



community development partnership

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

The New Normal: Maintaining a business during a global pandemic

“We want to have a successful business, but we want also want to be there for the community.”

Patti McGraw
Owner, Good Eats on 6



As the weeks go by, it is clear that the business slow-downs and closures related COVID-19 are having a tremendously negative impact on small businesses, particularly small seasonal businesses on the Lower and Outer Cape.

While the Federal Government’s Payroll Protection Program has provided forgivable loans to many medium sized and year-round businesses, the program is difficult for businesses with a highly seasonal payroll to use. Pam Andersen, the CDP’s Director of Business and Credit Programs, has been working tirelessly to support our business clients and help them adjust to “the new normal” we are all experiencing.

Seasonal businesses often make most of their income during the summer months and are now are faced with the dilemma of whether it will be feasible to open once restrictions have been lifted. In addition to health and safety challenges, there are logistical challenges to opening. One area of uncertainty is workforce availability. “Many businesses rely on seasonal workers through the J-1 visa program and even if businesses are permitted to open, many business owners are concerned that the J-1 program may be severely limited,” says Pam.

Many business owners are seeking guidance trying to find what type of assistance, if any, is right for their business. “Everyone’s business and needs are different,” says Pam, “but the advice I give everyone is to make sure that their records for 2019 are in order.”

One local business taking steps to adjust to the new health and safety guidelines is Good Eats on 6, a local restaurant in Eastham. Like other restaurants that have remained open through this pandemic, Good East on 6 has adjusted their operations to keep both their employees and customers safe. “Being in the restaurant business, a lot of the sanitation guidelines were things we were already doing,” says owner Patti McGraw, “but we still had to make a lot of adjustments.”

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Although much of the restaurant's business prior to the health crisis was takeout orders, pick-up is now done curbside only. "We were offered a mobile card reader and three months of free service," recalls Patti, "Since we don't have to take credit card numbers over the phone, our calls are 30 seconds, instead of two minutes, so people aren't waiting to order."

Some businesses are taking a creative approach to maintaining their business and using this time to complete projects that were part of their long-term plans. Good Eats has implemented an online ordering system, and added make at home pizza kits to their menu. "We had planned to add online ordering eventually, but the new guidelines really pushed us in that direction," recalls Patti. However, as Good Eats and other restaurants integrate new technology into their operations, the demand for these services increases. Patti notes, "The new online system works great but it took a couple weeks to set up, because a lot of other business were also making the switch."

Despite the many challenges, business owners are staying positive and committed to helping the community. "We're new to Eastham, we opened here less than a year ago. We want to have a successful business, but we want also want to be there for the community," says Patti.

As special health and safety guidelines for the corona virus continue into May, the uncertainty for small businesses continues to grow. The CDP is committed to supporting our local business community during this time. Pam Andersen is available for one on one appointments and can be reached at pam@capecdp.org. The CDP will also continue to send weekly updates with changes in federal and state policy and resources for small business. To receive those emails, click [here](#).