

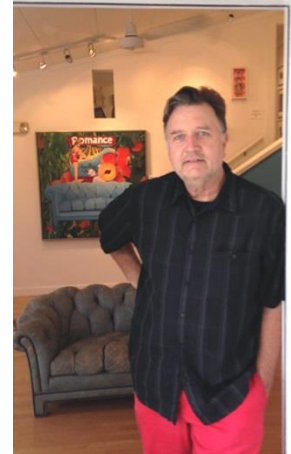


## community development partnership

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

### ***Adding His Touch***

Artist, Vincent Amicosante has been a presence at the [Harmon Gallery](#) since it opened over a decade ago in Wellfleet. For the second season, though, he will be opening the gallery as its owner. While making plans for the seasonal business this past winter, Amicosante recognized he would need financing to kick-start the gallery's 15th season this summer. He worked with our Business & Credit program staff to put together a proposal, and his micro loan request was approved. Giving himself plenty of lead time to prepare for the season, he used the funding for advertising and promotional expenses. Now, in his words, he's "ready to have a successful season selling artist's work and making enough capital to carry through to next season." But his business preparations didn't stop there.



Amicosante also participated in a program that allowed him to work with a local business professional at a reduced expense—a significant opportunity for a small business owner with a limited budget. The program is a grant initiative of the [MA Growth Capital Corporation](#). Recognizing the need to create more consistency amongst the artist profiles in his gallery, Amicosante hired professional writer (and fellow Artist) Beth Seiser. He said, "As an artist, writing is not my forte and I would struggle to do artist's bios. I wanted to bring some consistency to it all, so it makes more sense to my customers. Beth created each bio in the same voice, while also maintaining each artist's unique style." And so far, according to Vincent, "Customers have loved it!" With a small touch here and a little tweak there, Amicosante's stamp on the business grows.

You can read more about the artist's Vincent represents, and about the gallery [here](#). Or head on over to Wellfleet and visit him at the gallery this summer—95 Commercial Street.

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