



CAPE COD YOUNG PROFESSIONALS
Connect > Engage > Advance



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PUTTING A FACE TO THE YOUNG PROFESSIONAL COMMUNITY

A LETTER FROM FROM OUR CEO

Dear CCYP Friends and Supporters,

Fourteen years ago, Cape Cod Young Professionals (CCYP) held its first gathering of friends and coworkers. The event was small and informal – just 20 people participated – but the motivations of those who attended were clear. Young people on Cape Cod desperately needed a community. A venue to connect with each other and support one another as they worked to advance their lives and careers here.

Even as CCYP has grown and evolved, one theme has stayed the same among Cape Cod's young working-age community all these years: if you're a young person in your 20s, 30s, or 40s, you're not here by accident. Young people on Cape Cod actively choose to make their lives and careers here. And they put forth a gritty, determined effort to be successful in this.

CCYP is a uniquely Cape Cod response to both the challenges and rewards presented by our region: a framework created to support and empower an extraordinary community of young people who fiercely want to make a life in this sometimes-hard-to-live place.

In the last 14 years, CCYP has worked tirelessly to provide a space for community and connection among young people on the Cape; provided education and resources to help them advance their careers and lives here; and become a vocal advocate for addressing the needs that either "push" young people to move away from our region or "pull" them to stay.

And we are seeing real returns on these efforts. Fourteen years after that first humble gathering, CCYP continues to cultivate a much-needed sense of community, and to serve

as a trusted resource for everything from housing and child care advocacy, to civic engagement education, employee recruitment, independent research, and more. We do this work because, quite simply, the future vibrancy of our region depends on it.

As Margaret Mead once said, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has." In the case of CCYP, that small group of individuals who arranged the first CCYP meetup - and our many volunteers, sponsors, and members who followed - may not have changed the world. But you have undoubtedly changed the course of our region - and its young workforce - for the better. Thank you.



Lauren Barker
Chief Executive
Officer





OUR PROGRAM

CONNECT

Back to Business Bash

Monthly Networking Events
*After Hours, Coffee, Lunch, and
NEW Friends + Family Connect*

CCYP in Falmouth Project

My Cape Cod Story

Community Events Calendar

ENGAGE

Community

Giving Circle Gr

Town Meeting +

Public Poli

Housing, C
+ Economic



IS + INITIATIVES

AGE

Breakfast

Grants Program

Voter Guides

Policy Digests

Child Care,
Advocacy

ADVANCE

Shape Your Cape Summit

Online Job Board

Career Connect Scholarship

CCYP-EforAll Partnership

BY THE NUMBERS

1,783

Number of individuals attending CCYP's 19 monthly & annual events during 2019

1,454

Number of active CCYP member representatives in 2019

\$2,500

Amount awarded to CCYP's 2019 Career Connect Scholarships Recipients, Courtney Butler & Jacquelyn Shea, to further their careers through advanced education opportunity

279

Jobs posted on the CCYP Job + Intern Board during 2019

7,892

Views on the CCYP Online Job Board during 2019

91,167

Unique pageviews on CapeCodYoung Professionals.org

\$3,700

in Giving Circle Grants distributed to support quality of life and career opportunity for Cape Cod's young workforce

1,503

Total number of volunteer hours contributed to CCYP through committees, board service, and events

\$38,234

Total value of volunteer time contributed if volunteer hours were compensated

RS

Social Media Audience at a Glance



3,541
(+330 in 2019)



2,309
(+733 in 2019)



3,658
(+35 in 2019)

SHAPE THE CAPE FUTURE

In 2013, CCYP commissioned the Dukakis Center for Urban and Regional Policy at Northeastern University to collaborate on a new exploratory research project, more ambitious than anything CCYP had undertaken to date. The study incorporated community focus groups and large-scale surveying of young professionals living both on- and off-Cape with the goal of identifying root causes behind a troubling demographic shift.

After years of steady growth, the Cape Cod region's overall population had begun to decline. Most alarming to local leaders was the demographic profile of this decline. **During the 10-year Census period of 2000 to 2010, the number of residents aged 25-44 had decreased nearly 27%.** Were young people leaving the Cape? If so, why? CCYP and the Dukakis Center research team set out to learn more, with the hopes of understanding how the region might better seek to recruit and retain young working-age adults in the future.

Approximately a year later, the final study report – titled “Shaping the Cape’s Future” – was released with tremendous fanfare. Dubbed “The Shape the Cape Report,” the study and its findings have subsequently played a major role in driving the programming, strategic priorities, and advocacy efforts of CCYP as an organization. No one project or program has perhaps shaped CCYP’s focus and work quite as much as this study. So what were the main takeaways and recommendations of the study? And how far have we come as a region in addressing them in the last five years?



STUDY: FIVE YEARS LATER

QUICK FACTS:



More than 5,200 people responded to the "Shape the Cape" survey, with both "on-Cape" and "off-Cape" populations represented.



For those that lived on Cape Cod, the most common reasons why they chose to live in the region were to **enjoy the natural beauty** (88%), because **they had a job here** (87%), and to **enjoy recreational opportunities** (77%).



In the 12 months preceding the survey, **47% of respondents had "seriously considered" moving off-Cape**, with the most important reasons being insufficient job opportunities (36%) and the high cost of housing (20%).

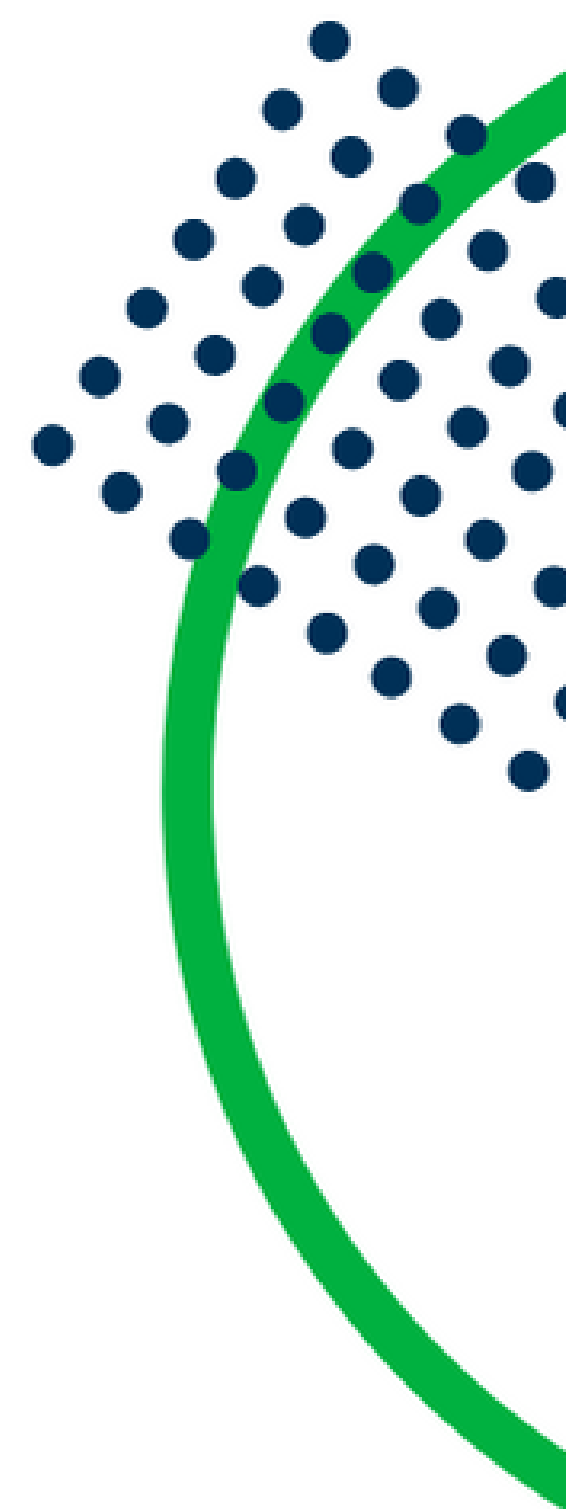


The main factors that influenced whether young residents stayed on Cape Cod were **job opportunities that paid a living wage, job advancement opportunities, and housing affordability**.



Among other ideas, the "Shape the Cape" research team recommended:

- reducing barriers to new economic development,
- creating an economic development marketing campaign,
- more higher education opportunities, and
- more affordable housing.



SHAPE THE CAPE FR

“...the natural beauty of the Cape and its abundance of recreational opportunities provide a powerful “pull” to stay on the Cape. However, the lack of good jobs and affordable housing provide a powerful “push” to leave the Cape.”

- Shape the Cape Study, Executive Summary (2014)

CCYP's Shape the Cape campaign encouraged organizations across the region to keep young workers in the region and changed the focus of the conversation.

- **CCYP's launch** of the Shape the Cape campaign encouraged the community to keep young workers in our region. The release of the Shape the Cape Study highlighted the challenges young workers face in the region.
- **An increased focus** on young working people. The Shape the Cape Study published non-partisan research on the challenges young people in local communities face.
- **A continued commitment** to raising awareness of, and addressing, the economic development challenges young workers face.
- **Volunteer-driven** efforts. The Shape the Cape committee provided a platform for community priorities, and encouraged young people to get involved.
- **CCYP has continued** the Shape the Cape campaign. In 2015, CCYP launched a regional marketing campaign to encourage young people to live in the region, to get involved, to start a business, to, or stay on, in the region.

STUDY: FIVE YEARS LATER

The Cape study (2014) served as a rallying force for community leaders, businesses, and across Cape Cod, calling attention to the growing need for a dedicated strategy to attract and workers in the region. In the five years since its release, the study and its findings have significantly us of CCYP as an organization, resulting in the following outcomes, just to name a few:

of the Shape Your Cape Summit - a one-day conference that brings together the Cape's workforce increase understanding and action around key issues that impact livability and opportunity for young region - was a direct result of the Shape the Cape Study. The event, founded almost immediately after the study, celebrated its 4th year in 2019 and consistently attracts between 150-200 participants annually.

focus on civic engagement and advocacy for policies and resources that positively impact the ability of age adults to make a life and career in our region. CCYP hosts regular Town Meeting education, has partisan voter guides, and generally works on an ongoing basis to encourage the involvement of young decision-making processes.

commitment to evidence and research, including periodic community needs assessments to raise public and increase local action around, issues that directly impact young people in the region, such as jobs and development, housing, and child care.

even policy and advocacy work takes place on a regular basis through CCYP's Public Policy Committee. The provides a forum for young professionals to be directly involved in setting advocacy and policy-making building relationships with local and state leaders to effect positive change.

continued to implement recommendations from the study, including the concept of a workforce recruitment 2019, CCYP launched the "My Cape Cod Story" project as a result of the study's recommendation for a eting campaign for Cape Cod. My Cape Cod Story highlights the real stories of young people making their ion, and emphasizes the many aspects of the Cape that serve to "pull" young working-age adults to move Cape Cod.

To view the full report from the Shape the Cape Study, visit
www.capecodeyoungprofessionals.org/research/shape-the-cape-study-2014

SHAPE THE CAPE

JOBS + THE ECONOMY

- **The Cape Cod Commission's 5-year Comprehensive Economic Development Strategy (CEDS)**, finalized in 2019, prioritizes growth in the Barnstable County's key economic industries, sets goals for market-rate and affordable housing production, and identifies natural, cultural, and historical assets that should be preserved and enhanced to retain the Cape's unique character and "pull" as a great region to live and work year-round.
- **Entrepreneurship for All (EforAll) founded its Cape Cod program in 2018**, bringing free business development education and support to aspiring small business owners and entrepreneurs on Cape Cod via a bi-annual accelerator program.
- **The Cape Cod Chamber of Commerce launched its Blue Economy Project in 2015** to promote and sustain maritime- and water-related economic activity in the region and raise awareness of Cape Cod's economic appeal beyond its status as a world-class vacation destination.

HIGHER EDUCATION

Cape Cod Community College has negotiated off-Cape partnerships to allow students in certain fields of study to **earn a Bachelor's or Master's degree without leaving Cape Cod.**

HOUSING

- **Housing Assistance Corporation conversion program** to encourage houses to year-round residents
- **The Community Development together to create the Cape** about the creation of affordable
- HAC, the Cape Cod & Islands Association of Commerce, CCYP, and other **"Smarter Cape Partnership"** dwelling units bylaws, and other

TRANSPORTATION

- Local partnerships with the first step
- Cape Cod broadly support Massachusetts

STUDY: FIVE YEARS LATER

TRANSPORTATION + INFRASTRUCTURE

Public transportation options have been enhanced, for example, the **Town of Bourne joining the MBTA rail service (2018)** - the first step toward a Cape commuter rail with connection to Boston. The region has continued progress toward building out the region's **broadband Internet infrastructure**, with advocacy and funding support from nonprofit OpenCape, the Commonwealth of Massachusetts, and others.

The **Housing Action Committee (HAC)** in 2019 developed a rental program to encourage homeowners to rent their homes year-round rather than seasonally.

The **Regional Housing Partnership and HAC** also worked with the **Housing Institute** to educate local officials about affordable housing on Cape Cod (2017). The Cape Cod Association of Realtors, the Cape Cod Chamber of Commerce, and other partners collaborated to establish the **Smart Growth** coalition to advocate for smarter zoning, accessory dwelling units, and other housing-related progress in Cape towns.

Many of CCYP's community partners are also doing work that seeks to stem the demographic changes observed on Cape Cod over the last two decades.

At left is a small sampling of some of the progress our region has made in addressing some of the key challenges outlined in the Shape the Cape Study.

STRATEGIC

ECONOMIC VIBRANCY

Promote Cape Cod as a vibrant place for young people to live and work, year-round

- Launched the My Cape Cod Story project
- Introduced NEW Friends + Family Connect event format to better engage young professionals with families
- Secured partnership with MassHire to expand reach of CCYP's Online Job Board
- Continued the grant-funded 'CCYP in Falmouth' Partnership with the Town of Falmouth to expand CCYP's reach and activities in Falmouth

POLICY + ADVOCACY

Advocate for policies and resources that positively impact young Cape Codders' quality of life

- Developed and released CCYP's Child Care Policy Position to highlight the lack of child care options on Cape Cod and introduce possible solutions to reduce impacts on our workforce and economy
- Launched a Public Policy Update series via the CCYP Blog to increase education on policy-related issues of interest to the young workforce community
- Piloted the Mock Town Meeting Program at Shape Your Cape Summit to reduce the 'intimidation factor' and encourage attendance and participation in Town Meeting

IMPACTFUL PROGRAMS

Provide high quality, mission-driven programs

- Consistent tracking of outputs and results
- Ongoing evaluation through participant surveys, internal assessment, focus groups, and other evidence-based approaches

YEAR 2

PRIORITIES



COMMUNITY LEADERSHIP

Provide opportunities for leadership and career development among Cape Cod's 45-and-under population

- Continued to strengthen the CCYP-EforAll Partnership to increase opportunity for entrepreneurship and small business development on Cape Cod
- Hosted the 4th Annual Shape Your Cape Summit, with keynote speaker Roy Heffernen of Life is Good, nine breakout sessions, and 200+ attendees
- Established partnerships with local high schools to raise awareness of CCYP as a resource and provide support for civic engagement education



ORGANIZATIONAL EXCELLENCE

Sustain CCYP's growth and plan for the future by nurturing donor and member relationships, investing in volunteer and staff development and upholding exemplary internal management practices

- Updates to Finance Policies and CCYP Bylaws
- Restructured CCYP's Membership levels to introduce new benefits and provide better options for businesses and nonprofits of all sizes
- Engaged in strategic development of CCYP's Board of Directors and Committee volunteers to improve representation and bring in new voices
- Recognized star CCYP volunteers at the Annual Community Breakfast

PROGRESS

OUR DONORS

Our work is made possible through philanthropic contributions from many generous sponsors and donors across Cape Cod. These donors are critical in our efforts to attract and sustain a thriving community of young workers and leaders for our region. **THANK YOU for your incredible support during the 2019 calendar year!**

PREMIER SPONSORS



UNDERWRITER SPONSORS





CORPORATE SPONSORS

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- Cape Associates
- Cape Cod Chamber of Commerce
- CapeBuilt
- Cape Cod Human Resources Association
- Colombo's Restaurant Group
- Dative
- Eastern Bank
- MassHire Cape & Islands Workforce Board
- Mid-Cape Home Centers
- Nauset Disposal
- Puritan Cape Cod
- Puzio Eye Care
- Sea Crest Beach Hotel
- Shepley Wood Products
- Tracy Volkswagen
- Wequassett Resort & Golf Club

GRANT DONORS

- Falmouth EDIC
- Massachusetts Growth Capital Corporation
- Massachusetts Technology Collaborative
- Town of Falmouth
- Worthington Campbell Jr. Fund of The Cape Cod Foundation

BACK TO BUSINESS BASH EVENT SPONSORS

- | | |
|----------------------|-------------------------|
| Barnstable Municipal | Cape Destinations |
| Airport | Horsley Witten Group |
| Cape Air | Vivid Event Productions |

SHAPE YOUR CAPE SUMMIT EVENT SPONSORS

- | | |
|----------------------------|------------------------|
| Cape Cod Community | Chatham Works |
| College | Dellbrook Construction |
| Cape Cod Digital Marketing | Falmouth Road Race |
| Cape Light Compact | My Generation Energy |



GIVING CIRCLE DONORS

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2019 GIVING CIRCLE GRANTEES

In partnership with The Cape Cod Foundation, the Giving Circle Grants Program is designed to fund creative projects and programs that amplify CCYP's mission in our priority areas of housing, child care, civic engagement, and economic development. In 2019, \$3,700 was distributed by CCYP to the following nonprofits:

WE CAN

\$1,000

For ongoing training in salary and compensation negotiation for women

Pleasant Bay Community Boating

\$1,200

For scholarships that offset the cost of full-time summer camp for families with school-age children

Cape Cod Children's Place

\$1,500

Scholarships to subsidize the cost of child care for working families in any town on the Cape





2019 BOARD OF DIRECTORS

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Cape Cod & Islands Association
of Realtors

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YMCA Cape Cod

Sara Kohls, Vice President

Law Offices of Bruce A. Bierhans

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Megan Terrio

Megan F. Terrio, CPA

Angelique Viamari

Cape Cod Five

***INDICATES FORMER BOARD MEMBER**

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Event Consultant / Chair

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Catheren Andrade

Brian Behunin

Meredith Chapdelaine

Haley Cote

Sarah Lapsley

Lori Oteri

Rebekka Robsham

Nicole Valverde

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Angelique Viamari, Board
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Ashley Cormier, Co-Chair

Craig Orsi, Board Liaison
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Amy Fleck

Manny Marrero

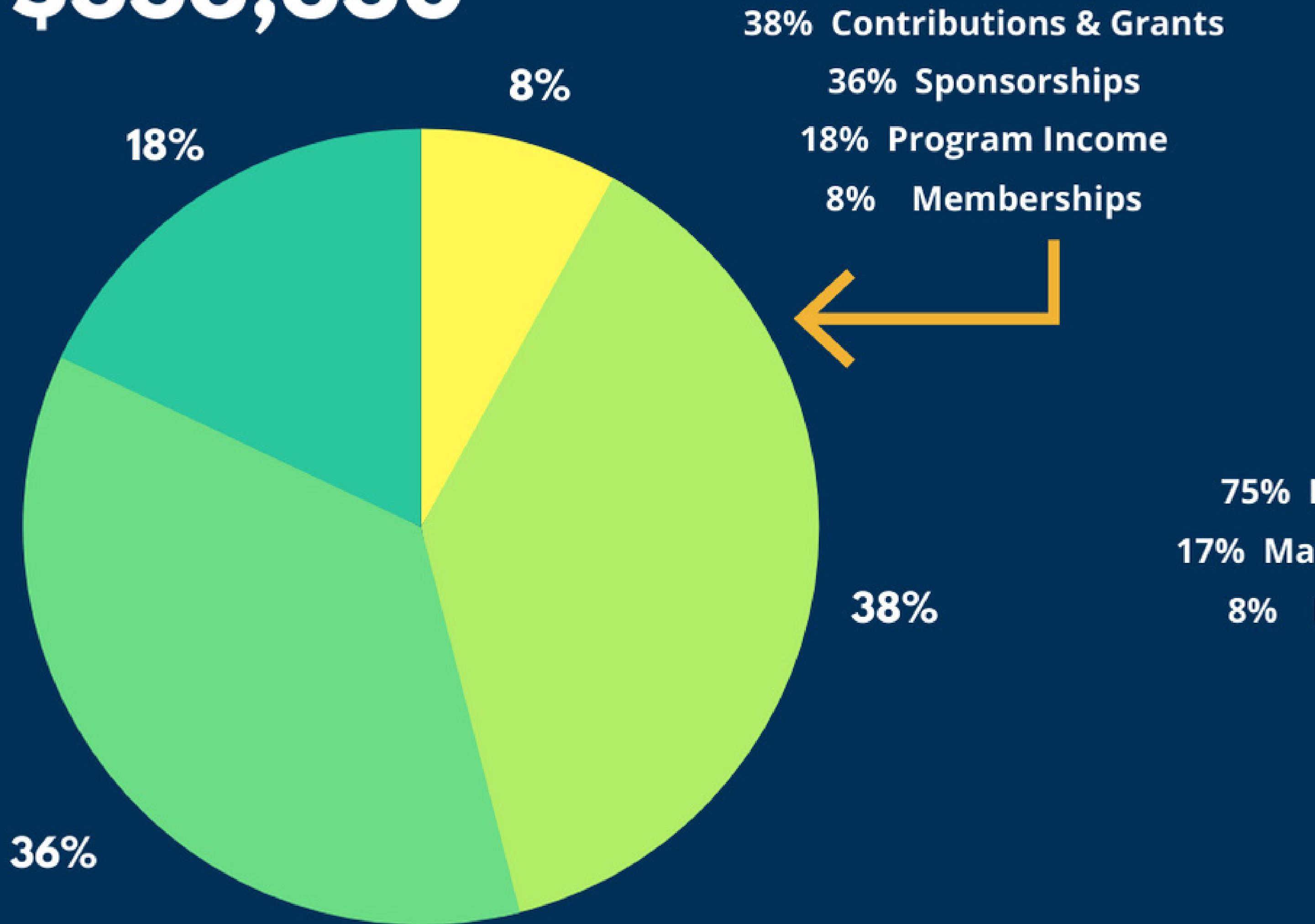
Matthew Jenson

Dale Shadbegian

Jacob Stapledon

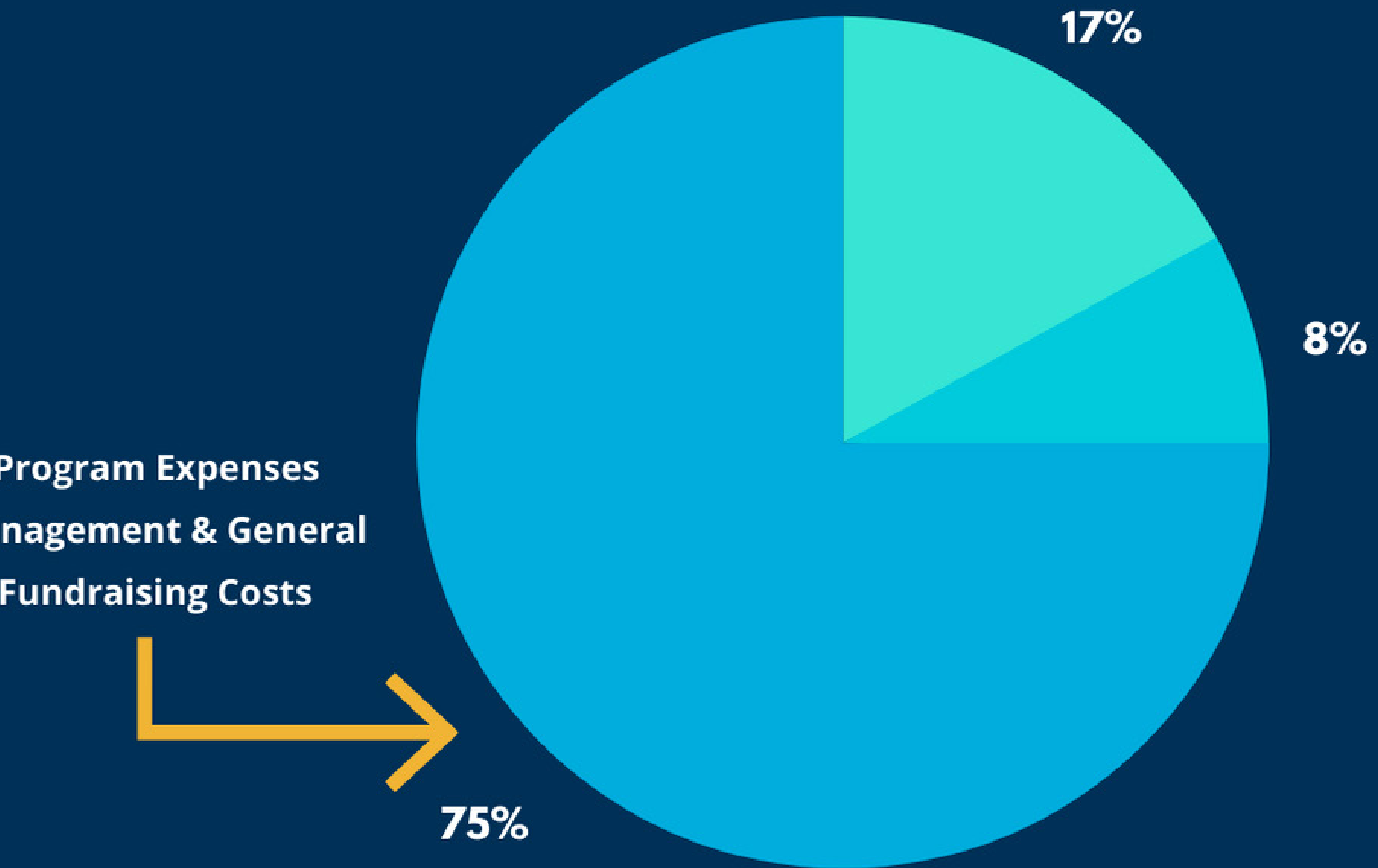
2019 REVENUE

\$336,630



2019 EXPENSES

\$365,465





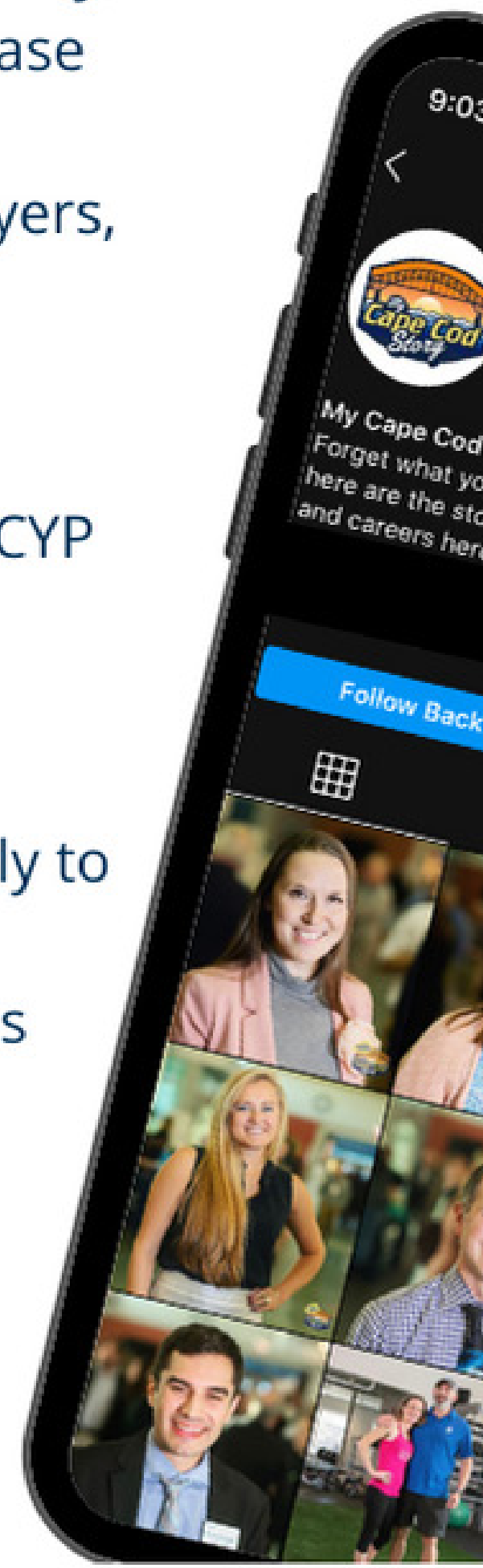
MY CAPE COD STORY

My Cape Cod Story is a workforce recruitment and retention initiative from CCYP - designed to share the untold stories of young people who have chosen to make their lives and careers on Cape Cod.

By putting a face to the young professional community on Cape Cod, CCYP aims to dispel misperceptions around what it means to be a young person on Cape Cod; spotlight the incredible contributions that young people in their 20s, 30s, and 40s are making to our communities each day; and reinforce to young workers that they have a community of peers right here within our community.

In communities across the country, similar campaigns aim to increase recruitment of new workers, facilitate hiring for local employers, and promote age-diverse and family-friendly communities.

Through My Cape Cod Story, CCYP is seeking to fill a void in our regional conversation about workforce and economic development – speaking directly to our younger generations, and helping them to see themselves living, working, and thriving on Cape Cod year-round.





ORY

637

Instagram Followers
since June 2019

3

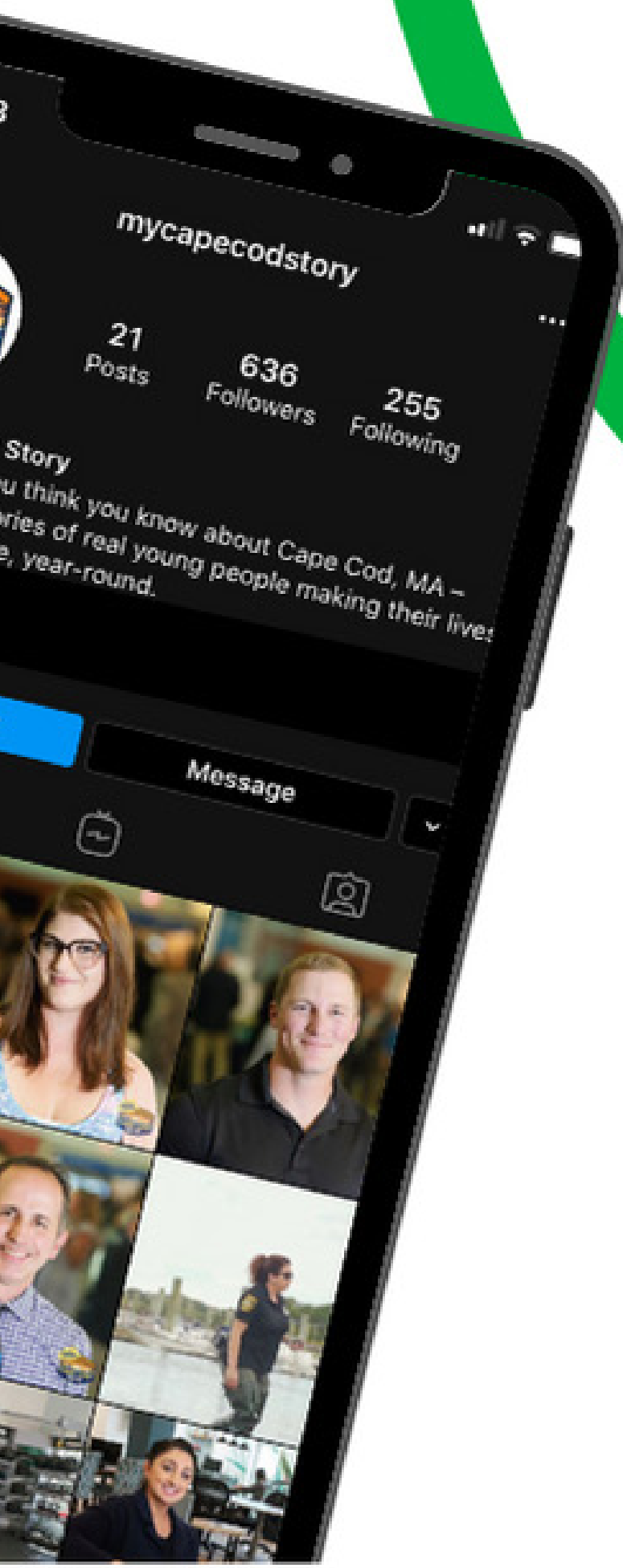
Original My Cape Cod Story
videos (produced with support
from **Hawk Visuals**)

16

Profiles featuring professional
photos and in-depth
interviews with young
professionals across the Cape
(produced with support from
Salty Broad Studios)

23,165

Total reach of My Cape
Cod Story content via
Instagram, Facebook,
YouTube, and CCYP
website during 2019



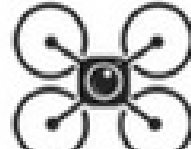
PRESENTED WITH SUPPORT FROM

CAPE
COD5


CAPE COD HEALTHCARE


The Cooperative Bank
of Cape Cod POSITIVELY DIFFERENT

Salty Broad STUDIOS


HAWK VISUALS

24



BECOME A MEMBER!

Join today to support a vibrant workforce on Cape Cod, now and in the future.

capecodyoungprofessionals.org/join



