



Ruthanne Fuller  
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Barney Heath  
Director

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**MEMORANDUM**

To: Honorable City Council Members

From: Barney Heath, Director of Planning & Development  
Devra Bailin, Director of Economic Development

Date: June 30, 2020

Subject: Newton COVID-19 Small Business Recovery Grant Awards

CC: Jonathan Yeo, Chief Operating Officer

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As you were aware, on May 13, 2020, the Mayor announced that the City would be utilizing \$300,000 in federal CDBG Cares Act money to assist in the economic recovery for Newton's small business brick and mortar establishments. Businesses were invited to submit grant applications for either microbusiness grants of \$10,000 (5 or fewer employees) or small business grants of \$15,000 (6- 20 employees).

A total of 107 applications (71 microbusiness and 36 small business) were received by the application deadline on May 27<sup>th</sup>. Since that time, an internal committee consisting of Planning staff (Devra Bailin, Danielle Bailey, and Eamon Bencivengo) and two Economic Development Commission members (Jean Wood and Jack Leader) have been reviewing each of the applications against a scoring rubric to determine the highest ranking applicants. The scoring rubric analyzed applications against a number of criteria including:

- The depth of the business impact hardship brought about by the pandemic.
- The length of time the business has been in Newton.
- The overall business profile outlook pre-COVID.
- Whether the business was located in a village center.
- The level of detail and confidence provided in their recovery plan.
- Whether the business was owned by, likely to employ, or serve low and moderate income persons.
- The extent to which a business would serve Newton residents on a frequent basis.
- The extent to which businesses were able to receive other federal business assistance.
- Whether the grant requested was reasonable and tied to the overall recovery plan.

As one would expect the majority of applications received fell into either the personal service (hair and nail salons) or restaurant categories, both industries which have suffered disproportionately because of the abrupt and complete closures.

A total of twenty (20) microbusinesses and seven (7) small business grants were able to be serviced with the \$300,000 available. The attached list of awardees again is representative of the overall pool of applicants and consciously weighted toward giving a boost to those brick and mortar personal service and food establishments that make our village centers so desirable for our residents.

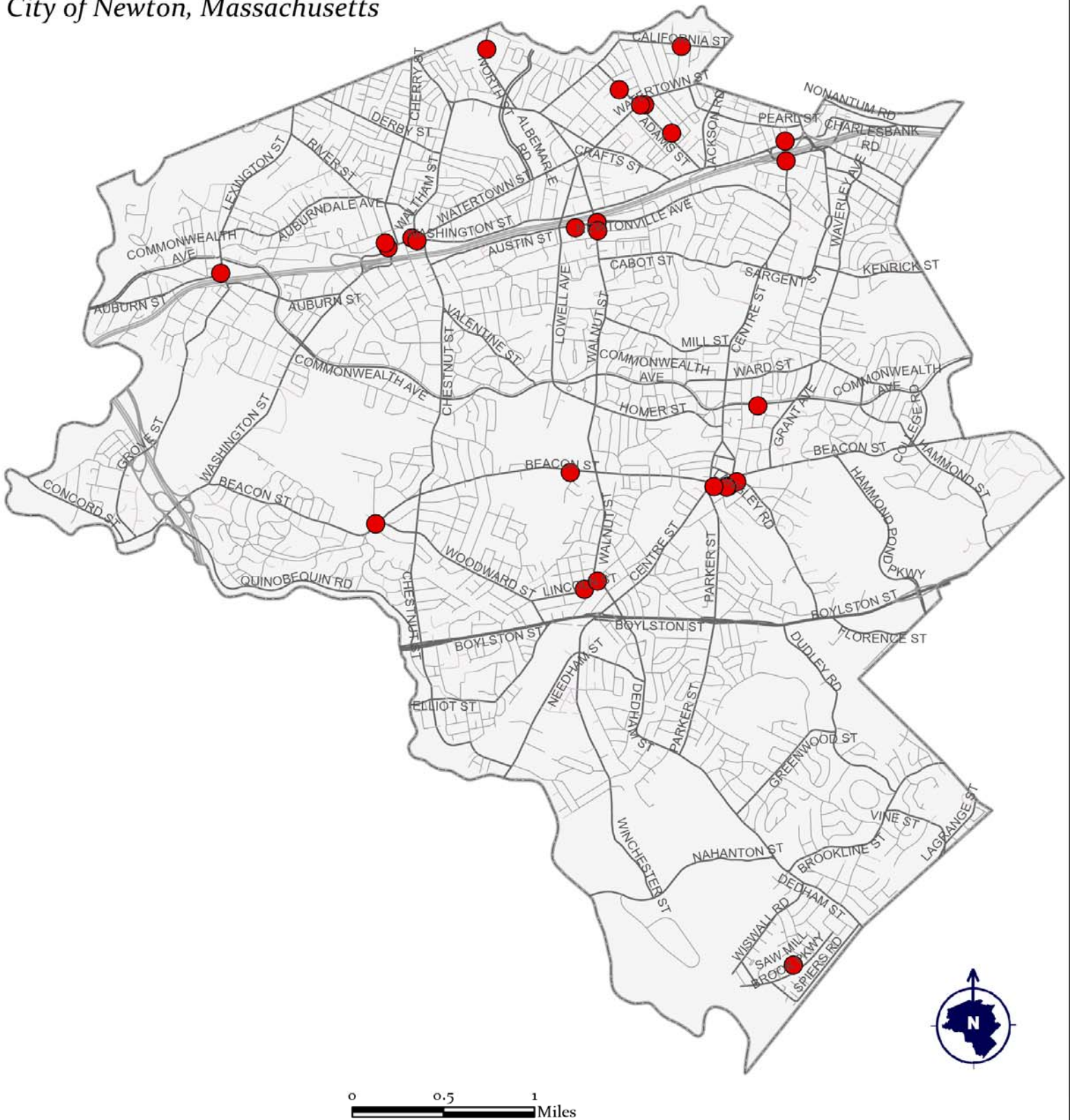
We anticipate being able to provide these grants in the next few weeks.

### Newton COVID-19 Small Business Recovery Grant Program Recipients

Business Name	Address	Village	Business Type	Type Detail	Grant Amount
Dressing Room	293 Auburn St	Auburndale	Retail	Apparel/ Jewelry	\$ 10,000
LNC Corporation dba Salon de Cinzia	1146 Beacon St	Four Corners	Personal Services	Salon/ Barber	\$ 15,000
Taco Connection, Inc. DBA Café Sol Azteca	75 Union Street	Newton Centre	Food/ Restaurant	Dine In	\$ 15,000
ANP Ventures Inc./dba Baramor	45 Union Street	Newton Centre	Food/ Restaurant	Dine In	\$ 15,000
11:11 Health Bar	87 Union Street	Newton Centre	Food/ Restaurant	Take Out	\$ 10,000
Perfect Fit Tailors and Cleaners	560 Commonwealth Ave	Newton Centre	Personal Services	Dry Cleaner	\$ 10,000
A&Q Beauty Inc. dba Bella Lash Nails & Spa	1280 Centre St	Newton Centre	Personal Services	Nail Salon	\$ 10,000
Christines Day Spa and Electrolysis	1280 Centre Street	Newton Centre	Personal Services	Spa/ Massage/ Tan	\$ 15,000
Thigpen Corporation dba Corner Café	321 Washington Street	Newton Corner	Food/ Restaurant	Take Out	\$ 10,000
Radiant Spa & Massage	431 Centre St	Newton Corner	Personal Services	Spa/ Massage/ Tan	\$ 10,000
Salon Joie De Vie	55 Lincoln Street	Newton Highlands	Personal Services	Nail Salon	\$ 15,000
Sophia Sumagena dba Skin Innovations Spa	1149 Walnut St	Newton Highlands	Personal Services	Spa/ Massage/ Tan	\$ 10,000
Newtonville Pizza	322 Walnut St	Newtonville	Food/ Restaurant	Take Out	\$ 10,000
Newton Sewing Studio	161 North Street	Newtonville	Other	Crafts	\$ 10,000
The Foundation Chiropractic Inc.	46 Austin Street	Newtonville	Personal Services	Medical Services	\$ 10,000
The Bella Boutique Spa	296 Walnut Street	Newtonville	Personal Services	Spa/ Massage/ Tan	\$ 15,000
The Icing on the Cake	230 Adams Street	Nonantum	Food/ Restaurant	Catering	\$ 10,000
Eddie's Breakfast & Lunch	394 Watertown St	Nonantum	Food/ Restaurant	Diner	\$ 10,000
Nonantum Boxing Club	75 Adams Street	Nonantum	Personal Services	Gym/ Fitness	\$ 10,000
Umberto Petruzzello DBA Salone Di Bellezza	402 Watertown Street	Nonantum	Personal Services	Salon/ Barber	\$ 10,000
Christopher Carey DBA Watertown Watch and Clock Company	230 California Street	Nonantum	Retail	Watch Repair & Retail	\$ 10,000
The Royal Barbershop	667 Saw Mill Brook Pkwy	Oak Hill	Personal Services	Salon/ Barber	\$ 10,000
Crystal Nail and Spa	1629 Beacon St	Waban	Personal Services	Nail Salon	\$ 10,000
Flora's Hospitality LLC/dba Flora's Wine Bar	1284 Washington St.	West Newton	Food/ Restaurant	Dine In	\$ 10,000
Judith's Kitchen	1371 Washington St	West Newton	Food/ Restaurant	Take Out	\$ 10,000
Fit 4 Personal Training LLC dba Fit 4 Newton	105 Elm Street	West Newton	Personal Services	Gym/ Fitness	\$ 10,000
Hair by Hanna	1299 Washington St	West Newton	Personal Services	Salon/ Barber	\$ 10,000

# Small Business Recovery Grants

City of Newton, Massachusetts



Map Date: June 26, 2020



CITY OF NEWTON, MASSACHUSETTS  
Mayor - Ruthanne Fuller

The information on this map is from the Newton Geographic Information System (GIS). The City of Newton cannot guarantee the accuracy of this information. Each user of this map is responsible for determining its suitability for his or her intended purpose. City departments will not necessarily approve applications based solely on GIS data.