



For Immediate Release

[Date]

Waterford's Economic Development Commission Boosts Local Businesses with Over \$170k in Small Business Grants

WATERFORD, CT – The Town of Waterford's Economic Development Commission is pleased to announce the distribution of over \$170,000 in grants to 18 local business owners as part of its Small Business Grant program and its ongoing commitment to support local businesses economically impacted by the COVID-19 pandemic.

Funded by the American Rescue Plan Act, the Town of Waterford's Small Business Grant Program—created by the Economic Development Commission (EDC) in collaboration with Brianna Régine Visionary Consulting (BRVC)—has awarded a total of \$170,065.01 to help businesses bounce back from economic hardships. In 2022, the launch of the program provided a total of \$78,500.00 to a first cohort of eight recipients. This successful initiative led to the allocation of additional funds, a total of \$91,565.01, for a second cohort of ten recipients in 2023. The EDC played a crucial role in this project by selecting the awardees as well as providing guidance, resources, and advocacy for small business owners. BRVC helped develop and facilitate the grant application process from end-to-end, in partnership with the EDC.

Round one 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. Round two of the program resulted in ten grants awarded 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.

The Small Business Grant Program aimed to alleviate financial strains on local businesses, such as inflation and reduced revenue resulting from the pandemic. When the program launched, First Selectman Rob Brule stated, "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."

For more information about the Town of Waterford's Small Business Grant Program and its impact on local businesses, visit www.waterfordct.org or contact Jonathan Mullen at jmullen@waterfordct.org.

###

The Waterford Economic Planning and Development Department focuses on developing a vibrant community in Waterford, Connecticut, promoting economic growth and prosperity for businesses and residents alike. They work collaboratively with various entities to support initiatives that help build an inclusive and thriving economy.