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 15, 2021 (extended from July 9). Selected applicants will be notified in August 2021.

CAPE COD COMMISSION

FY22 Barnstable County
License Plate Grant Program Application

CONTACT INFORMATION

Organization Name: Lower Cape Cod Community Development Corporation dba Comm

Location: 3 Main Street Mercantile, Unit 7, Eastham, MA 02642

Project Manager:

Name Ann C. Robinson

Title Chief Program Officer

Email ann@capecdp.org

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 Community Development Partnership (CDP) continues to collaborate with WE CAN to provide workshops on marketing and human resource topics using local providers to lead the workshops. WE CAN also provides one-on-one legal consultations for small business owners. The CDP has sent a letter to area

PROJECT INFORMATION

Name of Project: Small Business Support

Brief Project Description (100 words):

The CDP is requesting $25,000 in support of business & credit services to assist primarily low-to-moderate income business owners continuing to recover from the effects of the global health pandemic. Through educational workshops, one-on-one technical assistance, and financing, the CDP will help stabilize and strengthen area business.

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

The CDP leads the Lower Cape in building a diverse year-round community of people who can afford to live, work and thrive here. The CDP promotes, develops and manages affordable housing; nurtures the launch and growth of small businesses; and facilitates collaboration with business, non-profit and government for the benefit of low- and moderate-income (LMI) residents. The CDP serves businesses located in the eight towns of the Lower Cape region. We focus on small scale enterprises with a competitive regional advantage, especially traditional and renewable resource-based industries, such as fishing/aquaculture, agriculture, artists/artisans and locally owned hospitality businesses.

The CDP has extensive experience in providing training, technical assistance and access to capital for small businesses in the region. Over the past 25 years, the CDP ’

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

Providing business counseling and finance maintains existing businesses and jobs but also allows for growth, resulting in an increased number of jobs and increased income for the business owner and employees.

To improve resiliency, technical assistance (TA) counseling will be provided in several areas related to recovery from the effects of the pandemic and to plan for future contingencies. The CDP will help businesses prepare disaster business continuity plans, looking at not only health-related emergencies but also natural disasters such as blizzards, floods, hurricanes and tornadoes. The Lower Cape is especially prone to

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

Although many Lower Cape businesses used Economic Injury Disaster Loans and PPP benefits to pay for past expenses, many still need assistance to access the various state and federal grant and loan programs. Business owners have identified the need for marketing to increase business and get prior customers to return. Business owners are not necessarily savvy about the various ways to market their product or service and need TA to help them determine the most effective ways to do so.

Businesses continue to need to manage limits on occupancy and follow other safety protocols. TA in this area can keep them apprised of the necessary and continually

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?

Our goal is to help businesses recover from the lingering effects of COVID-19. Business owners are seeking education and advice that will help them learn and adopt best practices for the evolving economic environment and the ongoing housing crisis that is making it difficult for businesses to be properly staffed. The CDP ' s business development activities are designed to help entrepreneurs develop stronger business operations, develop contingency plans, increase access to capital, access new markets and strengthen local connections among producers, distributors and consumers.

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?

none anticipated.

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: Training

Description: Educational workshops will be offered by the CDP to respond to the needs of local small businesses. The CDP also partners with SCORE and WE CAN on their workshops. Participants are eligible to receive additional TA to address specific needs that will help them start, pivot, stabilize or grow their businesses. The following workshops will be offered:

QuickBooks® for Desktop and QuickBooks Online – Each five-hour workshop will

Deliverable: Educational Workshops

Estimated Completion Date: Spring 2022

Task 2: Professional Services Grant

Description: The CDP will pay one-half of the professional service fee to a maximum grant of $2,500. The grants are available to businesses which meet the eligibility requirements regarding number of employees and revenue, and have received a loan or TA, or attended a workshop.

Deliverable: Financing

Estimated Completion Date: June 2022

Task 3: Technical Assistance

Description: Description: Small Business Technical Assistance (TA): In collaboration with SCORE, the CDP provides general technical assistance to small business owners each month. SCORE mentors meet one-on-one with business owners to provide guidance on best business practices, including record keeping, sales and marketing, financial management, and staff recruitment and retention. Clients may sign up for additional TA from the CDP to qualify for support funded by this proposal. In addition to this general training, specialized TA is also

Deliverable: Counseling

Estimated Completion Date: June 2022

Task 4:

Description:

Deliverable:

Estimated Completion Date:

Task 5:

Description:

Deliverable:

Estimated Completion Date:

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*
ANN C ROBINSON Chief Program Officer	$ 45.72	24.00	$ 1,097.28	$ 0.00	1,097.28
PAM ANDERSEN Director of Business & Credit Programs	$ 34.50	60.00	$ 2,070.00	$ 0.00	2,070.00
NEW HIRE Manager, Business & Credit Programs	$ 31.88	1,500.00	$ 47,820.00	$ 25,000.00	22,820.00
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
Total Personnel		1,584.00	$ 50,987.28	$ 25,000.00	$ 25,987.28
Fringe (enter fringe rate as percent):	33 %				
TOTAL:			50,987.28	25,000.00	$ 25,987.28

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

Staff Name and Title	Tasks/Responsibilities
Ann C Robinson Chief Program Officer	Ann will oversee the project. Ann has been with the Community Development Partnership (CDP) for four years.
Pam Andersen Director Business & Credit Programs	Pam has worked at the CDP for ten years and provides one-on-one technical assistance to business owners, is the CDP ' s expert on fishing quota allocation, and is responsible for data collection/analysis.
New Hire Manager of Business Programs	Will provide TA in several areas related to recovery from the effects of the pandemic and plan for future contingencies. Will help businesses prepare disaster business continuity; develop marketing initiatives; develop good cash flow management. Conduct outreach to the Caribbean and Eastern European communities as a way of identifying small businesses that are owned by members of these lesser

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)*	$ 25,000.00	$ 25,987.28	$ 50,987.28	This grant will cover approximately 75% of the new hire's time.
Fringe Benefits *(from Staffing Plan)*			$ 0.00	
Travel			$ 0.00	
Equipment			$ 0.00	
Supplies			$ 0.00	
Contractual/Consulting			$ 0.00	
Other			$ 0.00	
Total Direct Cost	$ 25,000.00	$ 25,987.28	$ 50,987.28	
Indirect Costs*			$ 0.00	
Total	$ 25,000.00	$ 25,987.00	$ 50,987.28	

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