



community development partnership

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

Developing Entrepreneurs for Sustained Growth and Success

"There are so many things to focus on as a business owner, the skills I gained working with Pam (Andersen) give me the ability to focus on all of those pieces of the puzzle."

- Chase Hiffernan, Coyote Kayaks and The Yoga Joint, Provincetown

In the heart of Provincetown, Chase Hiffernan is living his dream. As the proud owner of Coyote Kayaks, a popular boat rental company, and The Yoga Joint, a serene yoga studio, Chase's passions for being outdoors and wellness have made him a successful entrepreneur and owner of two thriving businesses. He credits the Community Development Partnership (CDP) and the CDP's Pam Andersen, Director of Business & Credit Programs, for providing him with the knowledge and tools to thrive today and in the future.

Last year, Chase made a significant investment by purchasing an existing kayak rental business and turning it into a shared location for Coyote Kayaks and The Yoga Joint in Provincetown. The move was a game-changer, allowing him to create the community building businesses he envisioned. The acquisition provided a stable foundation for both of his businesses to flourish. However, he also found that growth comes with challenges, especially in delivering high-quality, personalized service while managing bookkeeping and financial records.

Enter Pam Andersen from the CDP. With Pam's expertise and support, Chase says he streamlined his accounting systems and reorganized his finances. "Pam's guidance was instrumental," he says. "She sat by my side and taught me what I needed to know, and in the process saved me thousands of dollars." He emphasized given that there are so many things a business owner needs to focus on, the skills he gained working with Pam give him the ability to focus on all the pieces of the puzzle.

With the peace of mind of working with the CDP, Chase says he gained confidence to grow his unique business



Having fun on Provincetown Bay.



The combined businesses -- kayaking excursions and yoga practice -- provide year-round employment.

model focusing on nurturing bodies and minds and strengthening connections to the larger world. Coyote Kayaks offers a range of rentals, from solo kayaks to paddleboards, inviting adventure seekers to explore Provincetown's stunning waters. They also offer guided tours of the nearby Salt Marshes in coordination with the Center for Coastal Studies, highlighting the marshes' beauty and unique ecosystem. The Yoga Joint provides a tranquil space for locals and tourists alike to unwind and reconnect through various yoga classes at all levels offered year-round.



The Yoga Joint has a beautiful view of Provincetown Harbor.

Chase's journey is a testament to the importance of having the right resources and the power of community support. Helping local entrepreneurs like Chase is a cornerstone of the CDP's mission. "We want to help equip and connect entrepreneurs with the help they need to make it in the community," Pam said. She says when CDP clients learn that services are available at no cost given donor support, they feel supported and valued. "Small-business owners love what they do," she adds. "It's empowering for them to know they have access to help, and it means a great deal to have the community's support."

For Chase, owning and operating his businesses in Provincetown is more than just a career – it's a dream come true. "I've always loved Provincetown. It's my favorite place on earth," he says. "Building my business here and contributing to the community is incredibly fulfilling."

Visit Coyote Kayaks and The Yoga Joint in Person and Online

www.coyotekayaks.com

www.yogajointptown.com

Provincetown Bay, 333R Commercial Street Unit 1

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