PUTTING A FACE TO THE YOUNG PROFESSIONAL COMMUNITY
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 Group
Town Meeting +
Public Policy
Housing, Concept + Economic

3
AGE
- Breakfast
- Grants Program
- Voter Guides
- Policy Digests
- Child Care, Workforce Advocacy

ADVANCE
- Shape Your Cape Summit
- Online Job Board
- Career Connect Scholarship
- CCYP-EforAll Partnership
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,783</td>
<td>Number of individuals attending CCYP’s 19 monthly &amp; annual events during 2019</td>
</tr>
<tr>
<td>1,454</td>
<td>Number of active CCYP member representatives in 2019</td>
</tr>
<tr>
<td>$2,500</td>
<td>Amount awarded to CCYP’s 2019 Career Connect Scholarships Recipients, Courtney Butler &amp; Jacquelyn Shea, to further their careers through advanced education opportunity</td>
</tr>
<tr>
<td>279</td>
<td>Jobs posted on the CCYP Job + Intern Board during 2019</td>
</tr>
<tr>
<td>7,892</td>
<td>Views on the CCYP Online Job Board during 2019</td>
</tr>
<tr>
<td>91,167</td>
<td>Unique pageviews on CapeCodYoungProfessionals.org</td>
</tr>
<tr>
<td>$3,700</td>
<td>in Giving Circle Grants distributed to support quality of life and career opportunity for Cape Cod’s young workforce</td>
</tr>
<tr>
<td>1,503</td>
<td>Total number of volunteer hours contributed to CCYP through committees, board service, and events</td>
</tr>
<tr>
<td>$38,234</td>
<td>Total value of volunteer time contributed if volunteer hours were compensated</td>
</tr>
</tbody>
</table>
Social Media Audience at a Glance

3,541 (+330 in 2019)
2,309 (+733 in 2019)
3,658 (+35 in 2019)
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?
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.
“...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 has changed the focus of organizations across the region to keep young workers in our community and retain those who are working in our Cape, including

- CCYP’s launch to the Cape community to retain young workers in our region in the release of the study.
- An increased focus on young working adults in the published non-dues component people in local media.
- A continued change awareness of, focused on economic development.
- Volunteer-driven committee providing priorities, and
- CCYP has continued campaign. In 2018, regional marketers lives in the region and to, or stay on, the
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:

- **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 working-age adults to make a life and career in our region. CCYP hosts regular Town Meeting education, has bipartisan 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.

- **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 marketing campaign for Cape Cod. My Cape Cod Story highlights the real stories of young people making their region, and emphasizes the many aspects of the Cape that serve to “pull” young working-age adults to move to Cape Cod.

To view the full report from the Shape the Cape Study, visit

www.capecodyoungprofessionals.org/research/shape-the-cape-study-2014
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’s conversion program to encourage turning vacant houses to year-round residents.
- The Community Development Council and others working together to create the Cape Future
del Sol to raise awareness of the creation of affordable housing.
- HAC, the Cape Cod & Islands Association of Commerce, CCYP, and other partners have created the “Smarter Cape Partnership” to address shortage of dwelling units bylaws, and other issues.

TRANSPORTATION

- Local plans are in progress with the State for the first step.
- Cape Cod Community College is broadening its support for transportation in Massachusetts.
PUBLIC TRANSPORTATION + INFRASTRUCTURE

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

Housing Action Coalition (HAC) in 2019 developed a rental program to encourage year-round homeowners to rent their properties rather than seasonally. Partnership and HAC also worked with the Cape Cod Housing Institute to educate local officials on housing on Cape Cod (2017). The National Association of Realtors, the Cape Cod Chamber of Commerce, and a coalition of Realtors, the Cape Cod Chamber of Commerce, and others collaborated to establish the Partnership to advocate for smarter zoning, accessory 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.
**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
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
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!**

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- Cape Cod 5
- Cape Cod Healthcare
- The Cooperative Bank of Cape Cod

**UNDERWRITER SPONSORS**

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- Cape Cod Beer
- CapeCodRadio.com
- CCB Media
- Chatham Works
- Kinlin Grover Real Estate
- Rogers Gray
CORPORATE SPONSORS
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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 Airport
Cape Air
Cape Destinations
Horsley Witten Group
Vivid Event Productions

SHAPE YOUR CAPE SUMMIT EVENT SPONSORS
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Cape Cod Digital Marketing
Cape Light Compact
Chatham Works
Dellbrook Construction
Falmouth Road Race
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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Ashley Cormier, Co-Chair
Craig Orsi, Board Liaison & Ex-Officio Chair
Amy Fleck
Manny Marrero
Matthew Jenson
Dale Shadbegian
Jacob Stapledon
2019 REVENUE
$336,630

38% Contributions & Grants
36% Sponsorships
18% Program Income
8% Memberships

75% Revenue
17% Management
8% Fundraising
2019 EXPENSES
$365,465

Program Expenses 75%
Management & General 17%
Fundraising Costs 8%

FINANCIALS
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.

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.

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.

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.
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

Salty Broad

Hawk Visuals
BECOME A MEMBER!

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