

Cape Cod Organizations Collaborate to Raise Funds for Local Businesses

The Cape Cod Resilience Fund seeks to provide grants to small businesses impacted by Covid-19

Cape Cod – Local business advocacy organization Love Live Local has collaborated with the Hyannis Main Street Business Improvement District to start the Cape Cod Resilience Fund, which will provide direct grants to small business owners on Cape Cod to offer relief from challenging economic conditions due to the coronavirus pandemic.

Created in response to devastating effects of the Governor’s strict guidelines for business operations on the region’s small business community, the goal was to launch the Cape Cod Resilience Fund to give Cape Codders near and far an opportunity to donate to help support small businesses and to provide them some relief.

“Businesses and their employees are making huge sacrifices in the name of public health,” said Love Live Local CEO Amanda Converse, “and limited financial assistance from the state and federal governments coupled with an uncertain outlook for the future are likely to mean lasting negative impacts for our local business community.”

The Cape Cod Resilience Fund will issue one-time grants of \$500 to \$2,000 to eligible Cape Cod small businesses to supplement day-to-day operational expenses such as rent, staff, supplies, inventory, marketing, and training. Preference will be given to year-round, community-minded, brick and mortar businesses located in a downtown area. Applications will be available in early June.

All donations are tax deductible through the Hyannis Main Street BID’s nonprofit arm the Downtown Hyannis Community Development Corporation, but the BID’s Executive Director Elizabeth Wurfbain emphasized that businesses across Cape Cod are eligible to receive grants from the fund. “We know how important *all* of our small businesses are to the success of Cape Cod, we want all of our Main Streets and downtowns to survive this. Collectively, we are stronger together.”

Converse agreed, “small businesses are the backbone and the heartbeat of any vibrant community and Cape Cod is no exception - the long-term economic sustainability of our region is tied to the fate of our small businesses.”

The Cape Cod Resilience Fund launched on April 23 and the grassroots effort raised almost \$15,000 in its first wee, but Converse say their sites are set higher. “Our goal is to raise \$100,000 before mid-June - we feel that would make a significant impact on the Cape’s local business community.”

Love Live Local and the BID’s efforts have been supported by a coalition of local business organizations help from our friends from the Brewster Chamber of Commerce, Chatham Chamber of Commerce, Harwich Chamber of Commerce, Hyannis Chamber of Commerce, Mashpee Chamber of Commerce, Orleans Chamber of Commerce, and Provincetown Chamber of Commerce.

For more information on the Cape Cod Resilience Fund, visit lovelivelocal.com/resilience.

Amanda Converse
co-founder + CEO
Love Live Local
www.lovelivelocal.com
@lovelivelocal

Love Live Local is a Cape Cod organization dedicated to community advocacy and educating consumers on the importance of shopping local.