

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

Applicant Name:	Austin O'Brien	Date Prepared:	12-12-2021
Applicant email:	Arob4203@yahoo.com	Applicant Phone:	(860) 383-6145
Department / Business / Establishment Name:	Elite Automotive Detailing		

Project Details

Project Title:	Re-build/repair	Anticipated Start Date:	ASAP
Total Funding Request Amount:	\$	Anticipated Length of Time to Complete Project:	
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	9. We need these funds to keep food on the table by keeping this business alive. We want customers to come back. We have a family at home that rely's one this business thriving and growing every single day.		

Project Description (How will the funds be used?)

Funds will be used in many different areas. Due to having very little income during Covid and zero income when everything got shut down...we weren't able to afford any sort of shop maintenance. It is very important to us that we keep our shop clean and in the best shape possible for not only safety reasons but so that when a customer walks through our door...they come back again. Our floors have completely peeled up where we put the vehicles to clean them. Our front and back door are leaking cold air in the winter and making it impossible to keep it cool in the summer. We don't want our customers to be freezing or sweating. We need to have an area that is safe for them to sit and wait for their vehicles if they don't have a ride to pick them up while it's being maintained. Our walls have taken a beating from cleaning supplies and wear over time and need to be refinished again with a better paint that's easier to clean. Our customers don't have a seating area and we need to fix that. We also have high bar stools which are not safe if they have children with them or if they are handicap/elderly. We also need to be able to build back up the funds we lost during Covid and be able to pay our employees (and ourselves) at the same time.

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

During Covid we had to use our company's savings. We are still trying to recover from this but it is a really slow climb back to the top. We need to be able to pay our workers, provide a clean area for our customers and community members in the shop, manage rent, and afford to take care of our own family and children. When Covid hit customers stopped coming because they didn't want someone getting in their vehicle and touching the things they and their families use every day because they were worried about their health and safety. We understand what they were feeling since we have our own children at home we worried for as well. Unfortunately, when customers stopped coming it meant we had to use our savings to keep the company afloat.

organizations like Project Grad, toy drives and sports teams. We would also be able to maintain our shops cleanliness and high expectations for our customers so that they feel safe and welcome in our shop.

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

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 If we were denied the ARPA funds we would be devastated. We love this town and this community. We do a lot to make sure we provide the best possible care to our customers and give back whenever we can. Even during Covid we have not said no to helping the community when asked even if it meant taking even more out of our companies savings. We have very little left to give and would feel guilt and heart break to not donate to things such as Grad Night for the local High School anymore. We have two girls under the age of two at home and this company is our life line. We need to keep up with the maintenance of it for our customers and their vehicles. We need to keep it afloat for our children. We want more than anything to keep our business open and to have some peace of mind and less stress at home knowing that we are doing the best that we possibly can.

Budget Overview (How will the ARPA funding be spent?)

(If more room is needed, please attach additional spreadsheet)

Budgeted Item / Service	Budgeted Amount	Notes
Floors	\$3,500	We weren't able to keep up with them due to cost
Wall paint	\$216	6 gallons of scuff defense paint by Behr
Payroll	\$12,096	Help us rebuild our savings for 6 Months of pay
Doors	\$600	So customers can sit and stay warm. They leak cold air inside
Seating area	\$382.49	Covers seats for customers to sit in safely
Equipment	\$3399	Extractor, quick Jack, steamer
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$20,193.49	

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

Applicant Background Information

Applicant Name:	Paul Tyler	Date Prepared:	11/16/2021
Applicant email:	paultyler@bestshot360.com	Applicant Phone:	(860) 930-8673
Department / Business / Establishment Name:	Bestshot 360 LLC		

Project Details

Project Title:	Colchester Business Recovery Project	Anticipated Start Date:	1/1/2022
Total Funding Request Amount:	\$10,000.00	Anticipated Length of Time to Complete Project:	2 years
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	10. COVID 19 has adversely impacted the economic environment of our local community resulting in business closures, significant revenue loss, and both short and long term financial injury to both businesses and our residents. BestShot 360 provides video and photography marketing services in support of business growth.		

Project Description (How will the funds be used?)

The funds will help support our marketing strategies to reach local businesses and would be used for mailers, signage, cards, design services, sponsorships and memberships fees. Additionally they would be used for audio and video equipment, lighting, cables, connectors, tripods, etc.

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

There was a delay in starting this business due to Connecticut's economic environment. In March of 2020 there was an Executive Order by our Governor closing small businesses which has had a long term systematic impact for small businesses throughout our community. As a consumer of our local businesses, I have heard owners struggles trying to maintain their existing customer base while attempting to grow their business to include additional markets.

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

Those who view a business' Google listing that includes the service we provide are twice as likely to be interested in a business that uses it over competitors who do not. Among 18-34 year old's in particular, prospects are 130% more likely to become a patron of thier products or services. Using our service on a business Facebook page can help increase business by 30%. We also have a turnkey project of the town green which includes it's history. Our services help bring commerce to the community.

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

My ability to purchase the required marketing materials and services as well as the required equipment would be significantly delayed if I did not recieve assistance.

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

Budgeted item / Service	Budgeted Amount	Notes
Equipment	\$ 7500	Lighting, Cameras, microphones, tripods, cables, connectors, etc.
Membership Fees	\$ 500	Chamber of Commerce, Software subscription, Web hosting, etc.
Local Sports Sponsorship	\$ 1000	Team Jerseys and equipment
Marketing & Design	\$ 2000	Website, cards, mailers, logos, postage, etc.
	\$	
	\$	
	\$	
TOTAL:	\$ 11000	

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

Applicant Background Information

Applicant Name:	Alex Levere	Date Prepared:	01.18.2022
Applicant email:	lnishmorpub@gmail.com	Applicant Phone:	203.843.3868
Department / Business / Establishment Name:	The Inishmor Pub		

Project Details

Project Title:		Anticipated Start Date:	
Total Funding Request Amount:	\$25,000	Anticipated Length of Time to Complete Project:	
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.			

Project Description (How will the funds be used?)

The funds will be used to pay utilities, payroll, rent and cost of goods for the foreseeable future, and to assist with any financial emergencies, should they arise.

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

Please see attached figures which show considerable financial loss/hardship due to the Covid-19 pandemic. 2019, 2020 & 2021 revenue schedule is attached.

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

Since 2014, The Luishmor Pub has donated over \$70,000 to town schools, sports programs, and improvements to facilities. Warm-ups for BA sports teams, golf balls for the golf team, we almost single-handedly paid for a new sound system and scoreboard from our Bacon Bobcat Burger sales. Since the pandemic, we have not been able to hold any fundraisers. We would love to start again. The ARPA funds will aide in that goal.

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

We will continue to operate at bare minimum in regard to staffing, in an attempt to reduce payroll costs; unable to hire new staff; panic about continued financial uncertainty due to Covid-19; continue with reduced hours of operation; and, most importantly, continue to refuse requests for fundraisers because we just cannot afford it.

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

Budgeted item / Service	Budgeted Amount	Notes
Rent	\$4,210.00	Monthly rent through July 2022
Payroll	\$ —	Please see attached Q4 2021 payroll
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$	

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

Applicant Background Information

Applicant Name:	Kathleen Yu	Date Prepared:	10/18/2021
Applicant email:	Mykkbrynn04@gmail.com	Applicant Phone:	8608859978
Department / Business / Establishment Name:	Kidsignments		

Project Details

Project Title:	Hire part time employee	Anticipated Start Date:	10/30/2021
Total Funding Request Amount:	\$ 13,788 per year	Anticipated Length of Time to Complete Project:	
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	9 very urgent I am in need of an employee to help so I can increase the days/ hours the store is open and generate more income in order to stay open.		

Project Description (How will the funds be used?)

I would like to hire a part time employee for 20 hours a week at a rate of \$14 an hour. I ordered to add payroll as an option with my current system, Square charges a \$40 a month payroll fee.

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

As a long time resident of Colchester when I was looking to open a second store location for my consignment shop I knew Colchester was the perfect place. The location was only open for a brief time before COVID hit and both my store locations were closed from March-September 2020. During this time I was not generating an income however I was still responsible for not only my own personal expenses but the rent and bills for two store locations. I started working a part time job at Papa Z's which I am still working now in addition to working 7 days a week to run both of my store locations. If I am given funding, I would immediately hire a part time employee to help out at the store. My goal is to have my stores open 5 days a week, 3 of those days both my locations will be open in addition to improving some of the shortened hours I have a couple days a week. I feel that this would help not only the business generate more revenue but help us grow and provide a better shopping experience for our customers. Last year, Kidsignments took a loss of \$3,000 and we are just trying to recover and stay open for business. I have done all I can on my own to keep the doors open but it's getting tougher to do it all on my own.

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

My goal when I began Kidsignments 5 years ago was to provide affordable options for my customers. Since we began, we have recently just surpassed 900 consignors and we meet new customers daily. Kidsignments is an asset to the community because we offer low cost quality items for newborn to teens. We pride ourselves on low cost options on name brand items and during times like these we are a life saver for most.

Kidsignments has donated to several organizations throughout Colchester not only financially but we have donated our time as well. We love being part of this community and are so proud to be located in Colchester. We love being able to give back. We feel that we are an asset to Colchester because we offer clothing etc options that can not normally be found without traveling outside town to find. When our customers shop local it not only helps us recover from COVID but other local businesses as well by keeping these residents in town to shop.

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

If we are not given the funds requested for a part time employee I do not see us being able to continue our Colchester location. Doing all of this alone at times has become too much. Having shortened hours/days at the store locations is really taking a toll on our business. We are not generating the income needed to support 2 stores at this time and without help I fear that I will have to close my Colchester location. Thank you for your time and consideration.

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

Budgeted item / Service	Budgeted Amount	Notes
Part time employee	\$ 13,788	Employee for 20 hours a week at \$14 an hour plus a \$40 a month
	\$	Payroll fee through Square
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$	

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

Applicant Background Information

Applicant Name:	Kathleen Yu	Date Prepared:	October 14, 2021
Applicant email:	Mykkbrynn04@gmail.com	Applicant Phone:	860 885 9978
Department / Business / Establishment Name:	Kidsignments		

Project Details

Project Title:	Consignment software/hardware	Anticipated Start Date:	
Total Funding Request Amount:	\$ 3475	Anticipated Length of Time to Complete Project:	
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	10 very urgent We need assistance in order to keep our locations in business. I am trying to run the business by myself but sales are not where they should be to keep us afloat		

Project Description (How will the funds be used?)

Consignment Software with hardware and 1 yr tech support \$3,475

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

As a long time resident of Colchester when I decided to expand my Small business a children's consignment shop and open a second location I knew Colchester was the perfect fit. Kidsignments has been in Colchester for 2 years and we moved to our location on Hayward Ave 1 year ago. Before COVID hit, I had plans to invest in consignment software in order to input all my growing inventory as well as organizing my store. The system would be something that would help my business grow and make daily operations easier.

I am a wife and a mother of 3 wonderful children who is now, because of the impacts of COVID, is working both stores alone 7 days a week and we accept and receive consignment every day. Since the beginning, I have been writing all my inventory down on paper spreadsheets and keep them numbered in 3 large 3 ring binders. Not only are the books/inventory written my hand all of my pricing tags are as well. I spend ours daily sorting and pricing items with pen and paper. Getting the funding for consignment software will allow me to take in items easier and make it seamless for not only me but my customer as well.

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

It would allow me to take in more consignment and allow my customers to get up to date information on their consignment account. At the moment since we are not computerized, I am not able to check my consignors balances as quickly as I would like. With the consignment software, all the information would be stored for me automatically so it would make doing business with Kidsignments much easier for everyone.

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

Kidsignments really needs help to update our consignment system. This outdated way of keeping track of our inventory had become so ineffective and obsolete. If we are not granted funding to help purchase as software system I am afraid I will no longer be able to run my businesses efficiently. As it stands now I find myself and my consignors frustrated because they are unable to drop off, check their balance, and pick up their unwanted items in a timely manner. Having all the information I need on a computer screen will help ease stress and help us run effective and make more of a profit to try to recoup some of or COVID losses.

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

Budgeted item / Service	Budgeted Amount	Notes
Consignment software	\$ 3,475	Including software and hardware for the store location
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$	

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

Applicant Background Information

Applicant Name:	Kathleen Yu	Date Prepared:	October 14, 2021
Applicant email:	Mykkbrynn04@gmail.com	Applicant Phone:	860 885 9978
Department / Business / Establishment Name:	Kidsignments		

Project Details

Project Title:		Anticipated Start Date:	
Total Funding Request Amount:	\$ 4100	Anticipated Length of Time to Complete Project:	
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	10 very urgent We need assistance in order to repair broken glass at front door in addition to air system not working in store.		

Project Description (How will the funds be used?)

New air conditioning unit \$3700
 Repair of broken glass on front door \$400

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

As a long time resident of Colchester when I decided to expand my Small business a children's consignment shop and open a second location I knew Colchester was the perfect fit. Kidsignments has been in Colchester for 2 years and we moved to our location on Hayward Ave 1 year ago. Before COVID hit, I had plans to invest in fixing the large crack in the front door of our location. The door is outdated and sturdy however it was hit by something and now there is a large crack through the panel at the bottom. We are also in need of a replacement ax unit during the warm months. This year I used a portable unit due to the cost of a new unit and it unfortunately did not cool the temperature of the whole unit.

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Applicant Background Information

Applicant Name:	Kathleen Yu	Date Prepared:	October 14, 2021
Applicant email:	Mykkbrynn04@gmail.com	Applicant Phone:	860 885 9978
Department / Business / Establishment Name:	Kidsignments		

Project Details

Project Title:		Anticipated Start Date:	
Total Funding Request Amount:	\$	Anticipated Length of Time to Complete Project:	
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	10 very urgent We need assistance in order to properly advertise our store locations to generate new business.		

Project Description (How will the funds be used?)

15.5 ft straight double sided Kidsignment flag \$390.00
Auger Flag base \$50.00
Sandwich board signicades \$215.99
All weather canopy tent \$219.99
Yard signs \$106.37

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

As a long time resident of Colchester when I decided to expand my Small business a children's consignment shop and open a second location I knew Colchester was the perfect fit. Kidsignments has been in Colchester for 2 years and we moved to our location on Hayward Ave 1 year ago. Before COVID hit, I had plans to invest in different signage and advertising for my Colchester location. At the moment the signage equipment I am using is either broken or not sufficient to bring in new clientele. If funded, I am looking to use the funds to make my storefront more visible to help Kidsignments advertise effectively and generate more revenue to recover some of the losses we experienced because of COVID.

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

As a member of Colchester, we have grown our business primarily from word of mouth. With this funding, I would update and improve the signage we currently have. Some of the pieces we have are broken or worn/ faded and due to the negative effects of COVID, we have not have the additional funds to purchase these items on our own. We also receive a lot of larger items in on consignment and place those items outside the store for sale while we are open. We need an upgraded canopy tent to protect those items from weather conditions because the one we had recently broke. I feel that with added signage around town, it will generate more consignors which will gives those community members added income because when they consign at our location, they receive a percentage of the selling price once their items sell. With better visibility we can help more of our residents make additional moneys buy signing up to consign with us.

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

If we do not receive help soon, we will have to close one if not both our locations. I have taken on a part time job waitressing to help pay the bills however it's very difficult to juggle all of this. I feel that proper advertising will generate more customers which in turn increase our profit. I feel that without help getting our names out there we will not have the customer base to keep the store running. Thank you for your time and consideration.

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

Budgeted item / Service	Budgeted Amount	Notes
Straight flag	\$ 390	15.5 ft double sided flag
Auger flag base	\$ 50	
Sandwich board sign	\$ 215.99	Double sided signcades
Tent	\$ 219.99	Canopy outdoor tent
Yard signs	\$ 106.37	5 signs per order
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$	

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Applicant Background Information

Applicant Name:	Mel's Downtown Creamery	Date Prepared:	1/17/2022
Applicant email:	melsdowntowncreamery@yahoo.com	Applicant Phone:	4017415828
Department / Business / Establishment Name:	Mel's Downtown Creamery		

Project Details

Project Title:	Soft Serve Machine Loan	Anticipated Start Date:	Immediate
Total Funding Request Amount:	\$ 10,000	Anticipated Length of Time to Complete Project:	Immediate
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	10 - I currently have a \$400 payment to Dime Bank each month to cover a loan I needed to take to replace equipment during the pandemic. This would alleviate the stress of the loan payment and allow the business to focus on growing.		

Project Description (How will the funds be used?)

The funds would be used to pay off the remaining balance of a \$20,000 loan used to replace the soft serve machine that died mid pandemic. I had put in almost \$2,000 of repairs into the old machine and could not put any more money in to fix it. I was left with no choice but to replace it. The \$10,000 is the remaining balance on that loan.

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

Mid pandemic my soft serve machine broke down. After multiple tech visits and almost \$2,000 in repairs to the old machine I couldn't afford to put any more money into it. I had no choice but to replace it. I struggled with the decision to find a new soft serve machine for months. When I finally committed to purchasing one it took months to actually get the machine in store due to shutdowns, truck driver shortages, and parts. The machine I received was a demo so it helped to save me some money though we've already had a few tech visits. During the period of time that the old machine was down and we could get a new one in we lost customers. We also lost the use of product that creates a higher profit level than the other products we sell. The loan for the soft serve machine during the pandemic created another stress for us but we had to take the risk for the sake of our business. The cost of losing more customers is too high. We are now paying 5% more for the equipment in the unsecured loan.

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

The positive impact that the piece of equipment helps to bring in profit to keep our small business moving forward and growing. It also offers a product that no other business in town offers other than Wendy's and McDonald's. Two big franchises. Being able to pay off this loan would relieve stress that we had to put on ourselves to move forward in business and allow us to instead breath a little easier and put that money towards other goals.

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

If the ARPA funds are NOT approved I will continue to push through and make the payments for the next few years at 5% more than the cost of the equipment in an unsecured loan.

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

Budgeted item / Service	Budgeted Amount	Notes
Loan Payoff Dime Bank	\$ 10,000	Pay off loan for soft serve machine purchase - remaining balance
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$ 10,000	

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Applicant Background Information

Applicant Name:	Melanie Goggin	Date Prepared:	1/17/2022
Applicant email:	melsdowntowncreamery@yahoo.com	Applicant Phone:	4017415828
Department / Business / Establishment Name:	Mel's Downtown Creamery		

Project Details

Project Title:	Dining Room Tables/Chairs	Anticipated Start Date:	ASAP
Total Funding Request Amount:	\$ 10,000	Anticipated Length of Time to Complete Project:	2+ months
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	8 - Due to the intense amount of sanitizing done in between every single customer the tables and chairs have been destroyed and need to be replaced.		

Project Description (How will the funds be used?)

The funding would allow us to replace the current tables and chairs in the dining room as well as replace the few outside tables we own.

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

The funding would allow us to replace the current tables and chairs that have been destroyed by the overuse of antibacterial cleaners required of us to use between every single customer. These items are not meant to be sanitized in this way and the surfaces of the tables have deteriorated. The threading and material of the chairs/stools are coming apart and have faded. The dining furniture is now sticky even though it is 100% clean. The chemicals ruined the furniture.

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

Replacing the tables and chairs would not only allow us to offer a much comfortable and clean dining experience but it would help us offer better seating for larger families. Our outside tables were not useable during the height of the pandemic and the seating as well as tables did not fair well in storage. Adding more outdoor tables and seating would allow customers to feel comfortable staying to enjoy a sweet treat as we navigate the continuation of the pandemic. Ripped, torn, deteriorating tables will be removed and give a safe seating experience. I can remove the tables that we have had to add duct tape to. The clean look of the new tables and chairs will contribute to the longevity of our business.

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

If the ARPA funds are NOT approved we will continue to move forward with the dining area that we have with the hopes of replacing one table and 4 chairs at a time. I will continue to tighten screws, duct tape tables, and pay attention to peeling fabric.

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

Budgeted item / Service	Budgeted Amount	Notes
5 Tables, 12 Chairs, 8 Stools	\$ 10,000	All items would match the 50's style decor unique to the creamery (estimated table/chair #'s)
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$ 10,000	

Town of Colchester
ARPA Recovery Funding Request Application

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

Applicant Background Information

Applicant Name:	Melanie Goggin	Date Prepared:	January 17th 2022
Applicant email:	melsdowntowncreamery@yahoo.com	Applicant Phone:	4017415828
Department / Business / Establishment Name:	Mel's Downtown Creamery		

Project Details

Project Title:	Website	Anticipated Start Date:	As soon as possible
Total Funding Request Amount:	\$ \$3500.00	Anticipated Length of Time to Complete Project:	2-3 weeks
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	8 - Our current website does not properly include the 32 Norwich Ave Colchester, CT location and the misinformation often leads customers to call orders at the Pawcatuck location resulting in aggravated customers, missed orders and financial losses due to lost sales and product costs.		

Project Description (How will the funds be used?)

The funds will be used to properly divide the two Mel's Downtown Creamery locations on our current website. Colchester was never able to be added to the website minus it's address and facebook link. It will allow us to incorporate the 3 domain names we have owned but not been able to implement since February of 2020. Our website would receive a full makeover and not only allow new customers in the area to find us but it will allow current customers to access full information about each location. Online product ordering and merchandise ordering will be incorporated as well as the ability for customers to order ice cream cakes and pies online. We will also be able to add our fundraising and free family event calendars. Again our current website only includes the Colchester location's address, phone number and facebook link. The current pictures and information on the site is incorrect/outdated. Online visibility is extremely important in today's world and often times a customer simply clicks on the first number seen. In our case the website causes the customer to directly call Pawcatuck instead of Colchester resulting in customers arriving to the wrong location to pick up an order that is not made or placed for that location.

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

We were not able to include our 3 domain names associated with the Colchester location because the pandemic hit 1 month after we opened our store in February of 2020. The update and appropriate breakdown of the new locations were completely put on hold. All additional expense projects were put on hold as our costs to keep our staff and customers safe skyrocketed. Our focus was on sanitizer, antibacterial cleaner, masks and gloves. Gloves went from \$35 to \$112. Just our glove orders were coming to over \$1000 at a time.

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

This project would make a positive impact on the community because it would help bring visibility to our small business and help new customers find us bringing people in to Colchester. It would also allow us to ensure our customers could easily access our products, information and online ordering/delivery via FUD delivery which would benefit another small business in our community. The addition of a calendar that includes our fundraising events will allow us to increase the success of our fundraising events and increase our donations to the community. The calendar also gives us the ability to update it with the addition of our free family events which give members of our community a fun, affordable and happy experience within our community. Many of our free events include some type of donation such as non perishable food items, winter clothing and more to benefit our neighbors in need. With the growth and visibility the website will help bring to Mel's Downtown Creamery so will the growth we are able to give to our community.

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

If ARPA funds are NOT approved our website will remain outdated and not include the necessary information for the Colchester location. We will continue to have to find ways to try to get our customers to see Colchester first and continue to use the social media outlets as best we can for visibility.

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

Budgeted item / Service	Budgeted Amount	Notes
Online Ordering Ability	\$ \$950	Initial Set up and Monthly Fees for 2022
Website Rebuild	\$ 2550	Website Rebuild, Split locations, Online Ordering, Calendar Etc.
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$3500.00	

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

Applicant Background Information

Applicant Name:	Melanie Goggin	Date Prepared:	1/17/2021
Applicant email:	melsdowntowncreamery@yahoo.com	Applicant Phone:	
Department / Business / Establishment Name:	Mel's Downtown Creamery		

Project Details

Project Title:	Shave Ice Machine	Anticipated Start Date:	ASAP
Total Funding Request Amount:	\$ 3000.00	Anticipated Length of Time to Complete Project:	2 weeks
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	5 - The Shave Ice Machine is the last piece of equipment needed to match the full menu offerings of our first location.		

Project Description (How will the funds be used?)

The funds will be used to purchase a Hawaiian Shave Ice Machine and the supplies needed to make and serve the product such as concentrates, bottles, pourers, blade, foot pedal and more.

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

The Hawaiian Shave Ice Machine is the last piece of equipment to be purchased to make the menu at the Colchester location complete to equal the menu of our original location. This piece of equipment was set to be purchased in May of 2020. Equipment purchases were put on hold as we took each day as it came during the pandemic and had our dining room shut down. This is not a product that could be packaged for a curbside or delivery order. The pandemic forced us to spend funds that should've gone to equipment that completed our menu but instead we purchased overpriced plexi glass, masks, sanitizer, gloves, and antibacterial cleaning products. We did not want to overextend our spending or get into any loans that we weren't sure we could pay back in case our business was forced to close.

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

The project would allow our business to offer the full menu initially planned in opening the Colchester Mel's Downtown Creamery location. It brings a unique product to town that is not served here in Colchester. It also allows us to cater to more people in our community that have both dairy and gluten allergies. This machine is a profitable product that will help us bring in sales that will contribute to the longevity of our business.

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

If ARPA funds are NOT approved we will not be purchasing this piece of equipment again this year. It will be on the back burner for a "someday" purchase. I already had to take a loan I did not want to take on equipment and cannot afford to take more.

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

Budgeted item / Service	Budgeted Amount	Notes
Shave Ice Machine	\$ 1995	Commercial Grade Shave Ice Machine
Starter Supply Package	\$ 1005	All needed supplies - concentrates, bottles, mixing products, blades, foot pedal, etc
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$3000.00	

Town of Colchester
ARPA Recovery Funding Request Application

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

Applicant Background Information

Applicant Name:	Stephanie Colacicco	Date Prepared:	12/2/2021
Applicant email:	nutrigoalsbysc@gmail.com	Applicant Phone:	8608087708
Department / Business / Establishment Name:	Nutri Goals LLC		

Project Details

Project Title:	Reorganizing Business Model	Anticipated Start Date:	02/2021
Total Funding Request Amount:	\$ 20,000	Anticipated Length of Time to Complete Project:	3-6 months
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	8 -Due to COVID, my business has suffered immensely. Lack of foot traffic and clientele has greatly impacted my finances and truly just getting by to pay rent and electricity without a profit.		

Project Description (How will the funds be used?)

The funds will be used to reorganize the business model. Originally this was designed to be a health shoppe and nutrition clinic; however, due to COVID there has been little to no foot traffic in the shoppe and unfortunately have lost thousands of dollars in product that cannot be returned. I have decided to restructure the business model to share a space with a licensed clinical therapist to coincide with my current specialties in weight loss/food disorders. It will be a healthy marriage and collaboration where my clients suffering from distorted eating and body image will get the nutritional support they need through me, but the mental work needed from the therapist. The funds will be used to reorganize and build the space to support the necessary privacy/collaboration of both businesses coming together in one unit. Will need to purchase a comfortable seating area, install sliding doors and privacy walls to not violate HIPPA with each individual client. In addition, will need to ensure the space is safe and 6ft apart from clients. Additionally, the remaining money will be used towards necessary marketing and website building to grow and sustain my business. Currently there has been none due to no funds available.

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

The remodeling of the business to pure service (both in-person and virtual) versus sales in product creates a space that is comfortable for all. The changes made to the current space will support the safety and efficacy of the client and practitioner; in addition, comply with HIPPA compliance. I currently have clients that would benefit from both my service; as well as, a therapist. COVID has left a lot of individuals confused and afraid of entering gyms/health services and our company allows a primary focus on health without compromising safety. This is currently being sought out for by thousands, but without the correct ability to market/get our name out there...it is impossible for those to know we exist. I've had to deny local newspapers the last few months due to cost of ads. Most people coming into my space have "no idea I exist" until they drive by.

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

Unfortunately, COVID has created some fear of being "in-person" for most. While there a few unaffected, most have not even ventured in to the small business because they would prefer to remain virtual. Due to this, I have made little to NO sales in my health shoppe and have purely only made a profit from clients with the virtual services I offer. However, it is not enough to keep my business running successfully without falling under.

There are a lot of people that can benefit from nutritional and therapy services from COVID -whether they have had it or not...the entire world has been affected by it. This will support both in-person and virtual services to the community in a positive/safe manner. Truly, there is nothing else like this collaboration in the town and the benefits outweigh any cons.

Would also love to sponsor town sports.

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

The very simple answer is...If the funds are NOT approved, I will have to close.

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

Budgeted item / Service	Budgeted Amount	Notes
Website Quote	\$5000	o allow for products to be sold online versus shop with seamless se
Marketing	\$2500	Local newspapers, e-mail adds, flyers, etc
Signage	\$1500	Window signage visible to the consumer
Remodeling	\$7000	Knocking walls down, new sliding doors, furniture
Rent/Bills	\$4000	Help me catch up and not fall behind
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$20k	

Town of Colchester
ARPA Recovery Funding Request Application

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

Applicant Background Information

Applicant Name:	OzNBones BBQ LLC	Date Prepared:	10/15/2021
Applicant email:	oznbonesbbq@gmail.com	Applicant Phone:	8608615134
Department / Business / Establishment Name:	OzNBones BBQ		

Project Details

Project Title:	HVAC upgrade/replacement	Anticipated Start Date:	11/01/2021
Total Funding Request Amount:	\$ 33600	Anticipated Length of Time to Complete Project:	3 mos
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	10- These monies would be used to upgrade the HVAC system from oil to propane and remove the aging oil tanks.		

Project Description (How will the funds be used?)

This funding would be used to upgrade the current HVAC system. The furnaces and oil tanks in the building are close to 50 years old. There are currently four furnaces and four oil tanks. Air conditioning is handled by individual wall and window mounted air conditioning units. The system is highly inefficient and in need of replacement. The oil tanks are also old and Susceptible to leakage and need to be removed. Currently our electric bill averages \$1400 per month. The addition of high efficiency air conditioning units would greatly save on electricity costs. See attached Quote.

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

Because of the increased cost of labor and materials due to Covid 19 we were not able to address all of the upgrade of the HVAC system although we did have to spend close to \$10,000 to get the current system operational When purchased the HVAC system had completely run out of fuel, and 2 of the furnaces and one of the hot water heaters were not operational.

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

This building is adjacent to Colchester Historical District and is listed on the National Historic Registry. The HVAC replacement is just another key component to the preservation of this building and assuring that it remains a vital part of the Colchester downtown. As this is also our place of business, to continue to operate will require all of this work to be completed in the near future. The improvements to the building will increase it's value and property taxes collected by the town.

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

Not being able to complete this project could lead to costly HVAC repairs and the possibility of oil leaks. The current HVAC system's age and operation could hinder our operations if the system were to go down.

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

Budgeted item / Service	Budgeted Amount	Notes
Remove (1) oil furnace and (1) oil tank to install (1) hydro air system -	\$ 13800	
Additional hydro air handlers will be installed - \$3,400.00 each; discount	\$ 10200	
Add air conditioning condensers, piping, etc. - \$3,200.00 each; discount	\$ 9600	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$ 33600	

Town of Colchester
 ARPA Recovery Funding Request Application

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

Applicant Background Information

Applicant Name:	Alex Savitsky	Date Prepared:	1-21-22
Applicant email:	savitskyfarm@gmail.com	Applicant Phone:	8605375815
Department / Business / Establishment Name:	Savitsky Farm		

Project Details

Project Title:	Farmstand Heater/AC Unit	Anticipated Start Date:	4-1-22
Total Funding Request Amount:	\$ 1400	Anticipated Length of Time to Complete Project:	1 week
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	10		

Project Description (How will the funds be used?)

Installation of a heater/air conditioning unit & insulation in the farmstand at Savitsky Farm - Currently the farmstand does not have any heat or air conditioning and we rely solely on electric heaters and fans, which don't do an adequate job. Over the years we have lost a large amount of produce (vegetables, fruit, eggs & canned goods) in our farmstand due the hot or cold temperatures. We have tried many different things to fight this but it was never enough. A heater/ac unit and insulating the farmstand (a small section is already insulated) will help us avoid these issues and be able to provide the freshest produce possible for our customers.

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

Although we did start to see more traffic and sales at the farmstand during Covid, our sales off of the farm suffered greatly. The financial impact we experienced from a modified Colchester Farmers' Market in 2020 and the loss of revenue from our restaurant accounts in 2020 and 2021 will take 3-5 (if not more) years to recover. The market income was less than half than in 2019. The income from our restaurant accounts was non existent for some time while the restaurants were closed due to Covid and when they did start to open, they were at lower capacity for some time. Our 2020 restaurant revenue was less than 1/4 than we had expected. Although the restaurants were open for the most part in 2021, there were times that they closed due to staff shortages or other problems related to Covid. One of the restaurants located in New York City was still closed for most of the 2021 too. Therefore our 2021 restaurant income was greatly affected as well. This loss of revenue has set back many planned projects that we hoped to have had already accomplished here on the farm.

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

Having a temperature controlled farmstand will allow us to have more and fresher produce available to the community year round and not have to worry about the outside temperature.

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

Not being approved for funds for this project would further delay it, whether it may be a year or 5, until we have the funds available ourselves. We would continue to provide the best produce as possible to the community but would still continue to fight the temperatures and product loss until we could fulfill this project.

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

Budgeted item / Service	Budgeted Amount	Notes
heater/ac unit	\$850	
insulation	\$250	
labor	\$300	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$1400	

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

Applicant Background Information

Applicant Name:	Alex Savitsky	Date Prepared:	1-21-22
Applicant email:	savitskyfarm@gmail.com	Applicant Phone:	8605375815
Department / Business / Establishment Name:	Savitsky Farm		

Project Details

Project Title:	Rainwater Collection & Irrigation Prc	Anticipated Start Date:	4-1-22
Total Funding Request Amount:	\$ 2000	Anticipated Length of Time to Complete Project:	1 month
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	8		

Project Description (How will the funds be used?)

A rainwater collection and irrigation system that will provide irrigation to 4 of Savitsky Farm's gardens, greenhouse, high tunnel and provide drinking water for the chickens, as well as, a water pump that will provide irrigation for another garden and an orchard. This water will be pumped from a pond. As of right now, Savitsky Farm has no irrigation installed in their gardens and depends on hand watering since the outdoor spigots don't have sufficient water pressure to run adequate sprinklers. It is worth mentioning that the well water from the house is treated and not suitable for the production of vegetables due to its higher sodium content and lack of other minerals. The constant use of the house well water also puts lots of extra pressure on the whole house water system. This rainwater system will take all of the pressure and extra use away from the house system and provide natural untreated water to the gardens. Therefore the funds will be used for the necessary materials and labor needed to install the systems. The system will use the existing gutter systems on the house and garage (a few minor repairs may need to be made on these systems) and the rainwater will be diverted to holding tanks. This water will then be used for irrigation via a pump or gravity and the necessary hoses or piping.

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

Although we did start to see more traffic and sales at the farmstand during Covid, our sales off of the farm suffered greatly. The financial impact we experienced from a modified Colchester Farmers' Market in 2020 and the loss of revenue from our restaurant accounts in 2020 and 2021 will take 3-5 (if not more) years to recover. The market income was less than half than in 2019. The income from our restaurant accounts was non-existent for some time while the restaurants were closed due to Covid and when they did start to open, they were at lower capacity for some time. Our 2020 restaurant revenue was less than 1/4 than we had expected. Although the restaurants were open for the most part in 2021, there were times that they closed due to staff shortages or other problems related to Covid. One of the restaurants located in New York City was still closed for most of the year. Therefore our 2021 restaurant income was greatly affected as well. This loss of revenue has set back many planned projects that we hoped to have had already accomplished here on the farm.

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

Having irrigation in our gardens will greatly increase our produce quality and quantity and the time saved watering will be used on other projects on the farm which will in turn, also create more and superior products available for the public. We will be able to offer healthier and a larger amount of produce to the public at our farmstand, the Colchester Farmers' Market and supply numerous local restaurants.

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

Not being approved for funds for this project would further delay it, whether it may be a year or 5, until we have the funds available ourselves. We would continue to have the best product possible with limited irrigation and depending on Mother Nature but the time spent on irrigation would set back other projects on the farm deterring us from having a larger number and superior products available for the public.

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

Budgeted item / Service	Budgeted Amount	Notes
2 - 275 Gallon Tanks	\$500	
3 - 55 Gallon Tanks	\$50	
gutter downspouts/extension	\$200	
fittings for tanks	\$100	
Small water pump	\$150	for main barrels near house (other 2 setups will be gravity fed)
Large Water pump	\$350	for using pond water
necessary hoses fittings	\$200	for pond pump setup
Labor	\$450	gutter down spout installation, gutter improvement, & necessary plumbing
	\$	
	\$	
	\$	
TOTAL:	\$2000	

Town of Colchester
 ARPA Recovery Funding Request Application

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

Applicant Background Information

Applicant Name:	Nicholas Wisniewski	Date Prepared:	1/31/2022
Applicant email:	nickw2020@gmail.com	Applicant Phone:	860-428-4011
Department / Business / Establishment Name:	Westchester Eye Care		

Project Details

Project Title:		Anticipated Start Date:	Ongoing
Total Funding Request Amount:	\$ 41825	Anticipated Length of Time to Complete Project:	
On a scale of 1 (Not Urgent) - 10 (Very Urgent), how urgent is this request? Please explain.	8 - Additional staffing costs are stretching our business enormously see further description below.		

Project Description (How will the funds be used?)

Offset ongoing increases in staff cost as well as sanitization of facility, equipment and product. Increased rent expenditures due to delays in our new location being delayed by COVID.

Added cost of rent due to COVID delaying the construction of the new location we were scheduled to move into.

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

COVID has devastated our business and we have been struggling to keep up with ongoing expenses. We were initially closed for an extended period of time and after re-opening were subjected to substantial and still ongoing sanitization measures. These necessary changes have resulted in a decreased number of patrons as well as an increase in staffing cost. Hiring more staff was necessary due to the added staff required to perform additional sanitization. We have also had to pay more for existing staffing to mitigate the constant job hopping resulting from wage inflation. We have also had to rehire 3 positions that were lost during this time and as you would imagine we were not able to replace old staff at the same wage so unexpected staffing costs continue to rise and further hurt our business.

COVID also delayed construction at the new facility we were supposed to move into. This move was scheduled to happen in 10/2020, however, it did not occur until 5/2021. The delay triggered an increase in rent from \$2875 to \$5000 per month (starting January) and our landlord did not give us a break, this was extremely challenging in a time when other issues were already hurting our business. We are still trying to recover.

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

These funds will allow me to maintain the employment of current staffing, hopefully putting our business in a position so when we return to some normlacy we may be able to continue to grow. We always look to hire employees locally first as it is both the best for our business and the community.

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

We will likely not be able to maintain our current staffing level and we may be forced to cut back on our hours of operation over the summer when things were looking somewhat better we hired another doctor and expanded our hours but this was in the hopes of being able to see more patients during those hours. This would provide additional access to the community for the services we provide, however, with the uptick in COVID numbers over the last few months again, we have struggled to keep a full staff with many sick or closely contacted with someone with COVID and needing to quarantine. We have been further hit with a huge number of late cancellations and no shows for appointments, we have been running on such thin margins with the additional challenges noted above that this cannot continue for long before we have to downsize staff and potentially cut hours.

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

Budgeted item / Service	Budgeted Amount	Notes
Increased Staff Cost	\$ 31,200	
Added rent costs	\$ 10,625	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL:	\$41,825	