

Town of Waterford Small Business Grant - Info Session Overview

Sep 29, 2022

Important Links: [Info Session Presentation](#), [Info Session Recording](#), [Info Session Raw Transcript](#), [Website](#), [Frequently Asked Questions](#), [Question Submission Form](#), [Application](#)

Paraphrased takeaways from info session transcript:

Introduction:

Brianna Walston, founder and CEO of Brianna Régine Visionary Consulting, led the Info Session. She and her team are working with the Town of Waterford to facilitate the Small Business Grant Program.

The purpose of the small business grant that is funded by the Coronavirus State and local fiscal recovery funds, aka ARPA, is to support small businesses in the town of Waterford who have been impacted by the Covid 19 pandemic. *"I have worked with Abby, Mark, and Rob to make this program as accessible to as many small businesses as possible."*

Important dates pertaining to the grant:

- **October 3** - BRVC and Abby, who works with the Town of Waterford, are going to go through any applications and see if they are complete. *"At this time, we will not be checking for quality of answers. Here are some questions we'll ask starting on October 3:*
 - *Did you submit all the documents you were supposed to?*
 - *Did you answer all of the questions?"*
- **October 11 @ 12pm EST** - All application questions are due
- **October 11 @ 5pm EST** - Application is due

Application Information:

"We want to make this application as inclusive as possible as far as who is able to apply. Our preferred way for you to apply is online through the link above. If you need other accommodations like a printed application, we're more than happy to accommodate that. You will not be penalized for how you submit your application. Please email Abby (apiersall@waterfordct.org) if you need accommodations." Note: The online application is through a trusted platform called Survey Monkey and does not require a login.

"We recommend you view the questions first, draft them in a Word Document or a Google Doc, and then paste your answers into the open-ended questions because you won't be able to save and return to your application at a later time."

If you are submitting a printed application, we recommend that if you need any additional space for your answers, make sure that you title the section of the application so it's easy for us to know which papers go to which answers."

When Award Will Be Selected:

“The Economic Development Commission will use a rubric to measure who will be awarded the grant funds. Awardees will be announced sometime in November. The exact date will eventually be uploaded to the website, so check there consistently.”

Sections of the Application

- A. Information & Eligibility
- B. How would you use the grant?
- C. Your Business
- D. Upload Supporting Documents
- E. Compliance & Consent

For more information shared during the Info Session, watch the [recording](#) or review the [raw transcript](#).