



For Immediate Release
April 27, 2021

Serving Essex, Gloucester, Manchester-by-the-Sea, and Rockport

Media Contact:

Anne Williams

Cape Ann Comeback Project Manager

anne@capeannchamber.com

**CAPE ANN CHAMBER OF COMMERCE & MUNICIPAL PARTNERS AWARDED
REGIONAL PILOT PROJECT GRANT TO BENEFIT CAPE ANN'S SMALL BUSINESSES**

Cape Ann has been selected for an exciting new and inclusive Regional Pilot grant program designed to support local businesses and help them, and Cape Ann, make a strong comeback from the pandemic. The Commonwealth of Massachusetts grant was awarded to the Cape Ann Chamber of Commerce, in partnership with the four 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 marketing campaign, with new video – all to reinforce that Cape Ann businesses are resilient, innovative and safe.

"Each element of the project is intended to ensure that Cape Ann businesses, especially those on Main Street, downtown 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," said Ken Riehl, Chamber CEO. "We invite all businesses to participate in this exciting opportunity and look forward to helping them achieve their goals."

Gloucester Mayor Sefatia Romeo Theken expressed her enthusiasm for the program, saying, "The City of Gloucester is excited to work with the Cape Ann Chamber of Commerce and our fellow Cape Ann communities. As Mayor, I am a firm believer in regional economic development because by working together, we will indeed have a "Cape Ann comeback!"

"Manchester, like most small towns, doesn't have the capacity to undertake such a project on its own, so we are extremely thankful for the collaboration and for what each member of the planning team is bringing to this critical initiative to support our businesses and our communities," said Sue Brown, Town Planner for Manchester-by-the-Sea.

CAPE ANN CHAMBER OF COMMERCE

Serving Essex, Gloucester, Manchester-by-the-Sea, and Rockport

24 Harbor Loop, Gloucester, MA 01930 ~ 978-283-1601
capeannchamber.com ~ capeannvacations.com ~ rockportusa.com

Donna Roy of Woodman's and President of the Essex Merchants Group said, "We now have a tremendous opportunity to provide truly meaningful support to our Cape Ann friends and neighbors – the people who own, manage, work at and depend upon the small businesses that are the lifeblood of our communities. So many of them have been severely impacted by the pandemic, and together we are now in a position to help and empower them to come back strong and thrive."

"Rockport's Business Community is the lifeblood of our small tourist town and our shops, lodgings and restaurants were impacted severely this past year. Working in conjunction with the Chamber and our business community is vital to move forward from the Covid pandemic. Wonderful news," said Ruth George, Chair of the Rockport Board of Selectman.

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 from the economic impacts of the COVID-19 public health crisis. In the State's announcement of the grant awards, Governor Baker said, "These grants will empower recipients to leverage their own local expertise to tailor recovery strategies that support the unique needs of each region of Massachusetts."

For more information, please contact the Chamber at 978-283-1601 or visit capeannchamber.com.

Founded in 1922, the Cape Ann Chamber of Commerce serves as Cape Ann's principal voice for business while working to enhance the economy and quality of life for all.