



# Southbury Business Update

**November 25, 2020**

*A note from the Economic Development Director:* To all of our businesses who have persevered and taken costly measures to make your establishments safe for reopening during these trying times, the Southbury Economic Development Commission and Office of Economic Development would like to say **Thank You** and wish you all a very happy and safe Thanksgiving.

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## STATE

**New** [Governor Lamont Increases Fines for Businesses Violating C-19 Rules to 10k](#)

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## Thanksgiving

No turkey? No worries. A few restaurants are open tomorrow for indoor dining with social distancing and safety precautions. Call in advance for reservations. Choose [Southbury for the Season](#).

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## Small Business Saturday



This Saturday, November 28<sup>th</sup> is [Small Business Saturday](#) – This season it’s more important than ever to support the local businesses we love. American Express is shining a light on small businesses across the U.S. and sharing their stories to encourage communities to Shop Small all holiday season long.

If you want to sign up for your business to be featured on American Express’s “Shop Small” map for Small Business Saturday 2020, here’s what you [need to know](#).

## Southbury for the Season



As we head into the holiday season, the SBA and SEDC are launching a shop local campaign titled: "Southbury for the Season".

This campaign encompasses ALL of Southbury, from South Britain to Southford to downtown Main Street. We'll have daily ideas, 'The Twelve Days of Southbury', holiday shopping tips, both virtual and in-person, plus specials and promotions at our many local retail stores, restaurants, services and nonprofits.

If you have any promotions, specials, online gift cards or certificates for your business this holiday season, please fill out the form so that we may share them. For questions, e-mail: [EcoDevDirector@southbury-ct.gov](mailto:EcoDevDirector@southbury-ct.gov)

Together, let's make this the best and safest #shoplocal season we have ever had. *Stay-tuned!*

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### The Festival of Wreaths

The Southbury Business Association is holding a *virtual* scholarship fundraiser, The Festival of Wreaths, from Nov 27 – Dec 10<sup>th</sup> 2020. For more information, click here: [Festival of Wreaths 2020](#)

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### The 3 Things You Need to Do to Improve Online Sales

There are three core areas every business should focus on to expand their e-commerce operations: visibility, supply chain and content. Find out more and get tips on implementing new e-commerce strategies from the experts and small business owners who joined us at last week's CO— [Blueprint event](#).

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### Nine Ways to Reach More People on Google My Business

It's been reported that "4 in 5 consumers use search engines to find local information." You can use a platform called Google My Business to reach more people on Google. [Read article](#)

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## Resources for PPP loan forgiveness

As you look forward to what 2021 may hold, be certain to tap into [these](#) seven resources that will help you determine if, when and how you can apply for PPP loan forgiveness.

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### LOCAL

Want to start a business in Southbury? Contact our [Development Services Team](#)

Southbury's economic development department page: [Southbury Economic Development](#)

Southbury Business COVID-19 Page [Southbury Business C-19](#)

Southbury Restaurants and Food Options [Finding Food in Southbury](#)