

# ECONOMIC DEVELOPMENT COMMISSION



Celebrating the Success of Waterford's Small Business Grant Program



## WATERFORD'S EDC BOOST

Through the Small Business Grant Program, in 2023, the Town of Waterford's Economic Planning and Development Department has distributed over \$170,000 in grants to 18 local business owners as part of its ongoing commitment to support local businesses economically impacted by the COVID-19 pandemic. This exciting news demonstrates their dedication to helping the community thrive during these difficult times.



Thanks to the American Rescue Plan Act's funding, Waterford Small Business Grant Program, implemented in partnership with the Economic Development Commission (EDC) and Brianna Régine Visionary Consulting (BRVC), has now awarded a grand sum of \$170,065.01 to help businesses bounce back from financial hardships. In 2022, the program provided \$78,500.00 to the first cohort of eight recipients, and its success spurred additional funding for a second cohort in 2023.





## ALL BUSINESSES SUPPORTED BY THE PROGRAM

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The EDC has played an essential role by offering guidance, resources, and advocacy for these business owners.

Cohort 1 of the Small Business Grant Program awarded eight grants to A Cut Above Hair Design, LLC, Utopia Salon, Dream In Color Marketing, LLC, Millaras Piggery, LLC, Waterford Gymnastics Center, Nana's Byrek, LLC, Filomena's, LLC, and Ivy's Simply Homemade, LLC.

Cohort 2 of the Program awarded grants to Waterford Fitness and Training, Soundcraft Inc., Mystic Creative Products, LLC, Stephanie's Hair Care, LLC, Capitol Uniform & Supply LLC, Supreme Pizza, Bartelli Remodeling, Critical Signs, Graphics and Screenprinting, LLC, K's Kart, and William Ernst, Contractor.

## MESSAGE FROM WATERFORD'S FIRST SELECTMAN, ROB BRULE

"Our Small Business Grant Program aims to alleviate financial burdens on local businesses caused by inflation and pandemic-related revenue reductions. First Selectman Rob Brule commented on this initiative: "We wanted to support as well as sustain the growth of small businesses in Waterford who were still financially recovering from the pandemic. This program is the first of its kind in Waterford, and I'm confident it will provide a much-needed boost to our existing businesses and ensure they continue to flourish."

