



MEDIA CONTACT

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FOR IMMEDIATE RELEASE

Town of West Hartford reintroduces its Recovery Grant Program to eligible small businesses and non-profit organizations

WEST HARTFORD, CT (October 20, 2022) – The Small Business and Non-Profit Recovery Grant program has reopened to West Hartford businesses beginning November 1st.

The grant program provides one-time direct financial assistance up to \$10,000 to eligible West Hartford businesses and non-profit organizations with 50 or fewer full-time employees (FTE), has operations in West Hartford, and can demonstrate that they have been adversely impacted by the COVID pandemic.

At its June 28th meeting, the West Hartford Town Council approved the allocation of \$2 million to support this program, which is made possible with entitlement funds from the American Rescue Plan Act (ARPA), also known as Coronavirus State and Local Fiscal Recovery Funds (SLFRF).

Kristen Gorski, Town of West Hartford economic development coordinator, said the program provides much-needed funding as businesses continue to rebound from the pandemic. “The Recovery Grant program helps our businesses and non-profits regain their strength so they can thrive and prosper for years to come.”

“Now that the program has been in operation for a few months, we wanted to reintroduce the grant program to make sure businesses knew they could take advantage of this fantastic financial opportunity,” Gorski said.

The Town has received 134 requests since July 20, 2022. Two information sessions were held on July 6 and July 12 to answer questions about the program.

The current application period will open on Tuesday, November 1, 2022 and will stay open until all of the \$2 million are awarded.

Mayor Shari Cantor said, “The health and vitality of our community is dependent upon our small business and non-profit sectors succeeding. We understand how difficult and unpredictable these past few years have been for these organizations. They have worked tirelessly to keep things going and we hope this grant opportunity will provide some much needed relief.”

The purpose of the Small Business and Nonprofit Recovery Grant Program is to assist small businesses and non-profit organizations in responding to the public health emergency and/or its negative economic impacts. Applications can be submitted for grants up to \$10,000.

This grant program operates on a reimbursement basis for two types of eligible projects:

A. COVID-19 Relief Assistance Grant

Business/organizations that can demonstrate negative impacts from the COVID-19 public health emergency should apply.

B. New or Enhanced Program Assistance Grant

A new or enhanced program must meet the criteria of directly responding to the negative impact of COVID-19.

The eligibility requirements, projects, grant guidelines and application are found on the Town of West Hartford’s Economic Development webpage:

<https://www.westhartfordct.gov/town-departments/economic-development/small-business-non-profit-recovery-grant-program>.

In an effort to help small businesses better understand and apply for the grant program, Denise Whitford, business advisor with Connecticut Small Business Development Center, is available for free, in-person, confidential, one-on-one advising at Town Hall on Mondays, 9AM-4PM. She can be reached at 860-576-5135 or denise.whitford@uconn.edu to schedule an appointment. CTSBDC is a strong resource for businesses and will be available to assist with the application process.

Send questions about eligibility and program guidelines to ARPAGrants@westhartfordct.gov.

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