

Local Spotlight with Danielle: Spotlighting Community Connections

By Danielle Gannon

The Cardinal Contributing Writer



I'd like to kick off the New Year with a heartfelt thank you to the **Bucks County Department of Workforce and Economic Development** for creating the **Build Business in Bucks** grant program. This impactful initiative awarded grant

funding to small businesses across Bucks County with one clear goal in mind: to help them grow, thrive, and keep business right here in Bucks.

The businesses that chose to work with me, under DG Media Relations were: **Sorella Beauty, Polygon Health Analytics, Intention Scents, Let's Get Moving Wellness, Fastest Labs, Ingeniuis**

Coaching, Le Macaron, Mamie Colette, Any Lab Test Now, Ellie Mental Health of Warrington, and Rocking Horse Acres.

Many of these businesses I've proudly supported for years, while a few were new discoveries for me. Together, we took a thoughtful look at each business's individual marketing needs and created tailored support plans designed to truly Spotlight them within this beautiful community we all call home.

Along the way, we collaborated on everything from events and informational sessions to social media strategies and scheduling, direct mail campaigns, influencer visits and partnerships, website development, and more. What I loved most was getting to know each business for exactly what it is—distinct, passionate, and deeply rooted in its own lane.

Every one of these owners is doing incredible work; the challenge is often reaching the right audience and clearly showcasing what they offer. Through this program—and with a fresh set of eyes—we were able to try new approaches, elevate their visibility, and help tell their stories in a way that truly reflects the value they bring to our community.

Small businesses account for **86% of Bucks County's economy**, with nearly **18,000 local businesses employing fewer than 50 people**. We are so blessed to reside in a community that is so heavily constructed by local mom and pops, who bring their heart and soul to work daily. There is something truly special about walking into a business run by a friend, a family member, or a neighbor. That connection goes a long way—and the impact reaches even further when our children see it firsthand. They grow up knowing that building something of their own is possible, that they can be and do whatever their hearts dream up.

As always, I have so much love for this sweet community. I'm proud to live here, work here, and raise my family here. Cheers to the New Year and to the beautiful dreams growing all around us. Entrepreneurship is alive and well—and Bucks County is proof.

Danielle Gannon is a local Bucks County entrepreneur. She is Founder & Creative Director of Local Spotlight with Danielle. Find her on IG @localspotlightwithdanielle www.localspotlightwithdanielle.com



Danielle Gannon and family