

Provincetown Economic Development Committee

Fall 2021 MACRO Grant Guidelines

Town of Provincetown

ABSTRACT

During the May 2021 Town Meeting the citizens appropriated \$75,000 in funds to be issued in grants to foster economic development. This document outlines the important dates, application process and decision criteria for these grants.

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Submitting your Proposal

All proposals must be submitted to the Town Managers Office at Town Hall, 260 Commercial Street, Provincetown by:

- ❖ **close of business January 20, 2022**
- ❖ **NO LATER THAN 5:00 pm.**
- ❖ **Grants received after that time will not be accepted.**

You may add attachments or extra pages to complete this application.

Applications may be submitted in the following manner by above date & time:

- **Mailed hard copies with receipt by above date & time or**
- **Drop off at Town Hall including the Grant Administrator Office, Town Manager’s Office, or Drop-box [260 Commercial St. side door]**

Key Dates

Issue Request for Proposal	December 2021
Application Deadline No later than:	January 20, 2022, 5pm Town Hall
Present Finalists to Select Board	February/March 2022
Grants Awarded	March 2022 ¹
Grant Report Due	No later than June 30, 2023
Final Date to Use Grant	June 30, 2023

Provincetown Economic Development Grant Program

During the May 2021 Town Meeting, \$75,000 in funds were appropriated to be issued in grants to foster new business and year round economic development. The Economic Development Committee has voted to issue two categories of grants:

- Micro Grants in amounts up to \$3,000 per grant
- MACRO Grants in amounts up to \$10,000 per grant.

Please review these Guidelines for helpful information which may improve your chances of being awarded a grant.

Grants can be used for new initiatives, capital improvements, or other activities that create jobs and year round and off-season economic activity; grants may not be used for improvements to real property. The purpose of these grants is to improve the economy in Provincetown and more specifically to stimulate job growth and retention. Where possible and allowed by law, preference will be given to projects using Provincetown-based labor, vendors or contractors.

Individuals, businesses, or non-profits interested in grants must submit a proposal using the available applications at the Town of Provincetown's website: www.provincetown-ma.gov and available at Town Hall through the Grant Administrator Michelle Jarusiewicz, 508/487-7087, mjarusiewicz@provincetown-ma.gov. If you are applying for a MACRO grant, additional criteria are outlined in this document. Proposals will be accepted until the deadline outlined above. Once the proposal deadline has passed the Selection Committee will evaluate proposals, establish a proposed slate of grants, and submit the slate to the Select Board for approval.

About the Provincetown Economic Development Committee

The Provincetown Economic Development Committee was created by the Town during the April 2015 town meeting and aims to identify new ways to help residents and businesses in Provincetown thrive on a year round basis. The committee's mission is to:

¹ Subject to Select Board approval.

To encourage initiatives that will increase year-round economic opportunities for Provincetown citizens without creating adverse impacts on the character of our community or our natural environment.

To achieve this mission, the Economic Development Committee (EDC) has established specific objectives that will serve as a guide for how we spend our time and that will inform how we make decisions and recommendations.

Specifically, the EDC seeks to:

- In recommending grants for 2022, the Selection Committee will be particularly interested in proposals that align with the recommendations in the recently completed Economic Development Strategic Plan which is available at: <http://www.provincetown-ma.gov/1264/Economic-Development-Reports>
- Promote initiatives and activities that incubate new economic activity and that focus in areas where the community is not already focused. We will focus on ideas and concepts that have a likelihood of growing into something bigger or spawning other, adjacent economic activity.
- Support activities and initiatives that extend the tourist season beyond its traditional July 4th to Labor Day bookends. We believe bringing focus to the periods directly before or after existing high-visitor times will have the biggest immediate impact and should be our initial focus.
- Promote activities, initiatives and investments that make it easier for small businesses and entrepreneurs to operate in Provincetown. Our focus includes—but is not limited to—infrastructure (phone, internet, etc.), workspace/facilities, fostering a sense of community and entrepreneurs helping one another, and off-season travel to and from Provincetown. The EDC may consider the impact on business from COVID, both past and present. The EDC may also give priority to proposed activities that respond to the COVID pandemic including job retention and ability to attract labor.
- Encourage investments in non-traditional (non-tourist) sectors and seeks ways to leverage the Provincetown brand and reputation.
- Identify policies, procedures and regulations that make doing business or enhancing our economic development difficult. Specifically, as we uncover these issues we will report them to Town staff, the Select Board and other interested parties.

Eligibility

This section outlines eligibility requirements for the economic development grant.

- The program is open to all individuals and businesses based in the Town of Provincetown.

- All funded programs/projects must create, enhance or preserve jobs in the Town of Provincetown.
- All funded programs/projects must be for off-season activities with preference for year round. Exceptions may be made as a result of responding to economic impacts due to COVID.
- All grant funds must be used by date indicated in this document unless agreed to ahead of time based on scope of the project.
- Applicants need not demonstrate matching funds in order to receive a Provincetown Economic Development Grant, though projects with matching funds may be given priority.
- Grants may fund up to 100% of the program/project budget.
- An organization may not apply for more than one program/project. However, an organization may be part of a separate collaborative proposal, in addition to its individual proposal.
- The Provincetown Economic Development Grant Program will not discriminate against any person or group of persons on the basis of race, color, national origin, ancestry, religious belief, age, marital or civil union status, sex, sexual orientation, gender, gender identity or expression, disability, or political affiliation.

Ineligible Proposals

The Provincetown Economic Development Grant funding may not be used to substitute for existing funds or grants anticipated from other sources. Further, the committee will not consider applications that:

- Do not appear in the proper format as outlined in the grant guidelines and application;
- Are submitted without the specified attachments;
- Are received after close of business on application deadline date;
- Support programs/projects which would take place outside of the Town of Provincetown;
- Are from individuals or organizations which have not fulfilled grantee obligations from prior Town of Provincetown grants including the filing of final reports;
- Are from individuals or organizations which have outstanding obligations with the Town of Provincetown including, but not limited to, payment of taxes, loans and/or rent, outstanding code violations, or violations of executed contracts or agreements.

Grant Conditions

Funds will be distributed by payment of applicant-approved invoices. All invoices submitted for payment must include a completed IRS Form W-9 – Request for Taxpayer Identification Number. The form is available on-line or may be requested from the Town of Provincetown Grant Administrator. Invoices should tie in to the original budget

submitted by the applicant and will be reviewed for appropriateness by the Grant Administrator.

Additionally, you must complete the grant report (s) in a timely fashion for full reimbursement. The form for this report will be provided along with notification of grant awards. Failure to complete this form will make you ineligible for all future economic development grants.

Proposal Selection Committee

For MACRO grants (those up to \$10,000), the EDC will appoint a Selection Committee to evaluate and select proposals to recommend for awards. This Selection Committee will have broad community representation and include at least 5 members of the following group:

- 2 EDC Members
- The Town Manager or designee
- 1 member of the Select Board
- 1 business leader
- 1 arts leader
- 1 community leader or activist

Structure of Your Proposal

The application for MACRO grants—or grants up to \$10,000—can be found on the Town’s web site, *Town Boards: Economic Development Committee*. Required attachments for your proposal are defined later in this document.

Submitting Questions

If you have questions regarding this process, you may submit your questions in writing by sending them to mjarusiewicz@provincetown-ma.gov or call Grant Administrator Michelle Jarusiewicz at 508/487-7087.

Criteria for Evaluating Proposals

The EDC is seeking proposals for both new initiatives and capital improvements and is particularly interested in proposals that show or demonstrate direct impact on the Town’s economy as well as the ability to incubate new economic activity. For eligible and viable projects, priorities will be for:

- year-round activities vs. expansion of shoulder season and
- new start-up activities vs. existing
- response to conducting business due to COVID

In recommending grants for 2022, the Selection Committee will be particularly interested in proposals that align with the recommendations in the recently completed Economic Development Strategic Plan (<http://www.provincetown-ma.gov/1264/Economic-Development-Reports>). These include, but are not limited to:

- Growing and promoting the local shell fishing industry and other new aquaculture businesses. The EDC may recommend a set-aside of up to \$25,000 for the blue economy.
- Expansion of shoulder season offerings of walking and bike tours, interpretive outings, and other eco-tourist activities
- Increasing the number of arts and cultural activities, with priority given to new initiatives
- Attracting trade shows and conferences, particularly for the shoulder season

Specific areas of interest include, but are not limited to:

- Expansion of the Shoulder Season
- Year Round Services
- Arts as an Economic Driver
- Support for the Blue Economy
- Attraction and retention of Tradeshow/Conferences
- Areas that Connect Business
- Co-work spaces in Business and the Arts

The following criteria will be used by the EDC and the Selection Committee to evaluate and select proposals for grants.

Economic Impact

Examples include, but are not limited to:

- Increasing year round and off-season economic activity
- Creating or enhancing jobs (minimum requirement of all applications)*
- Producing new revenue
- Increasing economic activity by residents and visitors
- Economic Development as pertains to the Arts, fishing, shellfishing
- Demonstrates a benefit to town of Provincetown

*Job Creation & Retention

Given the 2021 severe labor shortage across all sectors, consideration may be given to prioritize job retention and labor force attraction including overlap with the summer season.

Examples include, but are not limited to:

- Evidence of year-round job creation or retention (or a portion there of)
- Evidence of off-season job creation or retention (or a portion there of)

Project Excellence

Examples include, but are not limited to:

- Merit of project
- Quality and creativity of the project’s design
- Qualifications of key personnel
- Demonstrated evidence of sustainability once grant funds are used
- Evidence of local support for the project

Management Plan

Examples include, but are not limited to:

- Clarity and feasibility of budget, sustainability, timeline and evaluation plans
- Effective business and marketing plan

Quality of Project Planning

Examples include, but are not limited to:

- Proposed project is appropriately sized, relative to capacity of organization
- Evidence of ability to execute on proposal
- Evidence of feasibility and proper planning
- Project budget is complete and, if necessary, informed by professional third-party bids
- Demonstrated ability of leadership team and key contracted personnel
- Project timeline demonstrates commitment to completion by final date outline at the beginning of this document.

Required Attachments

These attachments are required for macro grant proposals (note this document and these guidelines do not pertain to micro grants). Please add pages as needed.

Attachment A	Detailed Project Budget	On a separate sheet, provide: <ul style="list-style-type: none"> • Detailed breakdown of the project’s income • Detailed breakdown of the project’s expenses • List appropriate “fair market” value of in-kind contributions (if applicable)
Attachment B	Timeline	Production, exhibition, program, event, or use schedule
Attachment C	List of authorized vendors, contractors, and service companies affiliated with the event, project, or program	Provide contact names, addresses, and services provided. Where possible and allowed by law, preference will be given to projects contracting with Provincetown-based businesses, labor or vendors.

Attachment D	Qualifications of Key Personnel	Statements should reflect the applicant’s qualifications as they relate to the project and that applicant/s are in good financial standing with the Town of Provincetown.
Attachment E	Letters Committing Collaboration <i>(only for projects submitted collaboratively by more than one organization)</i>	Letters from collaborating organizations stating the commitment to the project and reason for supporting it