BARNSTABLE COUNTY FY22 LICENSE PLATE GRANT PROGRAM APPLICATION

COVID-19 RECOVERY AND RESILIENCY PROJECTS

MAY 2021

The Cape Cod Commission (Commission), on behalf of Barnstable County and the Barnstable County Economic Development Council (BCEDC), is seeking proposals from local or regional governmental or nonprofit agencies for projects that support recovery efforts from the COVID-19 pandemic and resiliency to such impacts in the future.

Approximately $150,000 has been allocated for grants up to $25,000 in FY22. Funds will be provided on a reimbursement basis. Match funds are not required but are considered during application scoring. The full request for proposals, including evaluation criteria, is available at this link: https://capecodcommission.org/our-work/license-plate-grant/

Submission Requirements

All applications are to be submitted as a pdf by e-mail to bcedc@barnstablecounty.org. Applicants are required to fill out each section of the application (contact information, project information, scope of work, budget, and staffing plan) on the following pages and attach letters of support from project partners completing any work on the grant.

Applications are due no later than July 9, 2021. Selected applicants will be notified in August 2021.

CAPE COD COMMISSION

FY22 Barnstable County License Plate Grant Program Application

CONTACT INFORMATION

Organization Name: Downtown Hyannis Community Development Corporation

Location: 491 Main Street, Hyannis

Project Manager:

Name Elizabeth Wurfbain

Title Executive Director

Email elizabeth@hyannismainstreet.com

Project Partners:

For each project partner, please provide a short description of their role in implementing the project. If you need more space, please attach an additional sheet.

The Downtown Hyannis Community Development Corporation is the 501(c)3 nonprofit arm of the Hyannis Main Street Business Improvement District, whose mission is to promote the community and economic development of the Main Street, Hyannis district as a desirable place to live, work, invest and visit. DHCDC/HMSBID will be overseeing

PROJECT INFORMATION

Name of Project: Local Business Boost Pilot Program

Brief Project Description (100 words):

The DHCDC is piloting a program that offers targeted, one-on-one technical assistance and implementation support to small businesses in downtown Hyannis to assist in their recovery and help them gain competitive advantage; at least 25% of funds are designated for businesses owned by persons of color. Rather than offering generalized workshops on topics like e-commerce, social media marketing and merchandising that often leave the business owner to find the capital and expertise to execute a growth strategy, the proposed pilot program provides financial support and focuses on actual

How does the project align with the 2019 Regional CEDS Goals and/or CEDS Action Plan:

Over the past five decades, small businesses across the country have faced many challenges due to a variety of market forces, corporate consolidation and appropriation, the rapid upsurge of online commerce, as well as public policy decisions that have favored big business over small mom and pop shops. As a result, the number of small businesses started in the United States has been on a steady decline since the 1970s, which is extremely detrimental to the resiliency of local economies. Cape Cod, which is made up almost entirely by small businesses, is not immune to these trends; local businesses have been struggling for years to compete with national corporations. The pandemic, which has had a disproportionate impact on small businesses, only exacerbated this reality.

How does this project help diversify the regional economy, advance economic resiliency, and achieve long-term economic sustainability in the region?

The CEDS Action Plan cites challenges to Cape Cod's sustainability and resiliency, one of which is the threat to community character from an emphasis on "suburban commercial development, which undercut downtown village centers and small business viability, as well as wages." The report also notes that on a "per acre basis, strip malls under perform downtown businesses in terms of property tax revenue while expanding areas of impervious surface for parking and one-story box structures" and "in an area dependent on tourism, the abundance of suburban commercial strips threatens Cape Cod's traditional character. The importance of being unique should not be underestimated in this

What specific pandemic-induced economic development needs/priorities will this project address?

The COVID-19 pandemic exposed serious gaps in the ability of local communities to deliver targeted technical assistance to support businesses as they attempt to reposition their respective business models as the region continues a course of recovery from the pandemic. It is now up to the small businesses to adapt to meet changing markets and expectations and compete with their corporate counterparts.

The most recent business impact survey conducted by the Cape Cod Commission and Cape Cod Chamber of Commerce that measured the impacts of the COVID-19 pandemic

What is the anticipated impact of this project on these economic development needs/priorities? How will this project support Cape Cod's response and resilience to the economic effects of COVID-19?

Program partners, DHCDC/Hyannis Main Street BID, Love Live Local and Amplify POC Cape Cod have a close relationship with local businesses, in particular the Hyannis Main Street businesses, and they have been told repeatedly, for years, they need help competing with their corporate counterparts online and in-person, but many business owners don't have the capacity, capital or capabilities to adopt and implement many of these strategies themselves. They need direct and tangible help identifying what they need and who can do it; and they need financial resources to make it happen. They need their community to invest in them, and for that investment to be reinvested into the local

Are there any anticipated challenges to implementing the project within 12 months of the award date? If the grant is awarded in August 2021, would the project be ready to be implemented?

There are no anticipated challenges to implementing the project within 12 months of the award date.

SCOPE OF WORK & PROJECT TIMELINE

Please fill in the task name, a brief description, and the deliverable/final product. If you have more than 5 tasks, please attach an additional sheet, not to exceed one page.

Task 1: Cultivate a list of local service providers

Description: An RFQ will be issued by all program partners for business service providers specializing in e-commerce, SEO, social media marketing, photography, graphic design, merchandising, façade improvements, interior design, etc. All submissions will be reviewed, and skills and proficiencies logged by program partner Love Live Local.

Deliverable: A working database of Cape Cod based technical service providers in many areas of expertise.

Estimated Completion Date: March 30, 2022

Task 2: Develop application process for small businesses to apply for Local Business

Description: All program partners will work together to develop an application process for the program, which will include the formation of an assessment committee and the creation of an online and analog application form (translated into multiple languages to improve access) and assessment materials for the committee to use in their decision-making process.

Deliverable: Application and assessment materials.

Estimated Completion Date: September 30, 2021

Task 3: Seek other sources of funding to meet the goal of a $50,000 budget for the

Description: The DHCDC and Love Live Local will work with The Town of Barnstable and MassDevelopment to secure other sources of funding to fully fund the pilot of the Local Business Boost Program. Potential sources of funding include the Cape Cod Foundation, The Town of Barnstable, MassDevelopment's Transformative Development Initiative, local banks, and other sponsorships.

Deliverable: Completed applications and requests from other sources of funding.

Estimated Completion Date: June 30, 2022

Task 4: Accept applications to the Local Business Boost Program to businesses in

Description: All program partners will help to market the program to local businesses who need a business boost and encourage them to apply.

Deliverable: A formal call for applications issued through public relations and social media.

Estimated Completion Date: November 1, 2021

Task 5: Grant awards

Description: The application review committee will choose 10-15 businesses to receive funding.

Deliverable: List of businesses receiving funding.

Estimated Completion Date: November 30, 2021

STAFFING PLAN

For each individual participating in this project, please share their name, title, associated hourly rate, and number of hours. If you need additional space, please attach an additional sheet, not to exceed one page.

Staff Name and Title	Hourly Rate	Number of Hours	Total Project Cost	Amount Requested	Match Amount
Example: Jane Doe	*$25.00*	*15*	*$375.00*	*$281.25*	*$93.75*
Elizabeth Wurfbain, Executive Director	$ 50.00	15.00	$ 750.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
Total Personnel		15.00	$ 750.00	$ 0.00	$ 0.00
Fringe (enter fringe rate as percent):	%				
TOTAL:			750.00	0.00	$ 0.00

Please list the tasks that each staff member/volunteer will participate in on the following page.

Staff Name and Title	Tasks/Responsibilities
Elizabeth Wurfbain, Executive Director	Oversight of the Local Business Boost Pilot Program

BUDGET

Please fill in all budget categories relevant for your proposed project, including a brief description of the funds requested. The total amount requested should equal the total amount noted in the scope of work (see last section). All project expenses are provided on a reimbursement basis.

Category	Amount Requested	Match Amount (optional)	Total Project Cost	Budget Narrative
Personnel/Labor *(from Staffing Plan)*	$ 750.00		$ 750.00	Oversight of the Local Business Boost Pilot Program.
Fringe Benefits *(from Staffing Plan)*			$ 0.00	
Travel			$ 0.00	
Equipment			$ 0.00	
Supplies			$ 0.00	
Contractual/Consulting	$ 20,000.00		$ 20,000.00	
Other	$ 4,250.00		$ 4,250.00	Administration of program, including but not limited to development of application materials, business assessments and intake, creation and curation of service provider database, supervision of
Total Direct Cost	$ 25,000.00	$ 0.00	$ 25,000.00	
Indirect Costs*			$ 0.00	
Total	$ 25,000.00	$ 0.00	$ 25,000.00	

**Maximum of 10% of project direct cost unless the project applicant has a Negotiated Indirect Cost Rate Agreement.*

Local Business Boost Pilot Program
SCOPE OF WORK & PROJECT TIMELINE – Additional Tasks

Task 6: Business Assessments

Description: Love Live Local and Amplify POC Cape Cod will meet with the recipients to assess their needs and match them with a local service provider.

Deliverable: Each grant recipient is assessed and matched with their consultant. Assessment providers will stay engaged throughout the process to ensure both parties stay on track, and work is executed in a timely manner.

Estimated Completion Date: March 30, 2022

Task 7: Implementation

Description: All consultants will have implemented services to a high level of completion and all grant funds will be expended. All applicants will provide an exit survey to provide feedback to the operations team and aid with improving the Local Business Boost program.

Deliverable: Final report on all projects and exit surveys received

Estimated Completion Date: August, 2022

July 8, 2021

Barnstable County Economic Development Council
3225 Main Street
Barnstable, MA 02630

Dear Members of the BCEDC Cape Cod License Plate Grants Committee,

On behalf of the Board of Directors of Love Live Local, I am writing this letter in support of the Downtown Hyannis Community Development Corporation's application to the Cape Cod License Plate Grant Fund for the Local Business Boost Program.

Cape Cod is home to thousands of entrepreneurs, creators, and innovators; the region's small businesses are the backbone of our local economy. Love Live Local feels extremely fortunate to be a partner in this pilot project that will provide small, local businesses with the support they need to recover from the COVID-19 pandemic and compete with their corporate counterparts by enhancing their physical and digital spaces; and create a multiplier effect by investing in a second set of local businesses: service providers.

Love Live Local is thrilled to be playing an assessment and coordinating role that will ensure the businesses get the implementable assistance they need to take their offerings to the next level and will create a database of local technical service providers, highlighting the local talent and expertise we have on Cape Cod, and we are confident this program could be expanded town and county-wide.

For decades small businesses have been facing threats to their survival from various market forces. It is underscored in the CEDS Action Plan that these forces threaten our community character. Regional investment to strengthen businesses is one important way to foster sustainability and resilience of the region.

Thank you for your consideration. If you have any questions about the program, please do not hesitate to reach out.

Sincerely,

Amanda Converse
CEO/co-founder Love Live Local

539 South Street, Hyannis
www.lovelivelocal.com

Town of Barnstable

Department of Planning & Development

Economic Development Division

www.townofbarnstable.us/departments/economicdevelopment

Gloria McPherson
Planning & Economic Development Coordinator

County Economic Development Council
3225 Main Street
Barnstable, MA 02630

Dear Members of the BCEDC Grants Committee,

I am writing in support of the Local Business Boost project, for which the Downtown Hyannis CDC is applying through the Barnstable County License Plate Grant Program. The Town of Barnstable is happy to partner with the Downtown Hyannis CDC and Love Live Local on this project, as it has the potential to advance entrepreneurship in Barnstable, assist small businesses in downtown areas, and develop a strong cohort of local, Cape professionals who can provide targeted support to our small businesses even after the grant funded portion of the project is completed.

The project supports the Local Business Development initiative of the CEDS Action Plan through supporting small businesses, and will also help to revitalize our downtown and commercial areas, and foster innovation by establishing a pool of vetted Cape Cod professionals who can provide technical support for small businesses seeking to adapt to an ever-changing market and set of public health circumstances.

This proposed project provides dual support: for our small businesses, of course, but also for local consultants. This project is also sustainable, because it develops a network of professionals in and around Barnstable who understand our unique local needs and have the skills to assist and mentor small businesses in the future. It is also expandable to other Cape communities.

The Town of Barnstable is always working for ways to support its businesses year-round and leverage its work through local partnerships. This is especially important as these businesses are trying to recover from limited operations due to public health requirements and restrictions and reduced tourism this past summer. Please feel free to contact me if you should need any more information regarding our support of this project. We look forward to being a part of this collaborative and transformative initiative, and continuing to assist small, locally owned businesses in Barnstable and across the Cape.

Sincerely,

Gloria McPherson

Gloria McPherson
Planning & Economic Development Coordinator

Barnstable County Economic Development Council
Cape Cod License Plate Grant Fund
3225 Main Street
Barnstable, MA 02630

Dear Members of the BCEDC Grants Committee,

I am writing to acknowledge Amplify POC Cape Cod's participation in and enthusiasm for the Local Business Boost Program that is being proposed by the Downtown Hyannis CDC/Hyannis Main Street BID. The program not only provides additional and much-needed support to local businesses as they continue to recover from the COVID-19 pandemic, but it also provides targeted support to businesses owned by people of color who, nationwide and on Cape Cod, have been disproportionately impacted by the public health crisis.

Amplify looks forward to working with the Downtown Hyannis CDC, Love Live Local and the Town of Barnstable on the pilot of this program, connecting POC-owned businesses in downtown Hyannis with the opportunity to grow their businesses, as well as its continuation and expansion of the program to other areas in the region in the future, so we as a community can achieve the goals set forth by the Cape Cod Commission and the CEDS Action Plan to strengthen our downtowns and improve local business outcomes.

Thank you for your consideration of the Local Business Boost program for the Cape Cod License Plate Grant Program.

Sincerely,

Tara Vargas-Wallace
Founder & CEO, Amplify POC Cape Cod

Amplify POC Cape Cod **PO Box 284 Hyannis, MA 02601**
774-268-1243