



SOUTHURY BUSINESS UPDATE

December 23, 2020

"Business!" cried the Ghost, wringing its hands again. "Mankind was my business; charity, mercy, forbearance, and benevolence, were, all, my business. The deals of my trade were but a drop of water in the comprehensive ocean of my business!" – Charles Dickens, [A Christmas Carol](#)

A Note from the Economic Development Director ~ The holidays are a time of celebration, but also for expressing gratitude. I would first like to express my thanks to Gosia Liedlich, Digital Communications Specialist for the Town of Southbury, without whom I would not be able to do my job effectively. My gratitude to the Building and Land Use Department for handling the nuts ‘n bolts of development in town. I also wish to express my thanks to our Economic Development Commission for their service and for *all* those who volunteer on the many town boards and commissions. Their commitment to civic duty is what enables our town to keep moving forward, while providing a stable, well-run municipality for our citizens to reside and our businesses to run. Last, but certainly not least, thank *you*, the business community. Your tenacity and hard work through this, still ongoing, pandemic has been inspiring and admirable. The exemplary work ethic and spirit of entrepreneurship in Southbury gives me hope and confidence that we will emerge stronger after this long storm passes. Until then, hold fast and happy holidays! ~ KB

State

A new federally funded grant program will provide \$35 million to small businesses around the state, including its struggling restaurants, theaters, and other hardest hit sectors, Gov. Ned Lamont has announced, by Dec. 31st. There is no application. Read more here: [ARTICLE](#)

Governor Lamont's press release and recorded conference, which included DECD Commissioner, David Lehman, discussing the grant program: [December 21](#)

More information is expected in the coming days from DECD. *Stay-tuned.*

Federal

U.S. Congress has approved \$900B in stimulus, waiting for the President's signature. Here's what it includes: [ARTICLE](#)

Webinars Offered by CT-SBDC: [Federal Relief Funding Webinars](#)

Local



The shop local holiday campaign "Southbury for the Season", included "The 12 Days of Southbury" to highlight a different business sector for holiday gift shopping. This was a team effort by the [Southbury Economic Development Commission](#), [Southbury Business Association](#) and [Southbury.com](#)

To see and *hear* all 12 days (sung) visit our town page: southbury-ct.org/12
Or go to: <https://southbury.com/twelve-days-of-southbury/>



Congratulations to the [Southbury Business Association](#) (SBA) on holding The Festival of Wreaths fundraiser virtually. The event will provide \$3,000 in scholarship funds to the Pomperaug Senior High School business management program. Additionally, the event put \$1,500 of support into the local business community through gift card purchases and materials. See the winners of the wreaths here: <https://southbury.com/festival-of-wreaths-winners/>

Wondering what to do with your stimulus check? Consider supporting one of [these](#) local businesses with a gift card or certificate purchase. Or consider making a donation to one or more of our many [local nonprofits](#). The \$300 deduction made available under the CARES Act expires at the end of 2020. More info here: [Charitable Donations 2020](#)

Coming soon: [Piper and Dune](#), the local online retailer with a pop-up shop this holiday season in Bennett Square, will become located there permanently beginning in February.

If you're a home-based enterprise seeking to try a temporary brick 'n mortar opportunity, or someone with entrepreneurial aspirations, reach out to the Office of Economic Development at 203.262-0683 or e-mail: EcoDevDirector@southbury-ct.gov.