CAPE COD COMMISSION

Barnstable County
FY27 License Plate Grant Application Submission

Provincetown Commons

CONTACT INFORMATION

Organization Name: Provincetown Commons
Location: 46 Bradford Street, Provincetown, MA 02657
Project Manager Name: Lesley Marchessault
Project Manager Title: Executive Director
Project Manager Email: lesley@commonsptown.org

PROJECT INFORMATION

Name of Project: Mid-Level Workforce Training for Outer Cape Businesses

Brief Project Description:
This management training program will support mid-level employees at Outer Cape businesses through a series of practical workshops focused on core management skills, including conflict resolution, employee onboarding, compliance, performance evaluation, and effective communication. Participants will come from businesses across sectors and will be paired with individual coaches who will provide personalized guidance and mentorship throughout the program. By equipping emerging and current managers with the skills and support they need to lead effectively, the project will strengthen internal leadership pipelines, improve employee retention, and help Outer Cape businesses build more stable, effective, and sustainable workplaces.

How does the project advance one or more 2024 Cape Cod CEDS Key Actions?
This project directly advances the 2024 Cape Cod CEDS Key Action to "Develop and Connect Students and Workforce to Educational and Training Opportunities." By providing accessible, practical management training and individualized coaching to employees at Outer Cape businesses, the project connects the existing workforce with professional development opportunities that can support career advancement, long-term employment, and workforce stability for Cape Cod.

What economic development needs/priorities will this project address?

Employers across sectors face a common challenge: while many businesses promote employees from within, those employees are often placed in leadership roles without receiving the training or support needed to succeed as managers. Additionally, most seasonal businesses do not invest in HR, leading to miscommunication, oversight, and disgruntled employees. High turnover and annual hiring cycles place significant demands on Outer Cape's seasonal economy.
This project will address that gap by providing targeted, practical management training that strengthens employees' leadership skills and prepares them for greater responsibility. The program will support employee retention, build stronger internal leadership pipelines, improve workplace communication and effectiveness, and contribute to the long-term sustainability of Outer Cape businesses.

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 project will create a stronger pipeline of skilled managers for seasonal and year-round businesses on the Outer Cape. By giving employees practical tools in areas such as conflict resolution, compliance, onboarding, performance evaluation, communication, and employee engagement, the program will help businesses develop more effective leaders and create clearer, more supportive workplace environments.
Stronger management can improve employee retention and satisfaction, reduce the recurring costs and time associated with recruiting and training new staff, and help businesses retain institutional knowledge from year to year. For employees, opportunities for professional development and advancement can increase their sense of investment in and commitment to their workplace.
These benefits are especially important for Cape Cod's seasonal economy, where businesses face significant workforce challenges and rely heavily on tourism and customer-facing employees. Retaining experienced staff and strengthening the managers who support them can improve consistency, workplace culture, and ultimately the customer experience.
By helping employees succeed and advance within their chosen companies, this project can reduce turnover, strengthen local businesses, and support a more stable workforce over time.

Are there any anticipated challenges to implementing the project within the required timeframe of the grant award?
The primary challenge will be ensuring sufficient buy-in and participation from both employees and business managers. Because participants will be working while completing the training, scheduling and competing workplace demands may affect participation. To address this, the program will emphasize the practical, immediate value of the training and work closely with participating businesses to establish expectations, encourage manager support, and create conditions that allow employees to fully engage in the program. To mitigate hardships surrounding participation, we will

cover the cost of childcare, transportation to and from the workshops, and pay students a stipend to participate.

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

Which municipality or municipalities are supportive of this project? (Optional)
Provincetown

SCOPE OF WORK AND TIMELINE

Task 1

Description: Establish the program structure, timeline, and logistics for each training session. Recruit and engage instructors and mentors, recruit and register participating employees, and match each participant with an individual mentor. Conduct the initial training session and meet individually with participants and mentors to better understand participants' workplace experiences, management challenges, and professional development goals. Use this initial feedback to refine subsequent sessions and incorporate individualized, problem-based instruction. Mentors will also work with participants to establish a regular meeting structure and build a foundation of trust and support.
Deliverable: A fully established program structure, with instructors and mentors recruited, participants enrolled and matched with individual mentors, and the initial training sessions completed. Participants will have identified individual management goals and established a mentoring structure to support their ongoing professional development.
Estimated Completion Date: February 2026

Task 2

Description: Continue the management training program through practical workshops, individualized mentoring, and opportunities to apply newly developed skills to real workplace situations. Participants will build and practice skills in areas including employee onboarding, recruitment, communication, conflict resolution, performance evaluation, compliance, employee engagement, and retention. As businesses prepare for the summer season, participants will apply these skills to upcoming recruitment and onboarding efforts and develop strategies for creating stronger, more supportive workplaces.
Deliverable: Participants demonstrate increased knowledge, confidence, and readiness to manage workplace responsibilities. Participants will develop practical strategies for recruitment, onboarding, employee communication, satisfaction, and retention that can be applied within their own businesses.

Estimated Completion Date: April 2026

Task 3

Description: Conclude the training program with opportunities for participants to demonstrate and apply the management skills developed throughout the program. Through role-playing, case studies, problem-solving exercises, and discussion of real workplace scenarios, participants will demonstrate their ability to address common management challenges, including employee conflict, onboarding, performance issues, communication, and retention. The final sessions will also provide an opportunity for participants to reflect on their growth, share experiences and strategies with one another, and establish connections that can continue beyond the formal training period.
Deliverable: Participants complete the management training program and demonstrate practical competency in core management skills. The project will result in a cohort of trained emerging and current managers with strengthened leadership skills, increased confidence, and connections to peers and mentors that can support continued professional development.
Estimated Completion Date: June 2026

PROJECT PARTNERS

Project Partner 1:

Name: Phoebe Hamilton
Title: CEO, My Employee Manager
Email: phoebe@myemployeemanager.com
Role/Description: My Employee Manager will serve as an HR training and implementation partner for the Mid-Level Workforce Training for Outer Cape Businesses project, developing and facilitating practical workshops for emerging and current managers on communication, onboarding, conflict resolution, performance feedback, employee engagement, and employment compliance.

FY27 LICENSE PLATE GRANT APPLICATION BUDGET

Please upload this sheet as a PDF as part of your application.

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. 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)	1250	1250	2500	Admin cost to run the program
Fringe Benefits (from Staffing Plan)	0	375	375	Fringe cost associated with staffing
Travel	250	250	500	Travel stipends for attendees
Equipment				
Supplies	500	500	1000	All materials for participants to attend and participate in sessions
Contractual/Consulting	2500	2500	5000	Our project partner, My Employee Manager, will run the sessions
Small Grants Program				

Other	8800	8800	17600	$12,000: Stipends for attendees (20 total attendees at $600 each [6 group sessions at 3 hours each, plus 6 one-on-one mentor sessions at 2 hours each at $20/hour]). $2000: Childcare stipends for attendees. $3600: Stipends for mentors (6 mentors, 2 mentees each, 24 total one-on-one mentor sessions at $25/hour).
Total Direct Cost				
Indirect Costs*				
Total	13300	13675	26975	

*Maximum of 15% of project direct cost unless the project applicant has a Negotiated Indirect Cost Rate Agreement.

FY27 LICENSE PLATE GRANT APPLICATION STAFFING PLAN

Please upload this sheet as a PDF as part of your application.

For each individual participating in this project, please share their name, title, and associated hourly rate, number of hours. In addition, please list the tasks that each staff member/volunteer will participate in. The staffing plan should be uploaded at the end of the application.

Staff Name and Title	Hourly Rate	Number of Hours	Total Project Cost	Amount Requested	Match Amount
Lesley Marchessault, Exec. Dir.	62.5	40	2500	1250	1250
Total Personnel	62.5	40	2500	1250	1250
Fringe (enter fringe rate as percent):	15%		375	0	375
TOTAL:			2875	1250	1625

Staff Name and Title	Tasks/Responsibilities
Lesley Marchessault, Exec. Dir.	Oversee all administrative functions of the Mid-Level Workforce Training program. Implement registration,
	communicate with participants regularly. Assign mentors to participants and receive regular updates
	from mentors. Participate in all the sessions as assistant to instructor. Organize all payments,
	and stipends, fulfill all supplies. Organize and distribute post-workshop surveys, and plan the 2028
	session based on user experiece and collected feedback from participants, mentors, and instructor.

September 23, 2026

Cape Cod License Plate Grant Fund

Re: Support for Mid-Level Workforce Training for Outer Cape Businesses

Dear Review Committee:

I am writing on behalf of My Employee Manager in support of The Commons's proposal for Mid-Level Workforce Training for Outer Cape Businesses. We are pleased to participate as a project partner.

Outer Cape businesses depend on people who know their workplaces and their communities. Yet employees are often promoted into management because they are excellent at their jobs, without being given the training to lead a team. When those new managers struggle, the effects reach beyond one workplace: experienced employees leave, businesses must start over with hiring and training, and opportunities for local workers to advance are lost.

This project will give emerging and current managers practical instruction in communication, onboarding, conflict resolution, performance feedback, and employment compliance, reinforced through individual coaching. Stronger managers can create workplaces where employees understand expectations, receive useful support, and see a future with their employer. For seasonal businesses in particular, retaining experienced people from year to year preserves knowledge and helps provide more consistent service to residents and visitors.

My Employee Manager will help develop and deliver the HR and management workshops, provide tools participants can use with their teams, and coordinate with the project's coaches to help participants apply what they learn. We will shape the training around the realities of small, seasonal, and year-round Outer Cape employers.

I support this investment in the people who keep our local businesses running. By helping workers grow into effective leaders, the project can strengthen individual workplaces and the resilience of the Outer Cape community.

Sincerely,

Phoebe Hamilton, SHRM-SCP
CEO, Outer Cape Management
DBA My Employee Manager
774.265.6817

Town of Provincetown
Office of Housing
& Economic Development

Town Hall, 260 Commercial Street
Provincetown, Massachusetts 02657
Facsimile (508) 487-9560
Telephone (508) 487-7002

September 8, 2026

Cape Cod License Plate Grant Fund

Re: Letter of Support for Provincetown Commons; Workforce Development and HR Training Project

Dear Grant Committee:

The Town of Provincetown is pleased to provide this letter of support for Provincetown Common's application to the Cape Cod License Plate Grant Fund to support a workforce development initiative focused on human resources training for mid-level employees in seasonal businesses.

As a seasonal community, Provincetown and the Outer Cape rely heavily on a strong, sustainable, and well-trained workforce. Many employees in local businesses advance into supervisory and management positions based on their experience and knowledge of their workplace. While these employees bring valuable institutional knowledge and leadership potential, they may not have access to formal training in areas such as employee onboarding, retention, conflict resolution, workplace policies, and human resources compliance.

The Town recognizes that the economic resiliency of the Outer Cape is closely connected to the stability of its workforce and the ability of local businesses to recruit, retain, and effectively manage employees. Investing in the professional development of existing workers, particularly those who are advancing into leadership roles, is a practical strategy for strengthening both individual career pathways and the broader seasonal economy.

We appreciate the opportunity to support this initiative and believe the proposed training is well aligned with the Cape Cod License Plate Grant Fund's priority of advancing economic resiliency through education and training opportunities. The Town of Provincetown is supportive of efforts that strengthen the skills and capacity of our local workforce and contribute to a more sustainable and resilient year-round and seasonal economy.

Thank you for your time and consideration of Provincetown Common's proposal.

Warmly,

Mackenzie Perry

Mackenzie Perry
Housing Director, Economic Development Staff Liaison
Town of Provincetown