



## Provide Resources and Supports to Local Businesses

### 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 2023)

### 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](#)
- [Reduce and Compost Organic Waste](#)
- [Inventory and Promote Local Products and Services](#)
- [Encourage an Equitable and Just Food System](#)

### 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)**

**Note:** Activities that are used to earn points toward this Action may not be used to earn points toward any other Sustainable CT Action (i.e., "double-counting").

**Submit:** For each community event in which businesses are invited to participate, please submit a list of

businesses that participated in the event; name and date for each event; a document related to the event, such as a promotional flyer, event schedule, agenda, minutes, presentations, or photographs.

**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. **(10 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).

5. Support food-based entrepreneurship with strategies identified through a process of authentic community engagement, including the holding of one or more community roundtables. **(10 points)**

Such support could include:

- Creating topic-specific guides and/or comprehensive toolkits for food entrepreneurs on licensing (such as guides and sample applications for city and/or state required food business licenses) leasing or otherwise utilizing space (such as accessing shared, commercial-licensed kitchen space), and food sourcing (such as entering food procurement contracts with local schools)
- Providing grant-writing support, especially for Black, Indigenous, and people of color (BIPOC) and other underrepresented food system entrepreneurs
- Implementing license fee waivers or providing other forms of financial assistance for BIPOC and other underrepresented food-based business entrepreneurs
- Providing technical assistance to farms interested in wholesaling to restaurants.

**Submit:** A description of the community roundtables and engagement used to determine which strategies to pursue; a description of your municipality's specific actions to support food-based entrepreneurship, along with supporting documentation. For example, if your municipality created a comprehensive toolkit for business entrepreneurs, please submit the toolkit.

**Timeframe for Credit:** Eligible for new action credit. This action falls under the action type "Outreach, Education, Program, 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. 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.

### **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.

**For a complete list of funding opportunities, implementation resources, and success stories specific to this action, please visit the full Action write-up on the [Sustainable CT Actions webpage](#).**