



Town of Southbury

COVID-19 Business Update

April 20, 2020

Town of Southbury COVID Information Please share with your business network

A note from the Economic Development Director:

We're a month away from the State's current re-open date of May 20th, so *hang in there*. If we pull together, support each other and stay **#SouthburyStrong** we'll *get through this!* We'll be rolling out some ideas, like *Small Biz Bonds*, to help you do this week; *stay-tuned*.

Congress is on the cusp of passing another 250 or so billion in aid to fund the SBA programs, so if you haven't applied, find a lender accepting applications and *get yourself in the cue*.

Take a look, or listen to one or more of these webinars below, for creative ideas to inspire you in *your* business. E-mail me at EcoDevDirector@southbury-ct.org or call 203.586.9782 if you've a question, an idea or to let me know how *you're* doing business-wise. ~ Kevin Bielmeier

New Business Updates

Upcoming Webinars

4-23-2020 Real Estate and the Future of Work following COVID-19

How will COVID-19 change the Hartford Region's real estate market? Our panel of experts will discuss regional trends and inventory, then consider how different issues related to COVID-19 can shift the market, and close by identifying the biggest opportunities and risks.

Panel: [Jamie Lane](#), [John M. McCormick, Jr.](#), Michael Barbaro, [Denise Robidoux](#), [Shana Schlossberg](#), [John R. Emra](#). Register here: [HERE](#)

4-21-2020 @ 1:00 PM Webinar – **The Front of the Line is not Inclusive: Why We Need a Better Way to Save Our Small Businesses**

Join the Smart Growth Network at 1 p.m. Eastern, Tuesday, April 21, as Ilana Preuss, founder and CEO of Recast City, leads a discussion on concrete steps we can take to ensure inclusive access for small businesses, a framework that can help us look at this issue, programs already being adopted by local governments that are targeted to under-represented populations in business owners, and models from non-profits, CDFIs, major corporations, and philanthropy to ensure an inclusive recovery from this economic crisis. Register [HERE](#).

FEDERAL

“Save Small Business” initiative is open. Visit: www.savesmallbusiness.com

With the help of corporate and philanthropic funding, the U.S. Chamber of Commerce Foundation has launched a “Save Small Business” initiative. This grant program is intended to provide short-term relief of up to **\$5,000** to small employers who are struggling due to the COVID-19 shutdown.

According to the Foundation, eligible businesses must employ between 3 and 20 workers and have been harmed financially by COVID-19. They must also be located in an economically “vulnerable” community.

Today (April 20) at 3 p.m. the online application went live. Interested companies may apply by completing a short (10-minute) application and supplying a W-9 form and other basic supporting info.

The Foundation then will award grants of up to \$5,000 to successful applicants on a rolling, weekly basis until it exhausts its funds. Once the grantee has been notified and submitted payment information that meets compliance checks, it will take 3 to 5 days to process the payment, the Foundation says.

The U.S. Chamber of Commerce Foundation is a private sector 501(c)(3) charity affiliated under the U.S. Chamber of Commerce and is not a government agency.

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RESULTS of The Impact of COVID-19 on Small Businesses Survey by National Main Street Center are: [HERE](#)

STATE

Important for business - the new mask requirements from [State of Connecticut - Office of the Governor](#) apply to workplaces too. [Connecticut Department of Economic and Community Development](#) issued the following guidance for workplaces: "Each employee shall be required to wear a mask or other cloth material that covers his or her mouth and nose at all times while in the workplace. Employers shall issue such masks or cloth face coverings to their employees. In the event an employer is unable to provide masks or cloth face coverings to employees because of shortages or supply chain difficulties, employers must provide the materials and CDC tutorial about how to create a cloth face covering, or compensate employees for the reasonable and necessary costs employees expend on such materials to make their own masks or cloth face covering."

4-20-2020 - VIDEO: Gov. Lamont’s daily press briefing; introduces CT’s first-in-the-nation partnership with www.howwefeel.org Click: [HERE](#)

4-20-2020 - **CT COVID-19 Business Survey #2**

[Advance CT](#) partnered with CBIA and DECD to release the 2nd iteration of its business survey to gather feedback directly from Connecticut businesses that will help inform how we restart our economy. Please take the time to complete this survey to assist state decision makers: [HERE](#)

4-17-2020 ~ VIDEO: **Adapt & Overcome: Best Practices from Businesses during COVID-19.**

Hosted by the Hartford Chamber of Commerce. Click: [HERE](#)

Small businesses pivoting and adapting, due to the rapidly changing business landscape, share their ideas. *Some really good ideas* from:

Lelaneia Dubay of Hartford Flavor Company

Gina Luari of The Place 2 Be

Nicole Bengston of Root Down Power Yoga

Matt Rusconi of Artichoke Basil's Pizza

RESOURCES

CT-SBDC COVID-19 Emergency Business Resource Guide: Click: [HERE](#)

Advance CT Covid-19 Resources & Upcoming Webinars: [HERE](#)

VolunteerCT.org – <https://www.volunteerct.org/>

All previous COVID-19 Southbury business information and resources: <https://www.southbury-ct.org/business-covid19>

Southbury Business Helpline: (203) 262-0683 or (203) 586-9782 or e-mail:

EcoDevDirector@southbury-ct.gov

For updates on social media, follow us on: <https://www.facebook.com/SouthburyEDC/>

Sign up for all business e-mails and alerts at: <https://www.southbury-ct.org/bizlist>

A list of restaurants offering pick-up or delivery, and all of the other food options in Southbury is kept up-to-date on the town website: <https://southbury-ct.org/restaurants-covid19>