



community development partnership

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

Shifting our Strategy: A New Focus on Small Business Outreach

“Instead of waiting for businesses to come to us, we want to go directly to them.”

—Jay Coburn, CDP, President and Chief Executive Officer

Since the beginning of the COVID-19 pandemic, the Community Development Partnership (CDP) has seen an increased demand for its business and credit services. The need for assistance with applying for government relief programs, and the technical assistance offered by the CDP brought many existing and new clients through our virtual doors.

Each year the Business and Credit team assists nearly 200 businesses, but we believe there are many more who could benefit. “Instead of waiting for businesses to come to us, we want to go directly to them,” says Jay Coburn, the CDP’s President & Chief Executive Officer.

To meet the new demand and to broaden our outreach efforts, the CDP has expanded our Business and Credit team. In September of 2021, Tricia Murray was hired as our new Business & Credit Program Manager, to focus on outreach to the small businesses on the Lower Cape, particularly businesses that are not aware of or reluctant to seek support.



Tricia Murray
Manager of Business & Credit Programs

Our expanded outreach effort is focused on traditionally underserved or underrepresented groups, including the Lower and Outer Cape’s growing racial and ethnic minority and immigrant populations, as well as the veteran owned businesses. Data from the 2020 census indicates that our region, especially the Outer Cape, is becoming more racially and ethnically diverse, and the CDP wants to make sure that everyone knows about, and has access to, our services. “I’m noticing that a lot of our new inquiries come via word of mouth from current clients, but we want to make sure everyone is aware of what we offer,” says Tricia.

In November, the CDP held an outreach event for Jamaican business owners at our offices in Eastham. Four local business owners attended, including one who provided the food for the meeting. “It was great to make new connections,” says Tricia, “and we even had some of the businesses follow-up.” The Business and Credit team has also been invited to give a presentation at the Chapel on the Pond in

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North Truro this winter. The congregation of the Chapel is predominantly Jamaican immigrants who have been a vital part of the region's workforce for many years.

In December, Tricia attended the Latino Business Expo in Yarmouth hoping to connect with business owners. There she met Tara Vargas Wallace, the founder of Amplify POC Cape Cod, a Hyannis-based organization. This new nonprofit's mission is to promote and provide resources to business owned by people of color to reduce the wealth gap caused by systemic racism. "We are hoping to work with them and provide support to some of the businesses in their network," says Tricia.

Tricia has also made new connections with several veteran organizations. She has connected with the Cape Cod Veterans Center and the Veterans Services of Barnstable County and is working to create an outreach strategy specifically targeting veteran owned businesses. "There are a lot of resources for veterans but nothing business specific, our goal is to fill that role," she says.

This early work has not been without its challenges. One barrier that Tricia has encountered is skepticism towards the CDP's free programming. "Many people think at first that there is some catch since most of our programs are free, but there is no catch" explains Tricia. She hopes to expel some of these fears through her outreach efforts. According to Tricia, "Right now my focus is really about laying the groundwork."

The CDP is dedicated to serving the needs of small businesses on the Lower and Outer Cape. If you would like to learn more about our programs, please visit capecdp.org/local-business.