

CAPE ANN AWARDED REGIONAL PILOT PROJECT GRANT TO BENEFIT SMALL BUSINESSES

Cape Ann has been selected for an exciting new and inclusive Regional Pilot Grant designed to support local businesses that have been hardest hit by the pandemic and help them, and Cape Ann, make a strong recovery. The state grant was awarded to the Cape Ann Chamber, in partnership with the Cape Ann communities of Gloucester, Rockport, Manchester-by-the-Sea and Essex, to carry out the **Cape Ann Comeback** program. The program is comprised of three main elements: direct business support, engagement and empowerment; an innovative online Cape Ann Marketplace; and a comprehensive, integrated marketing campaign. Each element is intended to ensure that Cape Ann's small businesses especially those on our Main Streets and in our downtowns, villages and cultural district areas - have the tools and the support they need to make a strong recovery from the severe economic impacts of the pandemic. All Cape Ann businesses will be eligible to participate in this exciting opportunity. One of 37 Regional Pilot Program grant recipients, the Chamber and its local partners were selected based on their ability to demonstrate a collaborative approach on strategies to support business recovery. We look forward to bringing you more information on this project in the weeks to come.