



community development partnership

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

Grant King: Building your business through the CDP's Technical Assistance Program

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Grant King
Freelance Graphic Designer, Provincetown



After spending more than 30 years living and working in New York City, Grant King decided it was time for a change. In 2017 Grant left the city and settled year-round in Provincetown. He had lived in town a number of years ago and has returned annually ever since. When a friend asked him why he hadn't moved back yet, Grant knew it was time. "It was really on an impulse, but after more than a few years of research," he says. Having been a regular visitor to Provincetown, Grant was aware of the challenges he would face making Provincetown his year-round home.

The Provincetown Commons, a co-working space opened in 2018, has been an important part of Grant's transition out of city life. "When I learned about The Commons I knew I could make this work," reflects Grant. It is at the Provincetown Commons where Grant met the CDP's Director of Business & Credit Programs Pam Andersen. Pam hosts office hours at different venues across the Lower Cape, including once a month at the Provincetown Commons.

One of the cornerstones of the Business & Credit office is the small business technical assistance (TA) program. This program offers businesses one-on-one consultations with Pam Andersen, who answers questions and provides technical support to promote the growth of local small businesses.

For businesses who receive a loan from the CDP, quarterly TA sessions are a requirement. For businesses who receive a loan, the discussions focus on their business plan and the status of their loan.

However, these services are available to all small businesses on the Lower Cape, whether they are a loan recipient or not. Grant has been utilizing the CDP's TA program to help him transition his business from New York to Provincetown.

3 Main Street Mercantile, Unit 7 Eastham, MA 02642
P 508.240.7873 F 508.240.5085 E contact@capecdp.org

www.capecdp.org



“Pam’s been great,” says Grant, “kind, sensible, and logical.” Grant knew when he moved to Provincetown he would need to build his local client base. Pam and Grant’s early discussions centered around networking, building his client base, and planning for the future. Grant says, “She helped me make a five-year plan - I’ve never been a big planner.”

Having come from the corporate design world where Grant was assigned projects, he now has greater autonomy over his work as a freelance independent contractor. In order to build that client base, Pam has given Grant insights about building his base in Provincetown and the Outer Cape. “Thanks to Pam,” remarks Grant, “I get to work with more like-minded people. I find that very satisfying.”

The majority of Grant’s clients are local, with a smaller percentage being connections he maintained from New York and Boston. He has designed projects for local artists and businesses, including the Provincetown Public Library. “I really like helping businesses grow, that gives me the most satisfaction,” says Grant.

Grant understood how important it would be for him both personally and professionally to build connections in the community after he moved here year-round. One strategy he employed was to establish and host a monthly “designers roundtable” at the Provincetown Commons. “It was really by lucky accident,” says Grant, who was attending an event at The Commons when he was approached by Executive Director Jill Stauffer. During their conversation Jill asked what he missed most about his professional life in New York. “I’d have to say the weekly lunch-and-learns I held with my staff,” responded Grant.

From this chat and The Commons’ generosity, the idea of a monthly gathering of local designers meeting to share inspiration and practical knowledge became a reality. When starting the roundtable, Grant wanted the space to be as inclusive as possible. “It’s attracted graphic designers, but more than that,” he notes, “it’s built a number of bridges between a variety of creatives and makers -- that’s what I’m finding most educational and satisfying.”

Over the past year, the CDP has provided Technical Assistance to over 200 small business owners. Technical Assistance is available at the CDP’s offices in Eastham and at regularly scheduled times at the Provincetown Commons, Wellfleet Preservation Hall, Chatham Works and the Cultural Center in Harwich. For more information about the CDP’s small business assistance go to Capecdp.org/local-business or contact Pam Andersen at pam@capecdp.org.