

Dear Town of Danville Staff & Council:

I want to thank you so much for the thought and consideration the Town puts into the development of new businesses.

I recently became the new business owner of the Sweet Street in the Danville Clock Tower. Everyone in the Town's offices was so nice and helpful to me. You had a program in which you ran an article about sweet places to buy Valentine's Day candy and featured my store, which I really appreciated.

However, the Program which will be even more beneficial to my business is your generosity of reimbursing me 75% of the cost of my new signage. Being a brand new business owner, there have been so many hidden costs which make it very difficult to break even. Your sign reimbursement program has not only enabled me to purchase adorable, eye-catching signs, but allowed me to invest additional funds into my business which I wouldn't have otherwise had. This boost has given me a little more time to establish my business and make it successful.

Thank you so much for your wonderful programs supporting new businesses. They really make a difference and make me even more proud to own a business in the Town of Danville!

Sweetly,

Didi Justin-Reed
Owner of Sweet Street