CAPE COD COMMISSION

Barnstable County
FY27 License Plate Grant Application Submission

Mashpee Chamber of Commerce

CONTACT INFORMATION

Organization Name: Mashpee Chamber of Commerce
Location: 13 Steeple St.
Project Manager Name: The HIVE", a small-business incubator and entrepreneur launchpad we are developing in Mashpee.
Project Manager Title: Executive Director
Project Manager Email: director@mashpeechamber.com

PROJECT INFORMATION

Name of Project: The Hive: A Small Business Incubator & Entrepreneur Launchpad

Brief Project Description:
The Hive is a small business incubator designed to give emerging Cape Cod entrepreneurs an affordable, low-risk opportunity to test, launch, and grow their businesses. Located in Mashpee, The Hive will provide small-scale retail spaces supported by business education, mentorship, marketing, and connections to regional resources. The program creates a pathway from idea to pop-up to sustainable business, reducing the financial barriers associated with traditional commercial space. Grant funding will help establish the infrastructure and programming necessary to launch the pilot, measure outcomes, and develop a model that can be replicated to support entrepreneurship and economic resiliency throughout Cape Cod.

How does the project advance one or more 2024 Cape Cod CEDS Key Actions?
The Hive directly advances the CEDS Key Action to provide opportunities for organizations and entrepreneurs to pilot ideas. The program creates a real-world testing environment where emerging entrepreneurs can validate products, pricing, branding, and business concepts before assuming the expense and risk of a traditional commercial lease.
The project also advances the goal to develop and connect students and the workforce to educational and training opportunities. Participants will have access to practical small business

education, mentorship, and connections to regional resources in areas including marketing, financial management, permitting, insurance, customer service, merchandising, and business planning.
The Hive will also support year-round community action and civic engagement by creating a visible gathering place centered around local entrepreneurship and by encouraging residents and visitors to invest directly in Cape Cod's small business economy.

What economic development needs/priorities will this project address?
Cape Cod entrepreneurs face significant barriers when moving from an idea or home-based business into a traditional commercial environment. High rents, limited commercial availability, seasonal revenue fluctuations, startup expenses, and the financial risk associated with long-term leases can prevent promising businesses from taking the next step.
At the same time, Cape Cod needs a strong pipeline of new locally owned businesses to replace retiring business owners, diversify the regional economy, create employment opportunities, activate commercial areas, and maintain vibrant year-round communities.
The Hive addresses the critical gap between a farmers market or occasional pop-up and a permanent storefront. It provides entrepreneurs with an intermediate step where they can operate in a professional retail environment, establish customers, develop business skills, collect meaningful sales data, and determine whether their concept is ready to grow.

What is the anticipated impact of this project on these economic development needs/priorities? How will this project support Cape Cod's economic resiliency?
The Hive will create a measurable pathway for Cape Cod entrepreneurs to move from concept to sustainable business ownership.
Rather than measuring success solely by the number of businesses occupying The Hive, the program will track entrepreneur participation, business survival, sales activity, jobs created, training completed, businesses expanding beyond the incubator, and participants transitioning into permanent commercial locations.
By lowering the initial cost and risk of entrepreneurship, The Hive will allow more residents to test business concepts and build the experience necessary to become sustainable business owners.
The project also strengthens Cape Cod's economic resiliency by encouraging locally owned businesses, circulating consumer spending within the regional economy, developing entrepreneurial skills, and creating opportunities that are less dependent upon large outside employers.
The pilot will also provide an opportunity to document the model, evaluate outcomes, and identify lessons that could allow similar small-business incubation programs to be replicated in other Cape Cod communities.

Are there any anticipated challenges to implementing the project within the required timeframe of the grant award?

The project will require coordination among the Chamber, property partners, participating entrepreneurs, contractors, and other community partners. Potential challenges include permitting, construction or installation schedules, utility coordination, material availability, and seasonal weather.
However, significant project planning and partnership development are already underway. The project is intentionally designed as a manageable pilot that can be implemented, activated, and evaluated within the required grant period. The Chamber will establish a detailed implementation timeline and identify vendors and participating entrepreneurs early in the grant period to minimize potential delays.

Would the funding be used to support a grant program? Yes / No
No

Which municipality or municipalities are supportive of this project? (Optional)
Town of Mashpee The project supports Mashpee's broader economic development goals by encouraging entrepreneurship, supporting small businesses, creating opportunities for emerging business owners, and contributing to an active year-round local economy. The Mashpee Chamber of Commerce will work with municipal economic development leadership and community partners to connect participating entrepreneurs with appropriate resources and support.

SCOPE OF WORK AND TIMELINE

Task 1

Description: Finalize The Hive implementation plan in coordination with project partners, the Town of Mashpee, Mashpee Commons, regional economic development resources, and participating business-support organizations. Establish entrepreneur eligibility, application and selection criteria, program expectations, operating procedures, training opportunities, and methods for measuring participant outcomes.
Deliverable: Final project implementation plan, entrepreneur participation framework, program calendar, operating guidelines, and measurement plan.
Estimated Completion Date: January 31, 2027

Task 2

Description: Prepare The Hive location and install the infrastructure necessary to operate a professional small-business incubator. Work may include preparation and placement of micro-retail structures, electrical and utility needs, safety improvements, signage, wayfinding, shared amenities,

and other improvements necessary to create an accessible and welcoming environment for participating entrepreneurs and the public.
Deliverable: Completed and operational Hive site with micro-retail spaces and supporting infrastructure ready for participating businesses.
Estimated Completion Date: April 30, 2027

Task 3

Description: Conduct outreach throughout the region to identify emerging entrepreneurs, makers, food businesses, home-based businesses, market vendors, and other small businesses ready to test a retail concept. Select participants and provide pre-opening training and technical assistance covering topics such as business planning, pricing, financial management, marketing, merchandising, permitting, insurance, customer service, and pathways to permanent commercial space.
Deliverable: Selected cohort of Hive entrepreneurs completing orientation and pre-opening small-business training, with individual business goals and baseline measurements established.
Estimated Completion Date: May 31, 2027

Task 4

Description: Launch The Hive and provide participating entrepreneurs with an affordable, low-risk environment to operate, test products and services, build customers, and collect real-world business data. Support participants through ongoing mentorship, marketing, technical assistance, community programming, and connections to regional business resources.
Deliverable: Public launch and operation of The Hive small-business incubator, including participating businesses, coordinated marketing, entrepreneur support, and ongoing collection of participation and economic-impact data.
Estimated Completion Date: June 30, 2027

Task 5: Measure Impact and Develop Replication Strategy

Description: Evaluate the pilot using quantitative and qualitative measures including businesses served, training participation, sales and customer activity where available, jobs created or retained, business continuation, and progress toward permanent commercial locations. Gather participant and partner feedback and document lessons learned to determine opportunities for continuing The Hive and adapting the incubator model for use elsewhere on Cape Cod.
Deliverable: Final impact report and Hive Small Business Incubator replication framework, including program outcomes, participant feedback, lessons learned, recommendations for future cohorts, and opportunities for regional replication.
Estimated Completion Date: October 31, 2027

PROJECT PARTNERS

Project Partner 1:

Name: Mashpee Commons- Krysten Kelleher
Title: VP Mashpee Commons
Email: jrenz@mashpeecommons.com
Role/Description: Mashpee Commons will serve as the host site and key private-sector partner for The Hive, working with the Mashpee Chamber of Commerce on site coordination, placement and operation of the micro-retail spaces, infrastructure needs, and integration of the incubator into the broader Mashpee Commons business community. Mashpee Commons will also help connect participating entrepreneurs with an established commercial environment, providing valuable exposure to customers and an opportunity to experience operating alongside established businesses. The partnership creates a natural pathway for successful Hive participants to explore future growth and potential permanent commercial opportunities.

Project Partner 2:

Name: Mike Richardson
Title: Selectboard/ Liaison to Town of Mashpee EDIC
Email: mrichardson@mashpeema.gov
Role/Description: The Town of Mashpee and Mashpee Economic Development & Industrial Corporation will support The Hive as a local economic development initiative designed to encourage entrepreneurship, reduce barriers to business formation, and strengthen Mashpee's year-round economy. The municipal partnership will help connect participating entrepreneurs with local permitting, economic development information, and other available business resources. The Town/EDIC will also provide insight into local economic development priorities and support evaluation of The Hive as a model for creating a stronger pipeline from startup and home-based businesses to sustainable commercial enterprises.

FY27 LICENSE PLATE GRANT APPLICATION BUDGET

Applicant: Mashpee Chamber of Commerce | **Project:** Mashpee Commons Micro-Retail Village (HIVE)

Category	Amount Requested	Match Amount (optional)	Total Project Cost	Budget Narrative
Personnel/Labor (from Staffing Plan)	$1,500	$8,800	$10,300	Project coordination and management by the Executive Director (50 hrs @ $50/hr = $2,500; Chamber in-kind). An additional $7,800 of in-kind Chamber staff (less $1,500 requested, board/volunteer, Mashpee Commons and Town/EDIC partner time is detailed in the Staffing Plan.
Fringe Benefits (from Staffing Plan)	$0	N/A	$0	No fringe requested; fringe rate 0%.
Travel	$0	N/A	$0	Not applicable. All project activity is local to Mashpee.
Equipment	$18,000	$6,000	$24,000	Purchase of Even Pitch micro-retail sheds for the Mashpee Commons micro-retail village, providing turnkey seasonal retail space for local entrepreneurs. $6,000 match committed.
Supplies	$1,500	In-kind	$1,500	Signage and wayfinding for the micro-retail village, including unit identification, directional signage and program branding. Partner in-kind design and fabrication support.
Contractual/Consulting	$3,000	In-kind	$3,000	Site preparation, electrical service and shed installation by licensed contractors. Mashpee Commons providing in-kind site work and infrastructure coordination.
Small Grants Program	$0	N/A	$0	Not applicable.
Other: Entrepreneur training and program materials	$1,000	In-kind	$1,000	Business training, onboarding materials and technical assistance for participating entrepreneurs, delivered with in-kind partner and Chamber board mentorship support.
Total Direct Cost	**$25,000**	**$14,800**	**$39,800**	**Additional in-kind support from Mashpee Commons, the Town/EDIC and Chamber volunteers is noted above and is not quantified in this total.**
Indirect Costs*	$0	N/A	$0	No indirect costs requested.
Total	**$25,000**	**$14,800**	**$39,800**	

FY27 LICENSE PLATE GRANT APPLICATION STAFFING PLAN

Applicant: Mashpee Chamber of Commerce | **Project:** Mashpee Commons Micro-Retail Village (HIVE)

Staff Name and Title	Hourly Rate	Number of Hours	Total Project Cost	Amount Requested	Match Amount
Stephanie Viva Executive Director / Project Manager	$50.00	50	$2,500		$2,500
Chamber Staff Program Support *(in-kind)*	$35.00	60	$2,100	$1,500	$600
Chamber Board / Volunteers Volunteer Support *(in-kind)*	$35.00	60	$2,100	$0	$2,100
Mashpee Commons Partner Staff Project Partner *(in-kind)*	$60.00	40	$2,400	$0	$2,400
Town of Mashpee / EDIC Partners Project Partner *(in-kind)*	$60.00	20	$1,200	$0	$1,200
Total Personnel	**—**	**230**	**$10,300**	**$1,500**	**$8,800**
Fringe (enter fringe rate as percent):	0%	—	$0	$0	$0
TOTAL:	**—**	**230**	**$10,300**	**$1,500**	**$8,800**

Staff Name and Title	Tasks/Responsibilities
Stephanie Viva- Executive Director / Project Manager	Tasks 1–5: project planning and design; partnership coordination with Mashpee Commons, the Town of Mashpee and the EDIC; entrepreneur recruitment, application review and selection; oversight of shed procurement, siting and installation; program implementation, reporting and evaluation.
Chamber Staff- Program Support *(in-kind)*	Entrepreneur communications and onboarding; marketing and promotion of the micro-retail program; day-to-day administration, scheduling and recordkeeping; launch event coordination and support.
Chamber Board / Volunteers- Volunteer Support *(in-kind)*	Entrepreneur mentorship and business coaching; participation on the selection committee; staffing for launch and seasonal activations; general program support throughout the grant period.
Mashpee Commons Partner Staff- Project Partner *(in-kind)*	Site selection and coordination; infrastructure and utility planning for shed placement; integration of the micro-retail units with existing commercial operations, tenant mix and property events.
Town of Mashpee / EDIC Partners- Project Partner *(in-kind)*	Economic development coordination; permitting and municipal review guidance; connections to business resources, technical assistance and small-business support programs for participating entrepreneurs.

"Preserving public trust and providing professional services"

Rodney C. Collins
Town Manager
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Office of the Town Manager
Mashpee Town Hall
16 Great Neck Road North
Mashpee, MA 02649

August 21, 2026

Cape Cod Commission
3225 Main Street
Barnstable, MA 02630

RE: Letter of Support of Application for Barnstable County Cape Cod License Plate Grant

To the Grant Review Committee:

I am pleased to support the Mashpee Improvement Fund/Mashpee Chamber of Commerce's application for Barnstable County FY27 Cape Cod License Plate Grant funding for The Hive, a proposed small-business incubator and entrepreneur launchpad in Mashpee.

The project addresses an important economic development challenge: the gap between starting a home-based, market, or pop-up business and assuming the cost and risk of a traditional commercial storefront. The Hive will provide emerging entrepreneurs with small-scale retail opportunities, practical business experience, mentorship, training, and connections to resources that can help them become sustainable businesses.

The project aligns with Mashpee's interest in supporting entrepreneurship, strengthening locally owned businesses, encouraging year-round economic activity, and creating opportunities for businesses to grow. The Town and its economic development partners can help connect participating entrepreneurs with appropriate local information and business resources as the pilot develops.

The Hive also offers an opportunity to measure outcomes and document a model that could inform future small-business incubation efforts. I support this project and the Chamber's efforts to strengthen Mashpee's entrepreneurial pipeline and economic resiliency.

Sincerely,

Rodney C. Collins
Town Manager