

**Town of Colchester**  
ARPA Recovery Funding Request Application

**Directions:** Please fill in all fields. Once completed, either print and drop off this application to the First Selectman's office located at 127 Norwich Ave, Colchester, CT 06415, or save a copy and email to ARPA@ColchesterCT.gov. If you have questions please email ARPA@ColchesterCT.gov. Please include any additional documentation you feel would help in the application process. Submit only one project per application (submit multiple applications if you have multiple projects).

**Important:** Applicant must demonstrate that the funding use directly addresses a negative economic impact of the COVID-19 public health emergency.

**Applicant Background Information**

<b>Applicant Name:</b>	Gregory Barden	<b>Date Prepared:</b>	3/7/22
<b>Applicant email:</b>	gbarden06415@gmail.com	<b>Applicant Phone:</b>	860-608-6990
<b>Department / Business / Establishment Name:</b>	Colchester Business Association		

**Project Details**

<b>Project Title:</b>	Shop Local	<b>Anticipated Start Date:</b>	5/1/2022
<b>Total Funding Request Amount:</b>	\$ 6000	<b>Anticipated Length of Time to Complete Project:</b>	20 months
<b>On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.</b>	8		

**Project Description (How will the funds be used?)**

Funds will be used to promote the benefits of shopping in Colchester to both town residents and those in surrounding communities. This would be a combination of print and digital media touting all the great things Colchester businesses have to offer the region.

**Justification (Please describe how your request addresses a negative impact to COVID-19.)**

Covid forced us to cancel our major fundraiser, the Tag Sale on the Green, for two consecutive years, resulting in a revenue loss of about \$15,000. Additionally, by having to cancel regular membership dinner meetings, or move some to Zoom, we have been unable to grow membership and conduct normal promotions.

**Briefly explain the positive impact your project will have on the community.**

A well-planned print and digital campaign to promote Colchester businesses will present Colchester in a very positive light, not only helping our members but the community at large.

**Describe the impact to your department / business / establishment if ARPA funds are NOT approved.**

Without adequate promotion, the CBA will struggle to retain and grow membership, and our ability to help local businesses will be several limited.

**Budget Overview (How will the ARPA funding be spent?)  
(If more room is needed, please attach additional spreadsheet)**

Budgeted item / Service	Budgeted Amount	Notes
Shop Colchester	\$ 6000	Combination print and digital campaign
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
<b>TOTAL:</b>	<b>\$ 6000</b>	