

*[August 16th Ribbon-cutting is by invitation. Please contact Val Brown to RSVP: 703-981-7370]*

**PRESS CONTACT:**

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**PRESS RELEASE**

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**“Trifecta” ribbon-cutting launches nonprofit coworking space,  
introducing its first two long-term tenants**

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**New local coworking office space provides entrepreneurs of the Roanoke  
Valley flexible solutions for growth**

**The Williamson: Coworking Office Space** opened its doors on Tuesday, August 16, 2022, to provide much-needed, affordable office solutions for the business community of the greater Roanoke Valley. Roanoke Mayor Sherman Lea, Sr. and Phil North, Member, Board of Supervisors Hollins Magisterial District formally cut the ribbon, opening the doors to the new facility.

**The Williamson** was made possible through a 2022 Virginia Statewide Business District Resurgence Grant. The grant was awarded through the Department of Housing and Community Development (DHCD) to fund the “Entrepreneurial Support Hub for Businesses on the greater Williamson Road Corridor”. Through this grant, The Greater Williamson Road Area Business Association was tasked with economic vitality, tenant advocacy, public relations, marketing, event coordination, community support, and implementation of community revitalization activities in the Williamson Road business district of Roanoke.

A nonprofit initiative of The Greater Williamson Road Area Business Association, the opening of this new business resource coincides with the community’s emergence from the stifling impact that a national pandemic had on local businesses.

As the brainchild of Val Brown, Executive Director of the Greater Williamson Road Area Business Association, the space was designed from the ground up with working professionals in mind. Brown explained, “We recognized that if we want to see new businesses grow within our community, we need to offer turn-key solutions to help individuals and business start-ups plant and grow roots. This space helps fulfil that need.” Brown continued, “We ultimately want to see these businesses outgrow our space and transplant themselves right here, in the greater Williamson Road area.”

Conveniently located in the Williamson Road Plaza, just a few blocks north of Hershberger Road, the space provides three distinct business offerings:

1. Private offices,
2. Desk 'hotels', and
3. Conference room rental.

Offices and desk 'hotels' can be rented by the day, week, month, or year, while the conference room can be rented by the hour or day. As promoted on their front window, the nonprofit initiative offers "Creative Mojo," with bright lighting, a shared kitchen café, informal huddle areas, and inspired décor, while providing affordable, professional office solutions for active business professionals.

"Our Association is fond of explaining how our work is 'at the intersection of community and business'," explained Brown. "This new initiative breaths new energy into that reality."

### **LS Virtual Office**

"I'm proud to have been the first long-term tenant of this new space," said Ivana Savany, Founder of LS Virtual Office. As the owner of the multi-service business, she was the first to sign a contract with The Williamson: Coworking Office Space.

"This was exactly what I was looking for," said Savany. A significant portion of her clientele come from the Hispanic community. She continued, "my office is a reflection of my business, so it was important to find a professional environment like this one, with such ease to locate it when clients come to meet with me here."

LS Virtual Office focuses on providing professional services both virtually and in-person to individuals and business-owner clients, including taxes, notary public services, translation, and insurance.

### **Upward Financial Planning**

"I was looking for a professional space where I could get up and running right away," said Daniel Colston, President and CEO of Upward Financial Planning. His fee-only financial planning firm specializes in helping clients plan for retirement by crafting comprehensive financial plans for investments, insurance, tax mitigation, retirement, and estate planning.

"The fact that everything was here, where I could simply show up and plug in, it instantly eliminated the many cumbersome details often associated with relocating to a new office," Colston explained. The workspaces include desks, chairs, WIFI, free parking, free printing, utilities, and even coffee. As such, for business owners there is little daylight between making the decision and diving into work.

Upward Financial Planning specializes in helping millennials and retirees grow their wealth and build their futures. Consulting services include financial planning, tax planning and preparation, and estate planning.

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