



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE:

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### **Yancey County Economic Development Commission Announces Grant Award through Downtown Entrepreneurship Assistance Program to Plott Hound Books**

“I’m pleased to announce a grant made through Yancey EDC’s Downtown Entrepreneurship Assistance Program was awarded to Plott Hound Books, a new downtown Burnsville independent bookseller located at 102 West Main Street” said Yancey County Economic Development Director, Jamie McMahan. Since its inception the Yancey County Economic Development Commission’s Downtown Entrepreneurship Assistance Program has awarded over \$35,000 in grants to new local business startups and business expansions. “I and the members of the Yancey EDC Board of Directors want to offer Ronni Lundy and her new storefront business, Plott Hound Books, a warm welcome to the Burnsville downtown merchant family” added McMahan.

Plott Hound Books, scheduled to open in late April, is a general interest bookstore which will contain a variety of titles, with a special emphasis on literature of the southern Appalachian region. In addition to books, the store will offer a thoughtfully curated selection of merchandise related to books and of interest to readers of all interests. Ronni Lundy, the proprietor of the new store, is no stranger to the publishing world at all and is a distinguished author in her own right, with her book “Victuals” winning the 2017 James Beard Foundation Book of the Year Award.

“The key to economic prosperity in any town, but especially in small town America, is a proactive approach to recruiting and developing our best assets; those in our own backyard- the entrepreneur” added EDC Director McMahan. “Creating a community that supports entrepreneurial development will generate profit for the entire county and will also fill a gap that directly benefits our specific economic needs. Yancey County EDC is proud to have been able to participate in the phenomenal growth of our local merchants,

businesses, and retailers over the past few years and we look forward to continuing that effort as we move forward and grow together.”

The Burnsville Downtown Entrepreneur Assistance Program (DEAP). DEAP is an incentive grant program with the goal of creating new jobs, increasing revenue, and making downtown Burnsville an attractive option for business development. The purpose of this program is to support business recruitment by assisting new start-ups within the critical first six months of business.

The DEAP program requires applicants submit a written business plan when applying for the grant and may, depending upon the applicant’s previous business experience, require attendance of business management and training courses at Mayland Community College through the Mayland Small Business Center, or other accredited institution offering the required courses and will require recipients to create at least one new full time equivalent job. In addition to the grant award of \$2,500 the grant will also cover the cost of the recipient’s first year of membership in the Yancey County Chamber of Commerce.

For more details on how to apply for the grant program contact Jamie McMahan, Executive Director of the Yancey County Economic Development Commission, at (828) 682-7722 or via email at [yanceyedc@gmail.com](mailto:yanceyedc@gmail.com). Application information may also be obtained at the Yancey County Chamber of Commerce or the Mayland Community College Small Business Center.

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