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: Entrepreneurship for All Cape Cod

Location: 100 Independence Dr., Suite 7-217, Hyannis MA 02601

Project Manager:

Name Christin Marshall

Title Executive Director

Email christin@eforall.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.

n/a

PROJECT INFORMATION

Name of Project: Entrepreneurship for All: Inclusive Entrepreneurship Training

Brief Project Description (100 words):

The mission of Entrepreneurship for All (EforAll) is to accelerate economic and social impact in communities nationwide through inclusive entrepreneurship. Business ownership can provide a ladder out of poverty and into the middle class. People of color and women, however, face systemic barriers that lead too many startups to fail. EforAll Cape Cod provides the training, support, and connection to capital that allow local entrepreneurs to flourish and achieve their dreams.

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

EforAll's direct training and technical assistance for historically excluded entrepreneurs support the CEDS Local Business Development Initiative. Our project is consistent with the CEDS Action Plan. Our business accelerator, pitch contests and other programming helps to improve local business outcomes and increase employment opportunities to advance economic diversity and higher-wage employment opportunities across the region. Our programming:

*Leverages 125+ community experts as business mentors, application readers, judges, and interviewers each year
*Has launched 74 local businesses through the EforAll Cape Cod business accelerator program (since program inception July 2, 2018).

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

EforAll provides direct services in entrepreneurial education and technical assistance. With our focus on under-represented aspiring entrepreneurs, our programming also works to change existing systems by improving pathways for non-traditional business founders, through increased access to both financial and social capital.

For the Cape's regional economy, EforAll also helps to combat seasonal unemployment by offering a path to business ownership and growth for entrepreneurs.

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

EforAll's short-term goal is to counteract the negative effects of the coronavirus on local entrepreneurs, who often have limited access to start-up capital or more traditional " incubator programs. Black and Latinx communities and businesses have been disportionately impacted by the pandemic's ongoing health and economic effects.

In 2020, EforAll moved to remote programming and have increased training for online marketing and operations that are essential for all businesses that are either launching or recovering during the ongoing pandemic period.

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?

COVID-19 exposed the weakness of our region's tourist-driven economy: from May 2019 to May 2020, unemployment rate in Provincetown's largest jobs sector - accommodation and food service - was an astonishing 14 times higher than usual, as restaurants and bars remained shuttered. Investing in local entrepreneurs across a wider range of service and product offerings is a long-term regional development strategy. EforAll also builds a more diverse local business community: EforAll Cape Cod alumni are 70% women, 18% immigrants, and 28% BIPOC, despite the fact that the Cape's overall population is less than 10% BIPOC.

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?

EforAll Cape Cod manages a year-round schedule that includes two 12-month cohorts of Accelerator participants, as well as quarterly Pitch Contests and other community events. This funding will support 2021-2022 program operations.

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: Offer Pitch Contests for all local entrepreneurs

Description: Free quarterly events that are open to the community and invite entrepreneurs to test new business ideas.

Deliverable: 30 entrepreneurs receive feedback on their ideas; 25 present to public event attendees; 12 receive small seed funding awards ($11,000 total)

Estimated Completion Date: June 30, 2022

Task 2: Recruit and approve up to 30 Cape Cod entrepreneurs for the Accelerator

Description: Through Pitch Contests, community-based outreach, and networks of program alumni and volunteer mentors, recruit applicants for the intensive 12-month Accelerator program.

Deliverable: 20 or more applicants for each of the Fall 2021 and Spring 2022 cohort; Up to 15 approved for each of Fall and Spring Accelerators. Entrepreneurs receive small seed funding awards based on performance in accelerator ($20,000* Fall '21 and Spring '22

Estimated Completion Date: June 30, 2022

Task 3: Begin 2 instances of 12-month Accelerator program (starting fall '21,

Description: During the first three months, Entrepreneurs who participate in the Accelerator: Attend two weekly classes as part of a cohort taught virtually by content specialists. Meet with their very own team of three Mentors for 90 minutes every week to help guide them in taking their idea to the next level.

Deliverable: Celebrate their Accelerator Program accomplishments with friends, family and community at a Showcase and Celebration event to conclude this first quarter.

Estimated Completion Date: June 30, 2022

Task 4: Track ventures launched

Description: From the Accelerator cohort, track and document ventures (business or nonprofit) launched. Collect quantitative and qualitative data within and beyond the grant year.

Deliverable: 12 or more ventures launched by each of the Fall 2021 and Spring 2022 Accelerator cohort

Estimated Completion Date: June 30, 2022

Task 5: Track alumni business data

Description: We measure the progress of EforAll alumni businesses starting six months after their launch and then on an annual basis.

Deliverable: Business Evaluation: In the short term we track individuals ' participation and program-completion rates. In the long term, we survey alumni to track the success of their businesses, starting six months after their launch and every 12 months thereafter. The

Estimated Completion Date: Ongoing; current data provided in final grant reporting

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*
Christin Marshall, Executive Director	$ 40.71	784.00	$ 31,916.64	$ 0.00	31,916.64
Amanda Kaiser, Program Manager	$ 37.80	1,960.00	$ 74,088.00	$ 0.00	74,088.00
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
			$ 0.00		
Total Personnel		2,744.00	$ 106,004.64	$ 0.00	$ 106,004.64
Fringe (enter fringe rate as percent):	14 %				
TOTAL:			106,004.64	0.00	$ 106,004.64

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

Staff Name and Title	Tasks/Responsibilities
Christin Marshall, Executive Director	Lead volunteer-facing activity, public event outreach, planning, execution
Amanda Kaiser, Program Manager	Lead entrepreneur-facing activity including accelerator program execution, outreach, recruitment

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)*	$ 0.00	$ 91,163.99	$ 91,163.99	Cost of 40% FTE Exec. Director, 100% FTE Program Manager
Fringe Benefits *(from Staffing Plan)*	$ 0.00	$ 14,840.65	$ 14,840.65	Fringe 40% FTE Exec. Director, 100% FTE Program Manager
Travel	$ 0.00	$ 2,000.00	$ 2,000.00	
Equipment	$ 0.00	$ 2,500.00	$ 2,500.00	
Supplies	$ 0.00	$ 3,500.00	$ 3,500.00	
Contractual/Consulting	$ 0.00	$ 0.00	$ 0.00	
Other	$ 25,000.00	$ 26,000.00	$ 51,000.00	Cash awards to entrepreneurs to use as seed funding. Awards based on accelerator and pitch contest performance. $40,000 to business accelerator entrepreneurs ($20,000*fall '21 and spring '22
Total Direct Cost	$ 25,000.00	$ 140,004.64	$ 165,004.64	
Indirect Costs*			$ 0.00	
Total	$ 25,000.00	$ 140,004.64	$ 165,004.64	

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