

**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>	3/7/2022
<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>	Membership Revitalization	<b>Anticipated Start Date:</b>	5/4/2022
<b>Total Funding Request Amount:</b>	\$ 19000	<b>Anticipated Length of Time to Complete Project:</b>	19 months
<b>On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.</b>	9		

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

Funding would be used to retain our two contracted positions - membership services coordinator and media coordinator - who will, in conjunction with our volunteer Board of Directors, work hard to rebuild membership and resume normal activities to promote Colchester businesses.

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

Covid forced the CBA to cancel the Tag Sale on the Green in 2020 and 2021, resulting in a revenue loss of more than \$15,000. As the Tag Sale is the only CBA fund-raiser, our treasury is at an all-time low. And without normal monthly dinner meetings and other activities, again due to Covid, it has been incredibly hard to recruit new members. Membership is only \$90 per year, and the only other source of income aside from the Tag Sale. Membership income in the past two years is down more than \$4000.

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

Being able to retain our member services coordinator and media coordinator will allow us to resume and grow the organization back to normal activities.

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

We would be forced to make difficult financial decisions, including possible reduction or elimination of at least one of the contracted positions.

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

<b>Budgeted item / Service</b>	<b>Budgeted Amount</b>	<b>Notes</b>
Media Coordinator	\$9500	Compensated monthly for tasks performed
Member Services Coordinator	\$ 9500	Compensation monthly for tasks performed
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
<b>TOTAL:</b>	<b>\$19000</b>	