

2.4 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 updated 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 Prevention Campaign or Food Scraps Recovery Campaign or Program](#)
- [Inventory and Promote Local Retail Options](#)

What to Do

The more you do, the more points you earn.

1. Host one or more business roundtables and/or events with municipal officials and staff to support training and 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 completed [worksheet](#) and at least one additional piece of documentation related to the roundtables or events, 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.

Timeframe for Credit: Eligible for new action credit. This action falls under the action type "Events, Meetings, Trainings" (see ["Timeframe for Credit" Guidance Document](#) for submission requirements).

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. **(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).

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see ["Timeframe for Credit" Guidance Document](#) for submission requirements).

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 community event in which businesses are invited to participate, a 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.

Timeframe for Credit: Eligible for new action credit. This action falls under the action type "Events, Meetings, Trainings" (see ["Timeframe for Credit" Guidance Document](#) for submission requirements).

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.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see ["Timeframe for Credit" Guidance Document](#) for submission requirements).

Timeframe for Credit

Actions can either be "New" or considered for "Rolling Credit."

New Action Credit. Any action completed within the past three years (from January 1 of the year seeking certification) is eligible for potential certification points. If you are applying for recertification in your year of expiration, you may not claim New Action Credit for items that previously received credit.

Rolling Credit. For any action older than three years (from January 1 of the year seeking certification), you must demonstrate ongoing, currently relevant, and meaningful impact in your community to be considered for certification points. If you are applying for recertification in your year of expiration, you must apply for Rolling Credit for any item that previously received credit, even if it was completed within the past three years.

View the ["Timeframe for Credit" Guidance Document](#) for detailed submission requirements.

Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the ["Partners Guidance Document"](#).

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

If available, below are potential funding sources specific to this Action. 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 [Support for Your Town](#) page for opportunities for technical assistance and other supports.

- [Urban Act Grant Program](#)
- [Municipal Grant Program \(MGP\)](#)
- [2021 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

- [Manchester - Oct 2019 Certification](#)
- [Middletown - Oct 2019 Certification](#)
- [Vernon - Oct 2019 Certification](#)
- [Old Saybrook - Oct 2020 Certification](#)
- [Wethersfield - Oct 2020 Certification](#)