the center of it all. The Virginia American Revolution 250 Commemoration (VA250) is a statewide celebration marking 250 years of American independence.

Join us in celebrating VA250 as we share events happening monthly in our area! To learn more about VA250 and see a full calendar of events happening across the state all year long, visit va250.org.



VA250

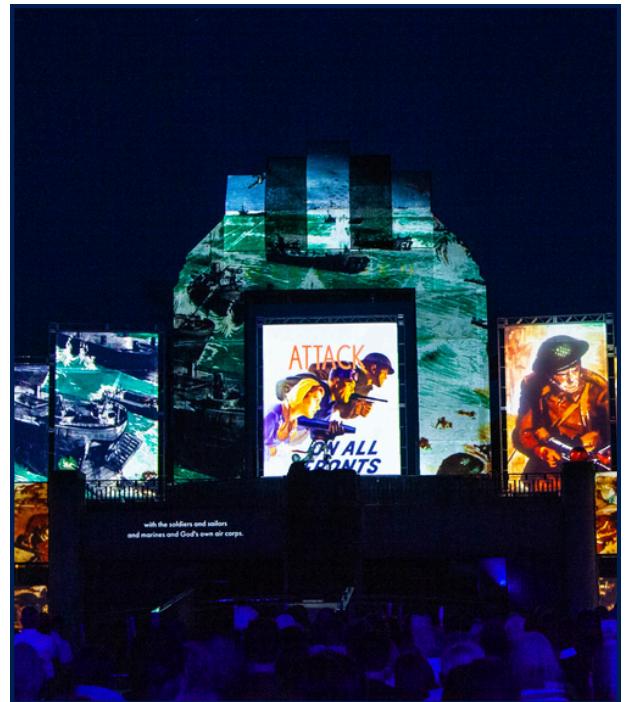
When We Went In: The D-Day Experience in Light and Sound

Bedford, VA - June 5 - 7:30 p.m.

When We Went In is an immersive masterpiece that transforms the National D-Day Memorial's grounds into a stunning, multi-media sensory experience.

From the roar of aircraft and gunfire delivered in surround sound to moments of solemn silence, viewers will feel as if they are in the throes of the historical moment and the triumph of eventual victory.

GET TICKETS HERE



SAVE THE DATE...

The VA250 Mobile Museum Experience will be at the Avoca Museum in Altavista on **July 11**. A hands-on, interactive, and immersive "museum on wheels," the VA250 Mobile Museum Experience is housed in an expandable tractor trailer that is traveling throughout Virginia and beyond.

Thinking About A Renovation On Your Commercial Property?

Check out this program that freezes your property tax assessment!

If you own commercial property in Campbell County, you may be eligible for a tax program that assists property owners in making impactful improvements to commercial or industrial property.

The program allows qualifying property owners to freeze their property tax assessment for five years after renovation - meaning improvements you make will be held at the current assessed tax rate for the next five years.



Eligibility Requirements:

Building must be at least 20 years old and used for commercial or industrial purposes — residential properties do not qualify.

Renovation work must increase property's assessed value by at least 40%, and the project cannot expand the building's footprint by more than 15%.

Full structural replacement does not qualify, however substantial improvements such as HVAC replacement, plumbing upgrades, and new flooring or lighting typically do.

Applications must be submitted and approved before a building permit is secured and renovation work begins. With a countywide reassessment taking effect in 2027, the timing is right for you to make the most of this program's benefits! For more information or to apply, contact the Campbell County Real Estate Office at (434) 332-9510.

Live or Work Near the Timberlake Area? Take this Survey for a Chance at a Gift Card

The Central Virginia Planning District Commission, in partnership with Greater Lynchburg Transit Company and Campbell County, is conducting two surveys to evaluate future transit needs along the Timberlake Road corridor. Both surveys will be open June 8–30, 2026 and take about 5–7 minutes to complete.

Those who live or work in the Timberlake area are encouraged to complete the Timberlake Area Transit Needs Survey to share their perspective. Participants who provide contact information will be entered to win a \$25 gift card. The survey is available here: surveymonkeys.com/r/JM672K5

Businesses and employers along or near Timberlake Road are also encouraged to complete the Timberlake Area Employer Survey to share their insights. The Employer Survey is available here: surveymonkeys.com/r/BYFWSVF. Additionally, a virtual public meeting will be held on June 17 for Employers to share their perspectives.

For those who wish to join the Employer virtual meeting, or those who have questions about the survey or project, please contact Ada Hunsberger, Senior Planner, at Ada.Hunsberger@CVPDC.org.



Boost Your Business

Kickstart your growth this month with these business training opportunities! Click on each title to learn more about the program.

UNDERSTANDING PAID ADS: STRATEGY, SETUP, & RESULTS

Whether you're new to paid ads altogether or just looking to improve your current strategy, this session will give you practical insights and actionable steps to help you attract more customers and make smarter marketing decisions.



June 10, 2026



12:00 p.m.

GROW YOUR BUSINESS WITH DIGITAL MARKETING

Now, more than ever, businesses need to understand the basics of digital marketing, because digital marketing creates growth. This session will include information about the basics of digital marketing.



June 11, 2026



12:00 p.m.

STARTUP TOOLBOX: HIRING YOUR FIRST EMPLOYEE

Do you have questions about best practices for hiring at your new business? This free class will cover the basics and give you the tools you need to get the help you need at your small business.



June 16, 2026



6:00 p.m.

