



community development partnership

Creating opportunities for people to live, work, and thrive on the Lower Cape

A grant to help small businesses thrive

In 2016 Liz and Amy Escher, owners of the apparel store ARTichoke in Eastham, needed to hire a professional photographer to take photos of their clothing products. It was a necessity but it was financially out of reach.

That is when they reached out to the CDP for a Small Business Professional Services grant which enabled the sisters to create professional marketing materials to use at trade shows. **“We managed to pick up 9 new account orders at the show which would not have been possible without the collateral marketing material. We are so grateful!”** said Liz.

Not only was it a big help to them but the grants have proven to be very beneficial to 16 other local businesses who took advantage of the program back in 2015 and 2016. The funds have been used to procure crucial professional services such as designing a new website, developing a long-term financial plan or creating new packaging. And these grants helped small businesses such as Chequessett Chocolate, Big Daddy Burrito and Joon Bar grow.

In 2017 however, all that changed when funding from the State dried up and we were forced to discontinue the grants. Having seen how much the grants benefitted our local businesses, we knew we had to find some way to replace the funding.

This past fall the Community Development Partnership was awarded funds from the Cape & Islands License Plate low number auction. The CDP Board saw an opportunity to utilize these funds to jump start local businesses.

In early February the CDP Board approved \$20,000 for professional consulting services for small businesses on the Lower Cape. The CDP will provide a 50% match up to \$2,500 per client.

CDP clients who have received a CDP loan or business Technical Assistance, attended a CDP training or workshop, or are Cape & Islands Green’s Verified on the Lower Cape, are eligible to apply.

These Professional Services Grants are ideal for business owners who are seeking assistance to start, grow or stabilize their business and are looking for customized consulting services above and beyond the services normally provided by the CDP. They may be used to hire lawyers, designers, accountants, web designers, marketing specialists, and other consultants, that will help grow a business.

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