

### Submitter Contact Information

Name: The Merchants of Chester, Mandy Carroll, Facilitator  
Mailing address: 1 Maple Street, Suite 106, Chester CT, 06412  
Telephone number: 267.408.2124  
E-mail address: [chestermerchants@gmail.com](mailto:chestermerchants@gmail.com)

### Proposal information

Author: Civic organization

#### Description of project:

The Merchants of Chester group would like to request \$15,000.00 from the town's ARPA grant money to fund *advertising, communication and marketing*. The funds requested would be used for, but not limited to:

- a. Advertising in print and digital media (ie: Goodspeed booklet, Valley Courier, e-list, CT Magazine)
- b. Chester Rack card printing and distribution (\$75 - \$150 every 3-5 months)
- c. Signage printing and laminating (as needed, from Staples)
- d. Yearly subscription cost for the [visitchesterct.com](http://visitchesterct.com) Squarespace website ( \$312. + tax)
- e. Monthly subscription cost for social media tools (Canva @ \$120/ year and QRgenerator @ \$14/ month)
- f. Wholesale purchase of select merchandise to sell (cost dependent on merchandise and quantity per order. )
- g. Zoom subscription, used to hold our monthly meetings (@ \$160/year)
- h. Yearly transport and installation on the hill of the Chester Stars (by Christopher Owens) (\$500-\$600)
- i. If not shared by the town, a one time cost of \$5,000 to re-string the Chester Stars with LED lighting (lights, labor to restring, moving truck to transport from storage)

Funding for the above items would increase both local and regional tourism to Chester, which would directly impact local merchants.

The Merchants of Chester is a local civic organization of business owners who's mission it is to support, promote & advocate for the local businesses through active community & cultural involvement. We are currently financially sustained by inconsistent donations from the local businesses and low quantity sales of Chester T-shirts.

**ARPA funds requested (\$):** \$15,000

**Who would most benefit from the project if approved:** Chester's small businesses, both in the Village and out of the downtown who were impacted severely by both the Main Street Project and Covid-19 in 2020-2021.

**How the proposed project aligns with any action items the town's EDC- related initiatives (section 6):**