



BOXBOROUGH OFFICE OF LAND USE AND PERMITTING

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Attn: Economic Development Committee

March 20, 2024

From: John Paul LoGiudice, *Economic Development Intern*

Subject: Findings and Recommendation - Boxborough Business Improvement Grant Program - Blossom Bees Honey Co.

On March 20, 2024, we received a revised application for the Boxborough Business Improvements Grant Program, from the applicant business Blossom Bees Honey Co. As per your NOFA, issued on July 29, 2023, I have reviewed the materials submitted, offering the following summary and draft score.

Summary

The applicant has provided a complete application however has not demonstrated the necessary qualities for a match. The proposal entails use of funding to cover costs for: “expanding retail presence through partnerships with local businesses, establishing pop-up shops, enhancing e-commerce capabilities, implementing marketing strategies, and community education efforts, alongside increasing honey production and processing capacity, launching new product lines”. After reviewing the application it seems Blossom Bees Honey Co. wishes to utilize this new position to help the company assist its standing for the community and success online.

It is evident that Blossom Bees Honey Co. is a valued local business and the application provides the necessary details and subject matter for how the use of the funds from Boxborough Business Improvement Grant Program would be used to further the development of an economically vibrant Town Center Village, though it would be outside this specific zone.

Draft Score

Attached you will find a complete draft score of the application. I offer a draft score of 82 points for the proposed application. The application scored most highly in the Priority Goods, Services, or Cultural Business category, as the business falls within the target area of business types and will support neighboring businesses. Further, the business is likely to draw in traffic from outside town boundaries, thus expanding commerce in town.

The proposal does not fall within the proposed Village Center area on the map, however this business proposes a “mobile retail cart” that will operate in different sections of the proposed economic center. While not a new business, the proposed services will be unique to the

community and will result in the expansion of the business. While additional matching funds are provided, the amount provided was not enough to trigger additional points.

Recommendation

Based on the draft score provided, the committee in my view should approve the proposed application as it meets the overarching goal of the Boxborough Business Improvement Grant Program. The committee should first consider whether to amend the draft score, and then whether to issue an award letter. Decision on this application is left to the discretion of the Committee though it is strongly recommended to go forward with this application

Kind Regards,

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Boxborough Business Improvement Grants

ATTACHMENT B – DRAFT SCORE Blossom Bees Honey Co.



Category	Possible Points	Points Awarded
Priority Goods, Services, or Cultural Business – Does the grant support a business listed as a priority enterprise? (<i>Attachment C</i>) <ul style="list-style-type: none"> 0-8 points for a business substantially similar to a business listed in Attachment C. 9-15 points for a business not listed in Attachment C, who provides services or goods direct to consumers. 16-25 points for a business listed in Attachment C, who provides services or goods direct to consumers. 	25	24
Impact of COVID 19 – Has the COVID 19 pandemic detrimentally impacted the business or their ability to operate? Alternatively, will this business help respond to ongoing or future pandemics? <ul style="list-style-type: none"> 0-5 points for a business who was minimally impacted by the pandemic or will not help respond to the ongoing pandemic. 6-10 points for a business who was moderately impacted by the pandemic or may provide minimal community benefit in future pandemics. 11-15 points for a business who was detrimentally impacted by the pandemic or will provide key services in future pandemics. 	15	11
Impact to Town Center – Does the proposed project add to the character of the proposed Downtown Neighborhood? <ul style="list-style-type: none"> 0-10 points for a business who is located outside of the proposed economic center and does not impact the neighborhood 11-20 points for a business who is not located in the proposed economic center, but has significant positive impact to the village center. 21-30 points for a business who is located in the proposed economic center and will drive commerce to the area. 	30	23
New Business Incentive – Is the proposed use of funding meant to support a new business in the Town of Boxborough? <ul style="list-style-type: none"> 0-7 points for a business already in existence, with no discernable difference from an existing business. 8-15 points for a business that is substantially similar to an existing business, but provides a unique and new good or service 16-20 points for a business that does not currently exist in Boxborough and substantially contributes to the Town's local economy. 	20	19
Matching Funds – Does the applicant provide adequate or greater match than required? <ul style="list-style-type: none"> 5 points for a business providing the minimum match (50%). 6-10 points for a business providing greater match, scaled by 1 point per \$10,000. 	10	5
Total	Up to 100	82