

1.4 Provide Resources and Supports to Local Businesses

5 Points

10 Points

15 Points

20 Points

Action Updates

This action has been revised for the **current certification cycle**. A version of this action from the prior program year is [available for comparison](#). Edits are highlighted in yellow. (Last update 2020)

Objective

Provide inclusive and accessible resources to and support local businesses and your Main Street and retail areas.

Complementary actions:

- [Participate in and Promote the C-PACE Program](#)
- [Develop a Food Waste Reduction Campaign](#)
- [Inventory and Promote Local Retail Options](#)

What to Do

If you collaborate with other municipalities or other stakeholders to implement this Action, please describe the partnership in the “partners” box of your submission. Please also consult this [guidance document](#) to help your municipality earn points for actions pursued in partnership. Regional collaboration and other forms of partnership are highly encouraged.

The more you do, the more points you earn.

1. Host one or more business roundtables with municipal officials and staff to support dialogue on topics including but not limited to the needs and opportunities to build and expand business development in the community; potential barriers to incentive programs, grant and loan applications; permitting and land use issues; emergency preparedness; sustainable business planning; and any other topics identified collaboratively by businesses and municipal representatives. **(5 points)**

Submit: A list of any business roundtables or other events and the dates that they were held; and at least additional piece of documentation related to the roundtable, such as a promotional flyer, event schedule, agenda, minutes, presentations, sign-in sheets, photographs, or the name and contact information for the person responsible for coordination.

2. Create or support Small Business Development Centers, Main Street Programs, Tourism Boards, Central Business Development Districts, or other comparable entities by providing municipal leadership support, municipal staff time, and/or funding. To ensure that these programs include the capacity to resource minority and women-owned businesses and alternative corporate structures, such as B corporations and cooperatively-owned businesses, consider applying the [Sustainable CT Equity Toolkit](#) to this action. **(5 points)**

Submit: A partnership letter, memorandum of understanding, or comparable document outlining the organization(s) you’re supporting, and the resources you’re supporting them with (i.e., a specific description of the municipal leadership, staff time, funding and/or other resources and support).

3. Invite businesses to participate in at least three events to build community recognition, provide access to potential customers, and connect the businesses to civic and community organizations. **(5 points)**

Submit: For each event, a flyer or other document related to the event, such as a promotional flyer, event schedule, agenda, minutes, presentations, sign-in sheets, photographs or a list of businesses that participated in the event.

4. Identify or create, and then disseminate a toolkit for resiliency, such as for pre-disaster business preparedness and for post-disaster conditions. Publish in key languages that are presented in your business community. **(5 points)**

Submit: A copy of the toolkit, evidence of its dissemination among businesses (via e-mail, an in-person convening, or other channels), and contact information of the person(s) responsible for disseminating the toolkit and evaluating when identifying or creating an updated toolkit is necessary.

Credit for Past Action

For spring certification, count back from February 1st of the current year. For fall certification, count back from August 1st of the current year. For further clarification on determining if your prior work is eligible to earn points, [click here](#).

- Entities may have been created at any time, so long as support has been ongoing and has occurred within the past year.
- The events must have occurred within the past year.
- Toolkits must have been created or updated and disseminated within the past year.

Potential Municipal and Community Collaborators

Appropriate municipal and community stakeholders should be involved, with specific collaborators dependent upon the action items selected above. Generally, stakeholders include any municipal economic development representatives, any municipal tourism or recreation boards, municipal information technology staff, and community partners such as business associations, chambers of commerce, downtown organizations, other business alliances, nonprofit organizations, and individual businesses.

Funding

For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Sustainable CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

- [Urban Act Grant Program](#)
- [Municipal Grant Program \(MGP\)](#)
- [2020 Sustainable CT Community Match Fund](#)

Resources

Toolkits, Calculators, Guidance Documents

- [Preparedness Planning for Small Businesses](#)
- [Competitive Advantage of Racial Equity in Business](#)
- [Community Engagement for Main Street Transformation](#)

Organizations and Relevant Programs

- [Connecticut Business Council](#)
- [Connecticut Department of Labor](#)

- [Regional Workforce Development Boards](#)
- [Connecticut Business and Industry Association](#)
- [Chambers of Commerce](#)
- [Business Alliance for Local Living Economies](#)
- [Connecticut Small Business Development Center](#)
- [Connecticut Main Street Center Downtown Revitalization Institute](#)
- [AdvanceCT \(formerly the Connecticut Economic Resource Center, CERC\)](#)

Benefits

Strong local businesses provide numerous economic, environmental, social and health benefits.

They may employ local residents, can create a unique sense of place that promotes community quality of life, and may have deeper roots than non-local businesses. Supported local businesses have the added opportunity to improve community-building.

CT Success Stories

- [Town Green District: Downtown New Haven](#)
- [Mansfield Downtown Partnership](#)
- [Annual Healthy West Hartford Fair](#)