

**Report from the  
Cape Cod Economic  
Development Council**

# Cape Cod Economic Development Council

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## Council Members:

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The Cape Cod Economic Development Council (EDC) is an advisory Council of Barnstable County consisting of eleven volunteer private-sector members and three governmental members representing the Barnstable County Commissioners, the Assembly of Delegates, and the Cape Cod Commission.

The EDC's mission of strengthening the year-round economy of Cape Cod is supported by a multi-faceted strategy geared toward creating broad economic opportunity, fostering an educated and competitive workforce, supporting traditional and emerging industries, and improving regional infrastructure. To fulfill this mission the EDC makes targeted public investments in key areas of the Cape's economy, engages in collaborative activities to improve the skills of the region's workforce, promotes traditional and emerging industry sectors, supports activities and projects that encourage needed infrastructure improvements, and sponsors workshops and conferences that provide education on a variety of economic development topics.

## Grants

The EDC continued its administration of the Cape and Islands License Plate Grant Program in FY2009. The program, supported by revenue collected by the County from the sale of the special Cape and Island's license plate, consisted of two programs. The small grant program grants up to \$100,000 annually through a single round of competitive grant making in the Fall of each year. The large grant program grants up to \$300,000 annually with reviews conducted on an on-going basis throughout the year. Other grants that support Partnership Activities such as conferences and other special events having regional importance are also awarded in most years. In FY09 \$333,540 in grants was awarded to 13 projects.

## Small Grant Program

The Small Grant Program provides funding to non-profits, educational institutions, municipalities and county agencies within Barnstable County. Funds are awarded to support new economic activity, the retention or expansion of existing programs, and early stage planning or implementation. Innovative projects that create lasting collaborations, that respond to a well-defined regional need or opportunity, and that create sustainable models that have the potential to be replicated in other parts of the region are given preference. In FY09 seven grants were awarded:



### **Cape Cod Regional Technical High School**

\$25,000 was awarded for a Renewable Energy Center—a new building—that will focus on wind and solar technologies and biodiesel production. The Center will provide a laboratory for CCT students and a renewable energy education and awareness program for the general public. The building will be used as a classroom. All equipment in the Center will be maintained and serviced by CCT's shops: HVAC, plumbing, electrical, carpentry and information technology.

### **Cape Cod Cooperative Extension**

\$11,500 was awarded for the Cooperative Extension's Buy Fresh Buy Local Program. Funding allowed the Buy Fresh Buy Local program to increase membership revenue, promote traditional Cape Cod industries, and build the capacity of local farmers, fishermen and businesses by uniting Cape Cod's diverse produce under one brand. Funding was used to support P/T staff to implement a work plan focused on promoting brand loyalty and visibility, increasing producer membership and creating long-term financial sustainability. The program is being implemented in collaboration with FoodRoutes Network (FRN), a national nonprofit organization that provides communications tools, technical support, networking and information resources to organizations nationwide that are working to rebuild local, community-based food systems.

### **Cape Cod Selectman's and Councilors Association**

\$7,500 was awarded for a professional and technical critique of a study that purports to measure the variation in the gap between the uncontrollable costs of providing local, non-school public services by 351 Massachusetts cities and towns, and those municipalities' capacity to raise revenue to pay their costs. This "gap disparity" study is the basis for a new state aid formula to be proposed to state government by the Massachusetts Municipal Association. The study concludes that resort towns, like the 15 towns on Cape Cod, have no such gap; rather, they have a surplus. The review was conducted by National Economic Research Associates, an internationally recognized consulting firm with offices nationally and abroad. The primary, direct goal of this project was to determine whether the study "Measuring Disparities in Non-School Costs and Revenue Capacity among Massachusetts Cities and Towns" is sufficiently sound to serve as the basis for a new state aid formula that

could ultimately be used to distribute millions of dollars annually to 351 municipalities in Massachusetts to support the provision of local public services other than schools.

### **Town of Dennis**

\$13,075 was awarded to support a publicly attended design charrette to identify creative, practical, community-driven solutions to conditions that hinder the sustainable revitalization of Dennisport Village. The award will be combined with a small grant of \$12,500 which was awarded to the Town of Dennis for the same purpose in 2008. The charrette will produce a series of community action plans, a process for future collaboration to act on these plans, and an assessment mechanism to help the implementation team to stay on track or make adjustments as necessary.

### **Housing Assistance Corporation**

\$22,925 was awarded for a Culinary Arts Program for homeless and formerly homeless individuals on Cape Cod. The efforts build on HAC's current Work Incentive 24 Program at its NOAH Center which provides clients with task-oriented assignments and counseling about job readiness standards with a view to local job placement. HAC will develop the expanded program in partnership with the William Zammer Hospitality Institute at Cape Cod Community College where selected individuals will receive training in professional food services skills from the same instructors who teach regularly enrolled students at the institute.

### **Cape Cod Commission**

\$10,540 (carry over from FY08) was awarded to the Cape Cod Commission for the creation of a Cultural Asset Management Guide for Cape Cod. This planning tool will support the objectives outlined in the Barnstable County Comprehensive Economic Development Strategy (CEDS) and Regional Policy Plan and align with the Commonwealth's strategies for fostering the Creative Economy in Massachusetts. The guide will assist in developing a coordinated approach to managing arts and culture to fuel the region's success in attracting private business investment.

## **PARTNERSHIP ACTIVITIES**

### **Massachusetts Office of Dispute Resolution and Public Collaboration (MODR)**

\$3000 was awarded in support of a Lower Cape Schools Summit convened by Representative Sarah



Peak. Funds paid for the services of two professional facilitators from MODR. In advance of the Summit the facilitators met individually with each school superintendent to gain a better knowledge of the issues and challenges that they face. The facilitators also administered a pre-Summit questionnaire. The overall purpose of the Summit (as expressed by Representative Peake) was "...to give us a place and opportunity to come together, have a conversation and share ideas about the best possible model for education on the Outer and Lower Cape."

#### **Cape Cod Chamber Of Commerce**

\$5,000 was awarded to the Cape Cod Chamber of Commerce in support of Cape Cod Entrepreneurs Weekend which took place at Cape Cod Community College on the weekend of March 20-22. This event brought together entrepreneurs, designers, and marketers to create companies from concept to launch. At the end of the weekend companies were judged for their likelihood of success. In addition to the EDC's co-sponsorship, other co-sponsors include the Cape Cod Chamber of Commerce, Cape Cod Young Professionals, Cape Cod Technology Council and members of Cape Cod Focus.

#### **LARGE GRANT PROGRAM**

The large grant program supports emerging and traditional and emerging economic development clusters, regional infrastructure, workforce development initiatives, and long-term economic development planning. In FY09 four grants were awarded:

#### **Coastal Community Capital**

\$100,000 was awarded to Coastal Community Capital for a new License plate Revolving Loan Fund. The funds were matched with \$100,000 from the Cape Cod Chamber of Commerce and \$50,000 from Coastal Community Capital. All license plate loans extended through the loan fund will be limited to businesses located on Cape Cod. And, because it is a revolving loan fund, all payments of principal will be put back into the fund. The grant was made possible by the successful Cape and Islands license plate low number auction in summer 2008.

#### **Cape Cod Commission**

\$70,000 was awarded to the Cape Cod Commission for Phase II of the 5-year update of the regional Comprehensive Economic Development Strategy (CEDs):

both a process and a document required by the Economic Development Administration (EDA) in order for Cape Cod to qualify for funding from the EDA. Funds were used to support a short-term but intensive public participation process leading to an updated CEDs. The process utilized five working groups comprised of about ten representatives each from regional organizations involved in economic and business development on Cape Cod. Each working group was chaired by a representative of one of the participating regional organizations. Each working group met for nine hours over the course of three meetings for the purpose of identifying three regional priority projects. Through this process fifteen regional priority projects were identified and supported by a consensus of all the working groups. The Cape Cod Economic Development Council served as the CEDs strategy committee to help guide the planning process in collaboration with staff from the Cape Cod Commission.

#### **Cape Cod Cooperative Extension**

\$25,000 was awarded to the Cooperative's Buy Fresh Buy Local campaign to implement a comprehensive marketing and advertising campaign as a supplement to the \$11,500 that was awarded through the 2009 Small Grant program (described above). The funds will be used to market the program using media outlets and the Internet; create a program web site; produce and distribute advertising materials, e.g. bumper stickers and posters; sponsor a regional community related event; and pay a contractor to implement the marketing strategy.

#### **Barnstable County Facilities Department**

\$20,000 was awarded for cleaning and maintenance of the Route 6 rest area in Barnstable from July 1 to October 20, 2009. The funds will replace rest area funding that was lost when the Barnstable County Assembly of Delegates, as part of a cost cutting measure, shifted \$25,000 in rest area funds from the county budget back into the Cape and Island license plate account as part of the recently completed annual budget process. The funds had been part of the county's budget for the past decade. The Cape Cod Chamber of Commerce is contributing an additional \$2500. The funding will guarantee that county staff is available to clean the restrooms several times each day and that contracts can be forged for cutting the grass and removing trash.



## **CLEAN ENERGY TRAINING PROGRAM**

The Cape Cod Economic Development Council began implementation of the three-year Clean Energy Training Program supported with \$399,419 from the state's Workforce Competitive Trust Fund (WCTF) and \$102,800 in cash from the EDC. The overarching goal of the project is to offer coursework, installation workshops, internships and industry practicums to both incumbent workers in the building trades industry and others seeking to transition into the clean energy field. The project was implemented in partnership with the building trades industry on Cape Cod. Cape and Islands Self-Reliance Corporation in Falmouth is a key operational partner for the program: housing and supervising both the project coordinator and the data entry specialist and assisting with primary strategic elements of the program.

First year accomplishments include classroom instruction in photovoltaic installation, solar thermal installation and energy efficiency diagnostics, materials and techniques. In each instance, coursework was followed by site-specific residential installations (weekend workshops) of solar technologies and energy efficiency assessments and field exercises. All classes to date have achieved maximum enrollment.

