



SOUTHBURY BUSINESS UPDATE

February 5, 2021

A note from the Economic Development Director ~ We're one month into the winter restaurant promotion with over 150 receipts submitted. If you're ordering takeout to watch the Super Bowl be sure to upload your receipt before midnight to www.southbury-ct.org/winter! We're also excited to partner with Parks & Rec on a virtual training series: "Hire Yourself – The Essentials to Become an Entrepreneur".

Local

SOUTHURY'S 2021 WINTER RESTAURANT PROMO

EAT, CLICK, SUBMIT, WIN

JANUARY 11 - MARCH 21

Win Restaurant Gift Certificates
to Enter Visit
SOUTHURY-CT.ORG/WINTER

Support Our Restaurants by Ordering Curbside Pick Up & Dining At Home or Dine In!
Phase 2.1 Covid-19 Guidelines Are In Place.
Eat In or Dine Out to support our restaurants in Southbury and you could win a restaurant gift certificate!

RULES
Beginning January 11, 2021 through March 21, 2021 spend \$25 or more in a single purchase at one of Southbury's restaurants and you could win a \$25 gift certificate to a restaurant or an eatery in Southbury!

HOW TO ENTER
Snap a photo of your receipt and submit it via www.southbury-ct.gov/WINTER. Your food **MUST** be purchased and submitted in the week prior the drawing to be eligible for the prize that week. Promo weeks are from Mondays to Sundays.

Each Monday at 10am, LIVE on FACEBOOK, (<https://www.facebook.com/SouthburyBiz>) winners will be drawn, from all eligible weekly entries received. ALL entries submitted will also be eligible for a final grand prize! Winners will be contacted via email or phone.

SOUTHURY.COM

Entrepreneur Training Series

Southbury Economic Development and Parks and Recreation Departments are please to announce a virtual Entrepreneur Training Series with Southbury resident Jack Lander.

“Hire Yourself: The Essentials to Become an Entrepreneur” is an eight-part series and will be held from mid-March through April via Zoom. It will teach participants how to produce or acquire an original product at price that will allow them to compete in the marketplace. The course will run through Parks and Recreation Department.

Jack Lander is an entrepreneur, an author, and an inventor with 13 patents. His most recent business has been one-on-one mentoring of inventors and startup entrepreneurs. During the past fifteen years he has witnessed the successes and failures of many small startups. These experiences and his own form the basis for his new book, Hire Yourself, the Startup Alternative.

A free introduction to the course, led by Jack Lander, will take place via Zoom on February 22, 2021 at 7pm. To register, please submit your information below.

State

Apply for a Business Mentor with CT Next ~ DEADLINE TODAY: Friday, Feb 5th
Learn more: <https://bit.ly/3ca09hd>

News: [Governor eases restrictions on restaurants and houses of worship](#)

How to Apply for PPP: Focus on Self-Employed ~ Tuesday, Feb 9th @ 12n

The information in this webinar is tailored specifically to assist self-employed individuals, sole proprietors and independent contractors in understanding the program and how it works for this group of entrepreneurs.

<https://ctsbdc.ecenterdirect.com/events/75340576>

Pandemic Relief Program Aimed at Women-Owned Businesses

Women entrepreneurs have been disproportionately impacted by the ongoing COVID-19 pandemic. But help is available for women-owned businesses in Connecticut that are struggling.

A new grant program has more than \$1 million to help women entrepreneurs access the capital needed to build banking relationships, improve credit and overcome COVID-19 challenges. The Equity Match Grant Program will be administered by the Women's Business Development Council through its Opportunity Fund.

Corporate and private funders, which include most of the area's major banks, have contributed \$525,000 toward the fund, with the state Department of Community Development providing up to \$500,000 in matching funds, according to a news release.

Grants between \$2,500 and \$10,000 may be given for "clearly defined projects that will have a measurable impact on the business." Applicants are required to provide a 25 percent match.

To qualify, businesses should:

- * Be a woman-owned business
- * Have prior participation in WBDC programs/services
- * Be in business with a record of sales for at least a year
- * Be registered in Connecticut and in good standing
- * Use an online/automated financial system or have an established business/banking relationship.

Apply for the grant program at the Women's Business Development Council website:
www.ctwbdc.org

Federal

The SBA is taking steps to improve the First Draw Paycheck Protection Program loan review so that small businesses have as much time as possible to access much needed PPP funds.

<https://www.sba.gov/.../sba-takes-steps-improve-first...>

Businesses that did not utilize the Employee Retention Tax Credit (ERTC) in the past should consider the program. You can do PPP ***and*** ERTC. Companies can receive up to \$14,000 per employee through ERTC.

<https://www.uschamber.com/.../coronavirus-employee...>