

# RIVERTOWN.

JANUARY & FEBRUARY 2019 · VOL II · ISSUE 5

## WELCOME CALEB!

Meet Caleb: sports enthusiast, conversationalist, food & beverage connoisseur. Caleb wrote one of the first articles for Rivertown in its beginning stages & has been a huge supporter ever since. Caleb says he's been writing since he can remember & has written several blogs himself. His stream-of-consciousness writing is inspired by his faith, life experiences & day-to-day encounters with people. Caleb is always down for a good story & conversation, especially when accompanied by coffee, beer or a good burger. He has a heart for people & genuinely cares about the lives they live. When he's not writing, you can find him cheering on his favorite sports teams, eating at Nikki's or spending time with his family & friends. Welcome to the team, Caleb!



## DIANA SCHWARTZ & THE RIVER DISTRICT ASSOCIATION

Caleb Cassell, Staff Writer

Diana Schwartz is executive director for the River District Association. The River District Association is a non-profit organization that has a mission of growing this district and instilling pride in the community. Schwartz expresses "Our vision is that the River District will be a vibrant place to live, work, and visit for the diverse population of Danville and the greater Dan River Region." Diana says that there are no typical days as executive director of the River District Association. Her tasks could range from fixing refreshments for an event downtown, to preparing a board meeting, or discussing streetscapes with local business owners. Diana also points out that a particular project, Dream Launch 2019, has most of her attention these days. Dream Launch 2019, as explained by Diana, is "a six-week boot camp for both existing businesses and new entrepreneurs that would like to expand or start a new business in the River District." RDA applied for a grant from the Department of Housing and Community Development to fund the boot camp and were fortunate enough to receive it. Rivertown's very own Corey Williams is on board to attend Dream Launch and will share his experiences upon its completion. In addition, the grant received for the Dream Launch 2019 campaign allows anyone to attend any of the meetings they chose without an obligation. The program has gotten its name with the goal of having five new businesses open in the River District this coming summer. Diana encourages anyone who may be interested in starting their own business or those who have an "entrepreneurial spirit" to check out the Dream Launch starting January 22, 2019. For any questions contact the RDA! RDA is located at 527 Bridge Street and the phone number is (434) 791-0210.

**DREAM LAUNCH**  
RIVER DISTRICT ASSOCIATION

ARE YOU AN ENTREPRENEUR WHO'S DREAMED OF OPENING YOUR OWN BUSINESS? ARE YOU A CURRENT BUSINESS OWNER WANTING TO EXPAND?

THE RIVER DISTRICT ASSOCIATION HAS LAUNCHED A NEW PROGRAM SEEKING TO OPEN BRICK AND MORTAR BUSINESSES IN DANVILLE'S RIVER DISTRICT

**REGISTRATION NOW OPEN!**

ENTREPRENEUR BOOT CAMP  
[A 6 SESSION INTENSIVE WORKSHOP]  
ONCE WEEKLY BEGINNING IN JANUARY | FREE TO ATTEND

PITCH NIGHT  
PARTICIPANTS WHO COMPLETE BOOT CAMP MAY ELECT TO COMPETE FOR CASH AND OTHER INCENTIVES THAT TOTAL OVER \$100,000.

VISIT [WWW.RIVERDISTRICTASSOCIATION.COM/DO-BUSINESS](http://WWW.RIVERDISTRICTASSOCIATION.COM/DO-BUSINESS)

A HUGE thank you to all those who voted in the Partners In Preservation Campaign. Danville could not have done it without you!

