



WEST HARTFORD

Economic Development Newsletter

August 2023

TOWN OF WEST HARTFORD CELEBRATES *National Black Business Month* AUGUST 2023



RECOGNITION ACTIVE SUPPORT EMPOWERMENT

1

SHOP LOCAL AND BLACK. MAKE AN EFFORT TO FIND AND SUPPORT BLACK-OWNED BUSINESSES IN YOUR COMMUNITY. WHETHER IT'S A LOCAL CAFÉ, BOOKSTORE, OR FASHION BOUTIQUE, YOUR PATRONAGE MAKES A DIFFERENCE.

2

FEATURE BLACK ENTREPRENEURS. IF YOU HAVE A PLATFORM OR NEWSLETTER, USE IT TO SPOTLIGHT BLACK BUSINESS OWNERS, SHARING THEIR STORIES AND PROMOTING THEIR PRODUCTS OR SERVICES.

3

INVEST IN BLACK START-UPS. CONSIDER INVESTING IN OR MENTORING BLACK ENTREPRENEURS. PROVIDING FINANCIAL BACKING OR GUIDANCE CAN PROPEL A NEW BUSINESS TOWARDS SUCCESS.

4

EDUCATE AND ADVOCATE. HOST OR ATTEND WORKSHOPS THAT FOCUS ON THE CHALLENGES AND OPPORTUNITIES FOR BLACK BUSINESSES. USE YOUR VOICE AND PLATFORM TO ADVOCATE FOR POLICIES THAT SUPPORT BLACK ENTREPRENEURSHIP.

5

COLLABORATE AND PARTNER. SEEK OPPORTUNITIES TO COLLABORATE WITH BLACK-OWNED BUSINESSES ON EVENTS, PROMOTIONS, OR PRODUCT LAUNCHES. THESE PARTNERSHIPS CAN INTRODUCE YOUR CUSTOMERS TO NEW BUSINESSES AND VICE VERSA.

6

SHARE ON SOCIAL MEDIA. UTILIZE YOUR SOCIAL MEDIA PRESENCE TO SHOWCASE AND RECOMMEND BLACK BUSINESSES, PRODUCTS, OR SERVICES. A SIMPLE SHARE OR SHOUTOUT CAN SIGNIFICANTLY BOOST THEIR REACH AND CUSTOMER BASE.

6 WAYS TO SUPPORT BLACK BUSINESSES



WBDC's **Equity Match Grant (EMG) Program** provides grants of up to \$10,000 to Connecticut women-owned businesses for clearly defined projects that will have a measurable impact on the business, its growth, and profitability.

The next application period opens **August 14, 2023!**

**EQUITY MATCH GRANT CLICK
HERE**



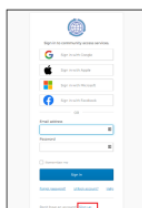
Finance Department

Vendor Registration in VSS in version 2021.2

Due to a system upgrade, the Town of West Hartford Munis Vendor Self Service website requires all users to re-register. Navigate to the Vendor Self Service site at this web address:

<https://selfservice.westhartfordct.gov/vss/>

1. Click Log in/Register
2. Click the "Sign Up" option at the bottom of the page. Then provide an email address, name and create a password.
3. Verify your VSS account by clicking "Activate Account" when you receive a confirmation email (it will have the message "Welcome to your Community Access account" in the header.)
4. Return to the VSS web page and log in then choose either "Create New Vendor" or "Link to Existing" (if already a vendor with the Town of West Hartford)



5. Existing vendors must know their Town of West Hartford vendor number and their FID/SSN. Enter the information and click "Link to Existing".
6. Complete the "User Contact Information" screen. This will link your information to your existing vendor account.

Town of West Hartford Vendor Registration & Re-Registration

Due to a system upgrade, the Town of West Hartford Munis Vendor Self Service website requires all users to re-register. Navigate to the Vendor Self Service site by clicking below.

**REGISTER
HERE**

CALLING ALL FOODIES

SUPPORT CONNECTICUT'S GROWING CULINARY SCENE

The Office of Tourism is implementing a special push via PR, social media and content marketing to more heavily promote Connecticut's top-notch culinary scene.



Help us help you fill tables, orders, events, and more by doing two things:

1. Make sure restaurants and other culinary experiences have a listing on CTvisit.com. Not only does the site get millions of visits a year, but it is also the first source the Office of Tourism uses in determining what to include in marketing.
2. Tell us about your most important offerings, specials, and experiences for the rest of 2023 by emailing us at ideas@ctvisit.com or clicking the link below. In particular:

Describe your offering(s) or experience(s).

- Tell us if there is an aspect that makes it particularly special, like a celebrity chef tie-in, award-winning dish, locally sourced ingredients, or an unexpected twist on a recipe.
- If offering a special experience, let us know if you created this experience with a particular audience in mind. If you were aiming for a younger audience, for instance, we want to make sure our younger targets know about it.

Send us interesting photos of the food, restaurant/venue, and of the chef(s) in action so we can include them on the website and on social media.



ANNOUNCEMENT: 3rd Annual Hiring Expo at Trinity Health Stadium

Attention all organizations and job seekers!

Mark your calendars for a golden opportunity! On ****September 20th****, from ****10:00 AM to 2:00 PM****, Hartford Athletic, in collaboration with Trinity Health Stadium and the Connecticut Department of Labor, proudly presents the ****3rd Annual Hiring Expo**** at Trinity Health Stadium, Hartford, CT.

Last year, the expo saw a turnout of over 900 job seekers and featured 120 esteemed companies. This year, we're expecting an even bigger gathering, thanks to our valuable partners: the Connecticut Department of Transportation, Liberty Bank, Enjet Aero, Eversource, and U.S.A. Hauling & Recycling.

Whether you're a company looking to hire or a job seeker searching for new opportunities, this event is a can't-miss. Join us for a day filled with networking, opportunity, and success. See you there!

For more details, [click the picture above](#). Share, spread the word, and let's make this the most successful Hiring Expo yet!



MyCT Savings Deadline Extended to August 31st

The deadline for Connecticut employers to register with MyCT Savings - the retirement plan overseen by the CT Office of the State Comptroller - has been extended.

The new deadline is August 31, 2023. That means that if you have five or more

employees—each paid a minimum of \$5,000 in the calendar year—you have until August 31 to either register for the program or notify the Office of the State Comptroller that you already offer a qualified employer-sponsored retirement plan to your employees.

Visit
MyCTSavings.com

IN-PERSON EVENT **2023** **STRATFORD, CT**

FREE **INTERNATIONAL TRADE FINANCE DISCUSSION**

SEP 20
3-5 PM

REGISTER NOW!

SCAN ME!

ORGANIZED BY
SBA U.S. Small Business Administration

SPONSOR M&T Bank

SMALL BUSINESS EXPORT PANEL

EXPORT FINANCE PANEL

JOIN US!
WE'RE BRINGING YOU TWO MODERATED PANELS WITH SMALL BUSINESS OWNERS AND FINANCE EXPERTS AND AN OPPORTUNITY FOR NETWORKING.

Denise Whitford
CTSBDC Business Advisor
Panel Moderator

Join us for this in-person international trade event on **September 20, 2023**, that will include two moderated panel discussions; a small business exporter panel followed by an international trade finance panel. A networking reception will take place following the program.

**REGISTER
HERE**

 **MILITARY SPOUSE**
Pathway to Business

 **U.S. Small Business Administration**

**MILITARY SPOUSE SMALL BUSINESS FREE TRAINING
PROGRAM FOR MORE INFO CLICK HERE**

ACT GREATER HARTFORD

A Comprehensive Economic Development Strategy
for Growth and Equity in the Capitol Region



The Capital Region Council of Governments (CRCOG) is in the process of updating the region's **Comprehensive Economic Development Strategy (CEDS)** and currently seeking public input on this important planning document, which lays out a broad strategy for the region's economy. The CEDS is a five-year plan identifying regional economic development goals, projects, and strategies to help advance and accelerate inclusive economic growth for the Capitol Region.

Draft Plan: The draft plan can be accessed online [here](#).

Prior to formal adoption by the CRCOG Policy Board, staff are soliciting public input on the plan. Comments on the final draft will be accepted until **August 31st, 2023** and can be emailed to Kyle Shiel, Principal Planner, kshiel@crcog.org.

**Read
More**



Lender Match



Small Business
Administration

The Abbreviated Checklist

Develop Your Business Plan

Determine the Amount & Use of Funds

Develop A Plan for Lending & Credit History

Understand Your Businesses Finances

Collateral for Capital

Industry Experience

SBA-backed loans help small business owners and entrepreneurs get funding who are creditworthy but do not qualify for conventional financing. Connect with an SBA lender using our Lender Match tool.

How it works

1. Describe your needs

Answer a few questions about your business in as little as five minutes.

2. Get matched in two days

Receive an email with contact information of lenders who express interest in your loan.

3. Talk to lenders

Compare rates, terms, fees, and more.

4. Apply for a loan

Submit loan applications and paperwork. You're well on your way to securing a business loan!



ALL COVID EIDL BORROWERS: A Must Read!

To ensure seamless access to information and support regarding any COVID Economic Injury Disaster Loans (EIDL), it is recommended to enroll in MySBA, a personalized dashboard for your needs.

For COVID EIDL inquiries, please use the following contact details:

- COVID EIDL Customer Contact Center: (833) 853-5638, email: CovidEIDLservicing@sba.gov.
- If you require assistance or encounter any issues with your Capital Access Financial Services (CAFS) account or login, please reach out via email to CLS@sba.gov or call (833) 572-0502.
- For general questions related to COVID EIDL, such as payment deadlines, amounts, CAFS login instructions, or updates to contact information, please email CovidEIDLservicing@sba.gov.

If you need to request a change or have specific servicing needs for a fully disbursed loan, contact CovidEIDLservicing@sba.gov or call (833) 853-5638 (TTY: 711).

Examples of servicing actions include re-amortization after a large principal payoff, assumption,

bankruptcy, business closure, change of ownership, death of a borrower, insurance check inquiries, collateral release, business relocation, sale of business/equipment, subordination, offer in compromise (OIC), UCC release inquiries, and payment assistance/hardship accommodations for loans exceeding \$200K.



A promotional graphic for the CTSBDC Learning Resource Center. It features a woman with dark hair wearing yellow headphones and an orange shirt, smiling. To her left is the CTSBDC logo with the tagline "START.GROW.THRIVE." and the text "CTSBD Learning Resource Center" written vertically. To her right is a list of resources: "Live Events", "On-Demand Webinars", "CTSBD Online Training Courses", "Business Tips & Articles", and "Video Tutorials". Below the list is a QR code with a red arrow pointing to it and the text "Scan to check!".

CTSBD Learning & Resource Center

Uncover a wealth of valuable knowledge and expertise by exploring the On-Demand section of our Learning Resource Center. Engage yourself in a diverse array of subjects, such as global commerce, finance, market analysis, and more. With the freedom to learn at your preferred speed, you can broaden your skills and gain a strategic advantage in the corporate realm. Drop by our sessions now to unleash a treasure trove of insights that will fuel your triumph.



Are you aware of the valuable Employee Retention Credit (ERC) available to businesses

and tax-exempt organizations affected by the pandemic in 2020 and 2021?

However, the Internal Revenue Service (IRS) has recently issued warnings regarding aggressive marketing tactics and potential scams targeting unsuspecting victims in relation to the ERC. It is of utmost importance to stay informed and vigilant in order to avoid falling into these traps. Improperly claiming the ERC can lead to serious consequences, including repayment of the credit, along with penalties and interest. We are dedicated to ensuring that this doesn't happen to you! Stay updated and safeguard your business against fraudulent schemes. Let's remain watchful together and make well-informed decisions for our businesses.

Check Out These Career Development Programs Offered at the West Hartford Public Library

JOB RESOURCES AVAILABLE AT WHPL



Live job coaching, resumé assistance, interviewing resources, and more

Tech Help @ WHPL

In-person and one-on-one technology help and instruction



Expert mentoring and education for current and aspiring business owners

ONLINE CLASSES

EBSCO LearningExpress
LearningExpress Library

Test preparation and job and career resources



An online learning community that features thousands of classes for the creative and the curious



Online instruction and practice for over 100 world languages



Online classes across all subject areas



SCAN ME

https://bit.ly/WHPL_Resources

As the regional planning agency for 38 member communities, the Capitol Region Council of

CONNECT CAPITOL REGION

The Capitol Region Council of Governments is updating the Plan of Conservation and Development!

WHAT IS A REGIONAL PLAN OF CONSERVATION AND DEVELOPMENT?

As the regional planning organization for the Capitol Region, consisting of 38 cities and towns, CRCOG is responsible for developing and updating this Plan every 10 years. A POCD is often a visionary plan developed with significant community input and insight. The POCD update is an opportunity to think deeply about the places you live, the communities you belong to, and where you work, play, learn, and grow. Engaging with YOU, we also hope to gain an understanding about the problems you encounter as you travel through, live, do business, and work to thrive in the region.

The 2024-2034 regional update to the POCD is required per CT General Statutes 8-35a and is intended to be a guidance document for the Capitol Region and our 38 member communities.



TOPICS COVERED IN THE REGIONAL POCD:

Demographics
Natural Resources Conservation
Watersheds + Water Quality
Open Space + Farmland Preservation
Climate Change
Food Systems + Food Security
Land Use
Public Sewer + Water Service
Transportation
Housing
Economic Development

CONNECT WITH US!

You can learn more at www.crcog.org/pocd. There you can join our "Interested Parties List" and easily find out about opportunities for public involvement, upcoming meetings, release of data and/or draft chapters for review, and provide feedback at any point.

WE WANT YOU!

This is YOUR plan for the future of YOUR region. Getting your feedback is invaluable...

Take our survey! Also, several lucky winners will be randomly chosen for a chance to win various cash prizes, up to \$100!



We are also looking for interested hosts to facilitate "Table Talk" conversations and report back on discussion themes and ideas. Email Jacob at jknowlton@crcog.org!

PROJECT SCHEDULE



CRCOG is the Capitol Region Council of Governments. We are the largest of nine councils of government in the State of Connecticut, representing our 38 member communities and a population of nearly 1 million. CRCOG's mission is to help our cities and towns advocate for policies and projects that improve the quality of life for residents, more efficiently provide services at a regional level, and plan for a better future.

Governments (CRCOG) is mandated by State statute to update and adopt a regional POCD at least once every 10 years.

This visionary document guides municipalities with regulatory best practices, nurturing environments that feed the soul and create safe and comforting spaces where we live, work, play, learn, grow, and thrive.

It also provides an invaluable opportunity to share the areas that deplete or frustrate us, recognizing that understanding what isn't working and why is just as crucial as shaping our future goals and policies.

**PARTICIPATE IN SURVEY
HERE**

Visit WBDC's eLearning Library

The Women's Business Development Council eLearning Library provides easy access to take a class when the timing is right for you—at your pace, on your schedule. Gain knowledge and practical skills to keep you moving forward.

Check it out at CTwbdc.org!

ELEARNING LIBRARY

Many On-Demand Learning Options for You

Kristen Gorski
Economic Development Coordinator
Town of West Hartford
Cell: (860) 960-6136
kristen.gorski@westhartfordct.gov

Antoinette Sappleton
Economic Development Assistant
Town of West Hartford
Cell: (959) 799-1847
antoinette@westhartfordct.gov

Follow Us on Instagram!



[Unsubscribe renee@westhartfordct.gov](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by antoinette@westhartfordct.gov powered by



Try email marketing for free today!