



For Release – February 23, 2021

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Black and Brown Owned Business Growth Program Launched in City & County

HARRISONBURG, VA – B-Cubed, or B³, is an initiative of the Chamber’s Diversity Business Council that seeks to encourage increasing investment from existing Black and Brown businesses within the Harrisonburg-Rockingham metro area. B-Cubed also strives to create a welcoming culture that will attract new Black and Brown owned business ventures to locate within our community.

B-Cubed blends technical business support with personalized mentoring, customized to meet the current stage and needs of the businesses. The program is open to any existing Black and Brown owned business located within Harrisonburg or Rockingham County. Similarly, any Black or Brown individual residing within the community who is seeking to start a business in the Harrisonburg-Rockingham metro area is also eligible.

“The greater vision behind B-Cubed is to exponentially grow both the quantity and variety of Black and Brown businesses in our community,” commented Chris Jones, Chair of the Chamber’s Diversity Business Council. “In addition, we want to help our existing Black and Brown businesses thrive and expand.”

Local champions of this ground-breaking initiative include the Chamber of Commerce, City of Harrisonburg, Rockingham County, Harrisonburg Downtown Renaissance, JMU Professional & Continuing Education, and the Shenandoah Valley Small Business Development Center. Housed under the Chamber of Commerce umbrella, B-Cubed will operate as a partnership of these entities, staying nimble and able to quickly respond to needs expressed by our program participants.

Molson Coors Beverage Company stepped forward to donate \$15,000 as seed funding to jumpstart efforts to help local Black and Brown businesses.

“Molson Coors Beverage Company is proud to support the Harrisonburg-Rockingham Chamber of Commerce Black and Brown Owned Business Growth Program,” commented Lori Michelin, Brewery Vice President. “Molson Coors recognizes that Black and Brown businesses were disproportionately impacted by the COVID-19 pandemic, so it is important for us to step up, nationally and in the communities where we do business. As a company we aim to foster a diverse workforce that reflects the rich diversity of our consumers, customers, and communities where we do business.”

Additional financial support has been donated by Farmers & Merchants Bank, Riner Rentals, and Dr. John Downey.

If you are interested in volunteering or offering financial support, please contact Chris Jones or any of the partners listed above. If you would like to further explore B-Cubed, please check out the 7 Steps of the B³ Growth Program at <https://www.hrchamber.org/business-assistance/> [\(LINK TO PROGRAM DESCRIPTION\)](#)

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