

Economic Development Committee

Joint Meeting with Select Board

Minutes: April 8, 2019

Judge Welsh Room, Town Hall, 260 Commercial Street, Provincetown

6:00 p.m.

EDC Members Present: Regina Cassidy, Trevor McCarthy, Julie Knapp, Steven Baker, Hersh Schwartz

Excused: Bernice Steisel

Staff: Community Housing Specialist Michelle Jarusiewicz

BOS: Cheryl Andrews, Louise Venden, Robert Anthony, John Golden, and Lise King

JOINT MEETING: FY 2019 Grant Recommendations [commenced 7:14 pm]:

See attached memo for details and recommendations.

Regina Cassidy did the introductions of EDC members and indicated that all the members are volunteers and care greatly and do their best to spur economic growth. She outlined the process including the advertising and outreach, info session, and review by committee composed of 2 EDC members, representatives from BOS, Arts, Business' community, and sometime the Town Manager or designee. Steve Baker expanded about the total funds available for both the micro [up to \$1,000] and macro [up to \$5000] grants is \$25,000. The requests were for over \$77,000. He described the criteria, the scoring, and the discussion back and forth.

Ms. Venden indicated that the available funds should be larger; the funds can help small businesses grow. People think small businesses are very profitable, but not so; they struggle. She was confused that some proposals were for events who also apply to the VSB. Maybe they should be separate? The mission statement speaks to non-traditional/non-tourism. She supported the windows and the electrical project in the past.

Lise King also expressed concern over being super strict about due date. Perhaps in future can hold back portion of funds for late submissions. She asked if there was a residency requirement? Perhaps extra points? She thought that events should go through VSB for marketing. John Golden agreed that some are event oriented. He is new to this.

Regina Cassidy commented that some events are small businesses like BROTO which is collaboration between arts and sciences.

John Golden doesn't agree with holding back funds, keep promoting, the multiplier is very important. Lise King said that BROTO organization is business, may need marketing, staff and she wasn't saying not to give them money just distinguish what is from each bucket.

Steve Baker said that the grant process has grown perhaps time to revisit goals and objectives and the best use of collective dollars. Louise Venden indicated that she is happy to volunteer as liaison. There are ways to measure. Hope for more money.

Cheryl Andrews said that she is aware that creating from the ground up as have other towns. Have there been discussions with others? A number of applicants spoke during public statements – did all know? She agreed with holding back for second round, for example, the Farmer's Market has operated for years on show string budget. Perhaps change the rules for second round.

Lise King asked if they were reimbursement grants? – YES.

Adjourned 7:55 pm

Minutes drafted by:

Community Housing Specialist Michelle Jarusiewicz

Memo

To: Board of Selectmen, Town Manager David Panagore
From: Michelle Jarusiewicz, Community Housing Specialist/Grant Administrator
Cc: Economic Development Committee
Date: April 2, 2019
Re: Economic Development Grant Recommendations

On behalf of the Economic Development Committee [EDC], I am presenting the recommendations for the FY 2019 economic grant awards for your approval under Article 8 of 2018 ATM below. In response to the request for applications in the fall, the EDC received 21 applications for both micro and macro grants for a total request of \$81,617.45 with \$25,000 available for grants. Recommendations for 12 macro-grants are detailed below along with the EDC mission and objectives and a brief summary of each application.

Article 8. Funding for Economic Development Committee. To see if the Town will vote to raise and appropriate \$26,000 with \$1,000 for Committee expenses and \$25,000 in funds available to be awarded in grants to develop increased year-round economic opportunities. Grants shall be subject to approval by the Board of Selectmen. Committee Mission Statement: Encourage initiatives to which the Town of Provincetown might grant funding that will increase year-round economic opportunities for Provincetown citizens without creating adverse impacts on the character of our community or our natural environment; or to take any other action *relative thereto*.

Economic Development Committee Mission:

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.

Objectives:

- 1. 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.*
- 2. 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.*
- 3. Promote activities, initiatives and investment 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.*
- 4. Encourage investments in non-traditional (non-tourism) sectors and seek ways to leverage the Provincetown brand and reputation.*
- 5. 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 Board of Selectmen and other interested parties.*

Micro-grants: On 12/13/18 the EDC reviewed and awarded 2 micro-grants of \$500 each for Provincetown for Provincetown events in shoulder season and for marketing upstairs gallery to Simple Way of Life/Arcadia.

Macro-grants: On 1/9/19 the review committee, consisting of some of the members from the EDC with Steven Baker as Facilitator, Lisa Westervelt, and Marian Peck, met, reviewed the macro-grant applications, discussed and voted on recommendations as follows:

Excerpt from draft minutes:

Members discussed some applications that should or should not be considered. Members agreed that the following applications were not eligible:

- Farmer's Market: Late submission past the deadline; given the large number of applications and limited funds need to be strict about that.
- Peg & Dick: request to build a studio in a home; improvements to private real property.
- Funk & Schuster: install industrial heating system, also improvements to real property

Members had general discussion of allowable activities. All members scored each application individually. Steve Baker tallied scores. Maximum combined score is 400 points; some discussion of cut off at 250 points; \$24,000 total funds available.

Points	Activity	Applicant	Grant Award Recommendation	Event Date
255	Aquaculture Vessel	Famiglietti & Staniscia	0	N/A
255	BROTO	Ian Edwards	2,500	
272	CC Bay Shellfish	David Flattery	1,500	N/A
305	End of Earth Comedy Festival	Kristen Becker	3,000	
na	Funk & Schuster	Bill Evaul	0	N/A
255	Outer Cape Oyster	Daniel DeGruttola, Jr.	1,500	N/A
na	Peg & Dick	Karen Cappotto	0	N/A
285	Provincetown Film: Jamaican series	Christine Walker	1,250	
255	Provincetown Oyster	Ted Cozmay	1,500	N/A
na	PT Farmers Market	Katherine Sanders	0	N/A
230	PT Tennessee Williams Theater Fest	Charlene Donaghy	1,250	
225	ptownie	Michael Miller	1,250	N/A
270	Purchase can-seamer	Shoal Hope Ciderworks	2,500	N/A
320	TEDxProvincetown 2019	Ian Edwards	5,000	
245	The Captain's Daughters	Danielle Niedzielski & Meghan O'Connor	0	N/A
295	Victory Fisheries	Alex Brown	1,500	N/A
235	Wilson Handyman Services	Christopher Wilson	1,250	N/A

Members discussed overall desire to support the shellfish requests; many got funds last year but had a tough year due to storms. There was also general support for new applicants as a priority. Also to be considered is project economic impact [high] vs. job creation [low]. Members discussed various award amounts and other considerations. Members had lots of discussion about various amounts for different applicants within the maximum \$24,000. Members also discussed some conditions such as restricting the Jamaican series at the film festival to local programming.

Activity	Applicant	new applicant?	Micro Amount	Macro Amount	EDC Recommendation	Pre Start-up	Start-up	Established
micro (4)								
Artist Assistant to Gallery/website	Laura Shabott	yes	1,000					✓
Improvincetown: website launch	Katie Pendemos	yes	1,000		500		✓	
Provincetown Day of the Dead Festival	Dawn Walsh		1,000					✓
Simple Way of Life dba Arcadia Purchase lockable storage cabinets	Jay Gurewitsch	yes	1,000		500			✓
macro (17)								
Aquaculture support vessel	Famiglietti & Staniscia			5,000.00				✓
BROTO	Ian Edwards			5,000.00	2,500			✓
CC Bay Shellfish Co	David Flattery			5,000.00	1,500			
End of Earth Comedy Arts Festival: website build out & launch	Kristen Becker	yes		3,000.00	3,000	✓		
Funk & Schuster	Bill Evaul	yes		5,000.00		✓		
Outer Cape Oyster Co.	Daniel DeGruttola Jr.			5,000.00	1,500			✓
Peg + Dick LLC	Karen Cappotto	yes		5,000.00				✓
Provincetown Film Society: Jamaican series	Christine Walker			5,000.00	1,250			✓
Provincetown Oyster LLC	Ted Cozmay			5,000.00	1,500			✓
PT Farmers Market	Katherine Sanders	yes		5,000.00				✓
PT Tennessee Wms.Theater Fest	Charlene Donaghy	yes		5,000.00	1,250			✓
plownie	Michael Miller	yes		5,000.00	1,250			✓
Purchase can-seamer	Shoal Hope Ciderworks LLC			2,724.00	2,500			✓
TEDxProvincetown 2019	Ian Edwards	yes		5,000.00	5,000		✓	
The Captains Daughters	Danielle Niedzielski & Meghan O'Connor	yes		5,000.00				✓
Victory Fisheries	Alex Brown			4,195.50	1,500			✓
Wilson Handyman Services	Christopher Wilson	yes		2,697.95	1,250		✓	
total:					25,000			

EDC RECOMMENDATIONS:

Economic Development Committee FY 2019 Application Requests

This provides a brief summary of the ED grant applications. This document is only intended to provide a summary of applications and is not intended to provide full background material nor make the case for any particular grant. For more information please refer to the applications themselves, available at the Grant Administrator's office.

MICRO:

1. Artist Assistant – Laura Shabott
\$1,000 for 5 hours per week for 10 weeks of assistance through internship to create & train staff to manage an artist studio
2. Provincetown – Katie Pendemos
\$1,000 for Website launch for local improve comedy business
3. Day of the Dead Festival – Dawn Walsh
\$1,000 for operating costs including advertising, parade permit, & workshops for year 3 of festival
4. Simple Way of Life dba Arcadia – Jay Gurewitsch
\$1,000 for creation of new gallery on 2nd floor for unrepresented local artists including lockable storage cabinets, cameras, and advertising

MACRO:

1. Aquaculture Support Vessel – Famiglietti & Stanisca
\$5,000 for small motorized barge with work deck and crane to use year round. There is high demand for use of the community barge which is only available June – October
2. BROTO – Ian Edwards
\$5,000 for year 2 art+science event; funds for website development and maintenance.
3. Cape Cod Bay Shellfishing –David Flattery
\$5,000 for shellfish seeds, cages and equipment
4. End of Earth Comedy Arts Festival – Kristen Becker
\$3,000 for website development and launch for inaugural fall 2019 event
5. Funk & Schuster- Bill Evaul
\$5,000 for initiating a heating system in warehouse for the inks and presses for art prints
6. Outer Cape Oysters – Daniel DeGruttola
\$5,000 for oyster seed, bags, cages
7. Peg & Dick – Karen Cappotto
\$5,000 to retrofit area in home for studio space including work tables, assistant, web design
8. Provincetown Film Society Jamaican Series – Christine Walker
\$5,000 for a new annual program for programming, venue, marketing, outreach, concessions
9. Provincetown Oysters – Ted Cozmay
\$5,000 to purchase seed, bags, & cages
10. Provincetown Farmer's Market – Katherine Sanders
\$5,000 to support a Market Manager and operations
11. Provincetown Tennessee Williams Festival – Charlene Donaghy
\$5,000 to expand staff and add contracted labor for project manager, community liaison, volunteer coordinator assistant
12. Ptownie – Michael Miller
\$5,000 to offset costs for the weekly newsletter *The Dispatch* which gives a snapshot of what is going on year round
13. Shoal Hope Ciderworks
\$2,724 to purchase can-seamer to expand business by providing non-glass containers; glass is often prohibited on beaches
14. TEDxProvincetown – Ian Edwards
\$5,000 for staging expenses [signs, sets, décor] and website development & maintenance
15. The Captains Daughters – Danielle Niedzielski & Meghan O'Connor
\$5,000 to grow infrastructure and facilities by outfitting new office space for online orders, grow inventory, meet with artists, train staff

16. Victory Fisheries - Alex Brown
\$4,195.50 for shellfish equipment & seeds to jumpstart expansion
17. Wilson Handyman Services – Christopher Wilson
\$2,675.95 for equipment purchase to expand handyman services

REVIEW CRITERIA:

Economic Impact [25 points]

Examples include, but are not limited to:

- 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
- Demonstrates a benefit to town of Provincetown

Job Creation [25 points]

Examples include, but are not limited to:

- Evidence of year-round job creation (or a portion thereof)
- Evidence of seasonal job creation (or a portion thereof)

Project Excellence [15 points]

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 [20 points]

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 [15 points]

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.