



Town of Southbury

COVID-19 Business Update

April 30, 2020

A note from the Economic Development Director:

I hear you, you're struggling. It is important that, as you take stock of your individual situation, you take a few minutes to complete our business [survey](#), to give us a clear picture of what the status is of our business community. Take a deep breath; be kind to one another; maintain your resolve and, if you're closed and find yourself with extra time, maybe use it to catch up on things that you'd otherwise never get to.

Here are some thoughts on weathering the storm:

- Organize the piles of papers in your office. It's a good time to purge, make sure you've got everything digitized and backed up.
- Go through your client list and write notes to those you haven't heard from recently.
- Think about strategies for selling in uncertain times. Utilize e-mail with ideas and photos to inspire your clients. Stay connected and ramp up your social media outreach.
- Analyze your profits and losses. Are you usually so busy just taking care of our day-to-day business, that you rely on the work of bookkeepers and accountants, and spend little of your *own* time truly evaluating where you can trim losses and maximize gains?
- Take a hard look at the economics. Do you have an emergency fund for the business? How long can you ride it out? If you've got a good staff, it's important to do everything in your power to keep them. If you do not have enough cash available to get through, try for the available federal funding, such as the PPP, while it lasts.
- Keep the faith, your customers *will* come back if you can ride out this storm. As history has shown, our economy in this country will recover, albeit slowly. Just hang on.

Contact me to set-up a virtual mini-meeting, on the web or by phone, for next week. Just e-mail: EcoDevDirector@southbury-ct.org or call: 203.262.0683.

Stay Safe, Stay Strong Southbury ~ Kevin Bielmeier

NEW BUSINESS UPDATES

4-30-2020 Today, the Connecticut DOL began accepting claim applications for the self-employed - to file, submit a regular state claim application with the Connecticut Department of Labor at <http://www.ctdol.state.ct.us/UI-OnLine/index.htm> using the BLUE button to file.

4-30-2020 Reopen Connecticut Advisory Group's initial recommendations for May 20th were just announced during Governor Lamont's press briefing. Read more [HERE](#)

4-30-2020 Southbury Business Survey: *went live today* – Click: [SURVEY](#)

Please take a few minutes to complete this, if you own a business or nonprofit in Southbury.

5-1-2020 Free Face Mask Handout to Essential Businesses – *Tomorrow (Friday)* between 11 am – 12 noon, 3-ply medical grade face masks will be available for pick-up on a first-come, first-serve basis, while supplies last, for your essential business or nonprofit, thanks to an anonymous donation.

5-2-2020 Public Face Mask Handout - Saturday, at NVCC, 750 Chase Pkwy, Waterbury, CT 06708 from 7am - 1pm

UPCOMING WEBINARS

5-1-2020 Women's Business Development Center CEO Fran Pastore has been asked to serve on the Business Committee of Governor Lamont's Reopen Connecticut Advisory Group. Fran wants to know what you, the small business owners in Connecticut, think about reopening businesses in our state:

Tomorrow (Friday) May 1st 10:00 a.m. – 11:00 a.m. ~ focus is on **Food Service Businesses**

Link: <https://us02web.zoom.us/j/89706438779>

5-5-2020 Managing Your Finances During a Crisis - Tuesday, May 5, 2020; 3:00 p.m. – 4:00 p.m.
Presented by KeyBank. Click here: [REGISTER FOR WEBINAR](#)

RESOURCES

Testing for Essential Workers: PhysicianOne Urgent Care in Southbury is doing priority COVID-19 testing to all essential workers, including the asymptomatic. They are asking all essential workers, including healthcare workers, first responders, postal workers, pharmacy workers, food and agriculture workers, grocery employees, public works and other infrastructure employees, to please schedule a virtual visit to be evaluated for testing.

Details: <https://physicianoneurgentcare.com/coronavirus2019>

Pandemic Relaunch Toolkit for Restaurants & Bars Click: [HERE](#)

COVID-19 Small Business Resource Kit [HERE](#)

Southbury Covid-19 Business info and resources are gathered: [HERE](#)

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

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

State COVID-19 [Business Resources](#) and DECD Hotline is (860) 754-8342

COVID-19 Webinar Series offered by CT Next - a webinar series focused on strategies to help entrepreneurs and small businesses manage their companies during the current crisis. For materials and content from the webinars, click <https://bit.ly/2Kt3BnP>.

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>