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: Cape Cod Young Professionals, Inc. (CCYP)

Location: Cape-wide (regional organization); P.O. Box 634, Barnstable, MA 02630

Project Manager:

Name Kristen Vose Clothier

Title CEO

Email kristen@capecodyoungprofessionals.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.

Part of the scope of this project is to establish and/or expand strategic and mutually beneficial partnerships with regional organizations with synergistic missions, to pool resources (people, skillsets, funding) to amplify this resiliency initiative's impact.

PROJECT INFORMATION

Name of Project: Cape-wide Small Business Resilience Initiative

Brief Project Description (100 words):

This initiative seeks to provide small business owners across the Cape with training, tools, and access to resources to adapt positively to both present and future challenges through a diversification and expansion of highly sought-after skillsets. This initiative will contribute to a resilient Cape economy by providing education and workforce development opportunities to support wage growth, job growth, and professional advancement. As the skillsets are transferable across all sectors, the trainings will be open to all CCYP members, including those who work for nonprofits.

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

The proposed initiative aligns closely with the following two regional priorities identified in the CEDS: education and workforce development to support wage growth and business development to support job growth.

The initiative seeks to provide resources and support collaborations to sustain locally-owed businesses in all sectors and support the professional advancement of entrepreneurs so that they have the tools needed to expand their workforce.

CCYP is one of the partner organizations listed in the CEDS Action Plan – and the region's only organization working specifically on behalf of young adults on Cape Cod.

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

This project helps to:
- diversify the regional economy by providing entrepreneurs with access to workshops, tools, and resources for new business establishment and growth
- advance economic resiliency by ensuring that CCYP members, who represent a diverse and expansive sampling of the region's workforce, build core skills in finance, public speaking, management, HR, negotiation, communication, and strategic planning
-achieve long-term economic stability in the region by providing highly transferable skills necessary to the success of all Cape businesses and nonprofits at all scales

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

This project will provide the Cape's year-round workforce with an expanded skillset, tools, and access to resources to adapt and remain resilient through economically challenging times. Part of the project will be to have participants develop a professional resiliency plan, working with professional job coaches, to be better prepared for any future as yet unknown challenges. The project will also establish a mentoring program to provide the supporting infrastructure for a resilient workforce. Here on the Cape, it's critical that we provide access to training, mentoring, and networking so that our workforce can be adaptable in the face of unexpected circumstances.

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?

This project seeks to support the Cape's year-round workforce through skill-building workshops, leadership/management training, mentoring, and networking opportunities to ensure a resilient, diverse, and thriving economy. Anticipated impacts include: a workforce with the skills to advance and to adapt to meet new needs in the Cape economy as they arise; a talented and trained pool of workers in all fields that can take on new challenges with creativity and adaptability; and an increase in jobs as entrepreneurs/small business owners gain the management skills and access to resources to expand their businesses and hire employees.

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. CCYP has recently established a new Professional Advancement Committee focused on establishing a Cape-wide mentoring program, developing skill-focused programming for professional advancement, and designing a leadership/management set of workshops. This Committee, comprised of dedicated CCYP Board Members, will lead the Cape-wide Small Business Resilience Initiative, working closely with CCYP's CEO.

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: Establish a CCYP Mentoring Program

Description: Develop a framework for a sustainable mentoring program that engages professionals from across the region in mentoring the next generation of Cape leaders in the CCYP community.

Deliverable: Development of mentoring program framework, establishment of long-term partnerships with regional organizations, implementation of pilot phase of mentoring program with a minimum of 30 mentees and 30 mentors.

Estimated Completion Date: July 2022

Task 2: Develop and Launch a CCYP Professional Development Workshop Series

Description: The workshops would be designed to build core skills in finance, public speaking, management, HR, negotiation, communication, and strategic planning; a workforce with these highly transferable skills supports long-term economic stability.

Deliverable: Establish partnerships with regional (and in some cases state-wide) organizations to develop and implement a series of 5 professional advancement workshops focused on core, highly transferable skills targeted at the Cape's 21-45 year-old workforce.

Estimated Completion Date: July 2022

Task 3: Design and Implement a Cape Women's Leadership Initiative

Description: This 4-part series will focus on women's leadership and management skill-building - as well as mentoring - to provide a foundation for Cape career advancement. Dynamic women leaders from across the region will be recuited as panelists and mentors for an interactive program with impact.

Deliverable: Design the framework, engage panelists/mentors, hire an external facilitator, and implement a 4-part series.

Estimated Completion Date: July 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*
Kristen Vose Clothier, CEO	$ 40.00	240.00	$ 9,600.00	$ 8,000.00	1,600.00
Administrative Support Consultant (Boardwalk Business Group)	$ 22.50	40.00	$ 900.00	$ 750.00	150.00
Marketing Consultant (Tidal Marketing)	$ 75.00	40.00	$ 3,000.00	$ 2,500.00	500.00
CCYP Professional Advancement Committee Members (6 Volunteers @ hourly equivalent rate)	$ 20.00	220.00	$ 4,400.00	$ 0.00	4,400.00
Professional Facilitator	$ 125.00	20.00	$ 2,500.00	$ 2,500.00	0.00
			$ 0.00		
			$ 0.00		
			$ 0.00		
Total Personnel		560.00	$ 20,400.00	$ 13,750.00	$ 6,650.00
Fringe (enter fringe rate as percent):	%				
TOTAL:			20,400.00	13,750.00	$ 6,650.00

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

Staff Name and Title	Tasks/Responsibilities
Kristen Vose Clothier, CEO	Oversee initiative, manage all consultants and volunteers, establish/expand regional partnerships, recruit participants, organize and implement all program elements (working in partnership with consultants/volunteers)
Administrative Support Consultant (Boardwalk Business Group)	Provide general administrative support relative to project elements as-needed
Marketing Consultant (Tidal Marketing)	Market initiative to recruit participants via social media, produce related print/digital publications, design program materials, effectively communicate CCYP's new programming Cape-wide
CCYP Professional Advancement Committee Members (6 Volunteers @ hourly equivalent rate)	Meet monthly to develop overall plan, identify topics and speakers for workshops and trainings, work in partnership with CEO on project elements including developing sustainable mentoring program, facilitate some sessions
Professional Facilitator	Hire a professional to facilitate the Cape Women's Leadership Initiative sessions

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)*	$ 8,000.00	$ 6,000.00	$ 14,000.00	Funds requested to support staffing to implement all project tasks. Volunteer in-kind contributions plus additional grant funding will cover match. CCYP has only one staff person at this point in time (CEO).
Fringe Benefits *(from Staffing Plan)*	$ 0.00		$ 0.00	
Travel	$ 0.00		$ 0.00	
Equipment	$ 0.00		$ 0.00	
Supplies	$ 0.00		$ 0.00	
Contractual/Consulting	$ 5,750.00	$ 650.00	$ 6,400.00	As CCYP has only one staff person at this point in time (CEO), consultants will be hired to support various elements of project implementation.
Other	$ 0.00	$ 0.00	$ 0.00	
Total Direct Cost	$ 13,750.00	$ 6,650.00	$ 20,400.00	
Indirect Costs*	$ 1,000.00	$ 0.00	$ 1,000.00	
Total	$ 14,750.00	$ 6,650.00	$ 21,400.00	

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