

July 28, 2020

A note from the Economic Development Director: A new grant program has been launched and it is time-sensitive. Check if you're eligible and use the link below to apply. Let me know if you do. Also, please share this notification with other business owners who need it. Good luck!



Link: <https://nationalmainstreetcenter.submittable.com/submit/b2e47ba7-f943-43b7-ab4e-ce9a90fc4481/the-hartbeat-of-main-street-grant-program>

The National Main Street Center is thrilled to announce that [applications are now open](#) for the [HartBeat of Main Street Grant Program](#). They will continue to be accepted until 11:59pm PT Sunday, August 23 or until 500 applications have been submitted, whichever is sooner. They expect to hold subsequent grant rounds to accept additional applications later this summer.

In partnership with The Hartford, the grant program will fund solutions that help small brick-and-mortar business owners respond and adapt to the COVID-19 pandemic, and also help to revitalize and strengthen older and historic downtown commercial districts. A minimum of 50 percent of grants will benefit diverse-owned businesses, as defined by the Small Business Administration as minority, woman, veteran, disabled, and/or LGBTQ-owned.

[Learn more about small business eligibility requirements and eligible grant expenses on our website.](#)

Please contact hartbeat@savingplaces.org with any questions.

Remember, time is of the essence!

Apply today and be one of the 500 applicants to be considered for a \$5,000 - \$15,000 grant!

REOPEN CT

CT Reopening Phase #3 is "On Hold" for now, so we are still in Phase #2.

PHASE 2 RULES AND REQUIRED SELF-CERTIFICATION: <https://business.ct.gov/recovery>

WEBINARS

TOMORROW: July 29th @ 12pm "Applying to PPP & EIDL" <https://ctsfdc.com/applying-to-ppp-and-eidl/>

8.6.2020; 10am-11am "Easy Steps to Get Started with Email Marketing" – Samantha Williams, Founder, Sam's Word. Registration: <https://www.cedf.com/training/2020/08/06/easy-steps-to-get-started-with-email-marketing/>

8.12.2020; 1pm-2pm "Covid-Era Legal Landmines for Small Business Owners – Stuart Katz, Principal, Cohen & Wolf. Registration: <https://www.cedf.com/training/2020/08/12/covid-era-legal-landmines-for-small-business-owners/>

RESOURCES

CT-SBDC [Federal Resources Guide](#) (updated 7-16-2020)

SBA [COVID19 Small Business Guidance Loan Resources](#)

EIDL (Economic Injury Disaster Loan) is still available: [EIDL](#)

CT-SBDC Covid19 Business Resource Center [HERE](#)

SBA's [Lender Match](#) is an online tool for small businesses.

CIC's Micro NOW loan program

Contact Kristen Clark - kclark@ciclending.com to start the process, or click [HERE](#)

LOCAL

Economic Development Office: Business Helpline: (203) 262-0683; e: EcoDevDirector@southbury-ct.gov

Southbury Business COVID-19 Page <https://southbury-ct.org/business-covid19>

Economic development articles for 2020 <https://www.southbury-ct.org/EDC-articles>

Southbury COVID-19 webinar series [SOUTHBURY WEBINARS](#)