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SOUTHBURY

CONNECTICUT

SOUTHBURY BUSINESS UPDATE

February 19, 2021

A note from the Economic Development Director: Look back and look forward. Check out the video retrospective on 2020 and, if you have ever thought of starting your own business, seize the opportunity and join us Monday night for our *Intro to Become an Entrepreneur* course on Zoom.

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“Opportunities multiply as they are seized.” ~ Sun Tzu

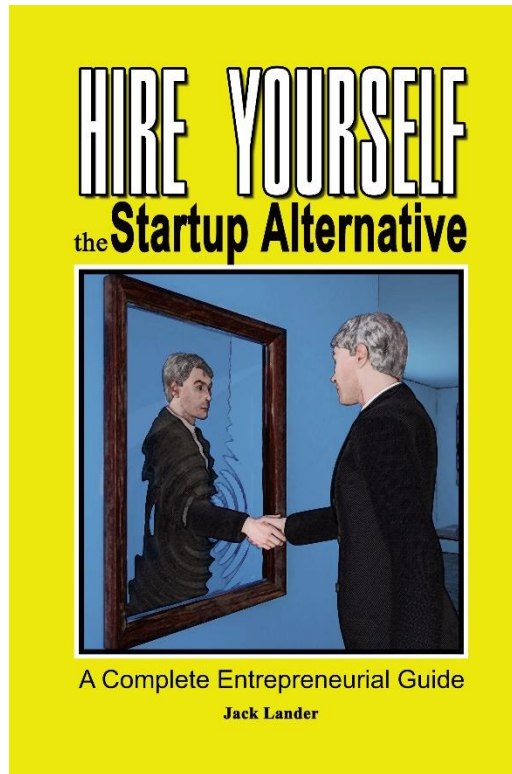
Local

A look back at 2020 ~ [a video retrospective](#) on our community coming together!



Intro: The Essentials to Become an Entrepreneur

Monday, February 22nd @ 7pm



A free, one-hour introduction to the course, led by Jack Lander, will take place via Zoom on **February 22, 2021** at 7pm. To register for the free introduction go to: www.southbury-ct.org/Hire-Yourself. The full course will then be available by separate registration, through the Parks and Recreation Department at <https://southbury.recdesk.com/Community/Program>.

Southbury's Economic Development Department is teaming up with the Parks and Recreation Department to co-host a training series on entrepreneurship. This eight-part series will be held from mid-March through April via Zoom. It will teach participants how to produce or acquire an original product or service at a price that will allow them to compete in the marketplace.

Southbury resident, Jack Lander is an entrepreneur, an author, and an inventor with 13 patents. His most recent business has been one-on-one mentoring of inventors and startup entrepreneurs. During the past fifteen years he has witnessed the successes and failures of many small startups. These experiences and his own form

the basis for his new book, “Hire Yourself, the Startup Alternative”. An e-book will be included for the participants of the course, with printed copies by request.

For questions contact Kevin Bielmeier at: ecodevdirector@southbury-ct.gov and 203-262-0683, or Dan Liddi at parkrec5@southbury-ct.gov and 203-262-0633.

SBA’s Southbury 2021 Winter Restaurant Promo

Keep those receipts coming! Two winners each week.

Submit receipts to: www.southbury-ct.org/Winter

All submissions are also eligible for the grand prize drawing(s) on March 22nd



Southbury *Virtual* Arts Festival

March 20th 10am – 3pm



How to participate in SAF21:

SAF21 Theater & Dance Channel: www.southbury.com/SAF21/theater-dance

Arts Escape Channel (musicians, poets, storytellers, artists): www.southbury.com/SAF21arts-escape

YouTube Live Stream on the day of the event: www.southbury.com/SAF21/live-stream

For more details and live links, check the events calendar at Southbury.com or email southburyartsfestival@gmail.com

State

Increase in Event Capacity ~ Governor Lamont announced that beginning on Friday, March 19, Connecticut will increase indoor private events from 25 to 100 people (maximum capacity of 50%) and outdoor events from 50 to 200 people. [More Info Here](#)

reSET's Food Incubator & Mentorship Program ~ Spring of 2021. Learn what it takes to get your food business started.

The *virtual* 12-week program is free and will cover the basics of business planning, such as marketing & branding, pricing, regulations & licenses, and getting to market. We will be joined by expert guest mentors with experience in building and scaling food businesses. March 31- June 16, 2021. Wednesday nights, 5:30-8pm. [DETAILS](#)

Deadline to apply Sunday, March 14th: [APPLICATION](#)

State's business website has been updated ~ [Business CT](#)

State Tourism site ~ [CT Visit](#)

Sustainable CT is hiring ~ [Job Postings](#)

Choose CT ~ [Video](#)

More

Will you owe taxes on your PPP loan? While the PPP has been helpful for business the tax implications associated with these loans have proven to be confusing for many business owners. A guide to the basics of what small business owners should know about the tax implications of PPP loans [here](#).

How to Apply for a PPP Loan from a Nonbank Lender ~ There's still time to apply for a PPP loan from the new stimulus bill: Funding for first-time PPP loans is available through March 31, 2021, or until the new funds have run out. The latest stimulus bill adds 501c (6) nonprofits, local news media organizations and housing cooperatives to the list of businesses eligible to apply for a loan.

Nonbank lenders, such as commercial real estate lenders and microloan companies, are accepting PPP loan applications. You can find a complete list of nonbank lenders that are accepting PPP loan request from [Forbes](#). But first, find out what you need to know about the process of applying to a nonbank lender and why this avenue might be right for your business. [Learn More](#)

Ten exciting start-ups changing business for good - [Article](#)

101 Positive Quotes to Help You Look on the Bright Side ~ [Quotes](#)