



## SOUTHBURY BUSINESS UPDATE

### May 29, 2021

*For all who made the ultimate sacrifice for our freedom, "Thank You" on this Memorial Day.*

---

### Local

**Memorial Day Parade and Ceremony – May 31<sup>st</sup> @ 11am**

Details on this and future events: [Upcoming Events Listing](#)



***New Business:*** Ma Petite Bakery Southbury - Stéphanie Larrandabure, owner



Learn more and place orders on [Facebook](#) and Instagram

**Coming Soon:** Chipotle – in [Southbury Plaza](#) 100 Main St N – opens July 7<sup>th</sup>



**Coming soon:** Southbury Seafood Market – Heritage Village, 456 Heritage Rd. – Opens in July



**Southbury Business Association's** Membership Drive – June 9<sup>th</sup> 4:30-6:30pm, Chatfield's 190 Main St S. - Learn more at [www.southburybusiness.org](http://www.southburybusiness.org)



Join us for bites, drink and networking

Raffle Prizes

- SPONSORS:**
- Chatfield True Value
  - The Lutheran Home
  - Ion Bank
  - Premier Wine and Spirits
  - Nardelli's Southbury

Wednesday June 9, 2021  
 4:30 pm – 6:30 pm  
 Chatfield True Value, 190 Main St S,  
 2nd floor  
 Southbury CT 06488

Register at  
[www.southburybusiness.org](http://www.southburybusiness.org)

*New Members Welcome*

**\$5 entrance fee**  
 (includes 1 raffle ticket)

**Join today and have fee waived**  
 (this includes all members who are renewing)

Active members receive 5 xtra raffle tickets  
 For more information call Wendy at 508-808-0046

## State

**Connecticut Small Business Development Center ~ Available Small Business Tax Credit Programs - Live Webinar Tuesday, June 1 @ 1pm**



[Small Business Tax Credit Programs Tickets, Tue, Jun 1, 2021 at 1:00 PM | Eventbrite](#)

**Preparing for PPP Forgiveness** - Depending on the loan forgiveness covered period you chose for your business, you are most likely getting ready to submit your forgiveness application.

Join SBDC for Preparing for PPP Forgiveness series, based on your specific loan amount.

June 10

**PPP Forgiveness:**

Less than \$50K

June 17

**PPP Forgiveness:**

\$50,000-\$150K

June 24

**PPP Forgiveness:**

Over \$150,000

**“We’re bullish on Connecticut”** – [Interview](#) with Peter Denious, President & CEO, Advance CT

---

## Awards & Grants

- Pita chip brand Stacy’s has launched [Stacy's Rise Project](#), which will award 10 women-founded small businesses with \$10,000 grants and mentorship opportunities. The deadline to apply is July 9.
- Financing marketplace Nav awards [a \\$10,000 grant](#) to a small business each quarter. The deadline to apply for the latest round of grants is May 31.
- [The Amber Grant](#), run by WomensNet, awards \$10,000 in funding to a female entrepreneur every month. The deadline to apply for the organization’s latest round of grant funding is May 31.
- The U.S. Chamber of Commerce’s [Dream Big Awards](#) offers a \$25,000 cash prize to the Small Business of the Year winner. The application deadline is July 16.
- The U.S. Chamber of Commerce Foundation has opened nominations for its annual [Citizens Awards](#), which includes a category for small business. The deadline to submit is June 25.
- More grant & program information can be found [here](#).

## More Interesting Stuff

### Google Analytics’ Best Kept [Secrets](#)

If your business has a website, you likely already know that Google Analytics is an excellent resource for tracking and analyzing your website data. But are you taking advantage of its full

range of capabilities? **These** six little-known features in Google Analytics can help you make the most of your data and grow your online business.

**The Difference Between Sales and Marketing** – U.S. Chamber of Commerce

**It takes money to make money** - Yes, you can turn your passion into a business, but first you'll need a plan — especially for **determining startup costs**. Whether you're thinking of starting a coffee shop or an online store, this guide will help you determine what it'll cost to get your business idea off the ground.

## **From the Office of Economic Development**

**Past Business [Updates](#)**

**Don't miss a business update. Sign-up here: [Biz List](#)**

**Opening a business in Southbury? [Start Here](#)**