



Cape Cod Blue Economy

June 2023 – June 2024

Activity Report

Water as our way of Life is a trademarked phrase.

Fonts and Big Blue logo by Carol McLeod Design for the Cape Cod Blue Economy Foundation, Inc. Photography provided by Big Tree and Cape Cod Commercial Fishermen's Alliance.



About the Cape Cod Blue Economy Foundation, Inc.

The **Cape Cod Blue Economy Foundation, Inc.** was established in 2017 to provide support for the Cape Cod Blue Economy Project. Launched in 2015 by the Cape Cod Chamber of Commerce, the Blue Economy Project is a regional initiative to promote and sustain a maritime-focused economy on Cape Cod, Martha's Vineyard, Nantucket, and Plymouth.

The mission of the Cape Cod Blue Economy Foundation is to grow the region's economy in a sustainable and balanced way, focusing on protecting and promoting our water and coastal resources.

Cape Cod Blue Economy Foundation holds two signature events every year:

WaterWORKS is a hands-on career showcase connecting high school students to blue economy and STEM career opportunities in our region.

The **Big Blue Conference** is the Cape Cod Blue Economy Foundation's first conference curated to spark conversations and inspire actions relevant to the vitality of Cape Cod and the surrounding blue economy.



Inside the Activity Report

This is the second activity report for the Cape Cod Blue Economy Foundation, Inc., covering work completed and in-progress from June 2023 to June 2024.

Included in this report are brief round-ups of WaterWORKS and the second Big Blue Conference; evolution of the Foundation's objectives; introductions to two new board members; impact of interns on social media; updates on a website redesign; and details on the launch of merchandise.

Looking forward, the report addresses the need for an Implementation Plan review; introducing annual sponsorships; and creating operations and procedure documents such as overall brand guidelines, communications toolkit, and marketing plan.

Throughout the remainder of this report, Cape Cod Blue Economy Foundation will be referred to as "CCBEF".

Board of Directors

Eugene Curry, Curry Law—President & Clerk

Scott Vandersall, Cape Cod Five—Treasurer

Patrick Cassidy, Cape Cod on the Fly

Jon Hagenstein, Beacon Marine Construction

Alisa Magnotta, Housing Assistance Corporation

Christin Marshall, EforAll Cape Cod

Steven Tom, independent industry expert



Defining *Blue Economy*

As CCBEF attracts more attention, we are asked to describe or define “blue economy” as a term and as the term applies to our region’s economy.

We currently define Blue Economy as *a sustainable and balanced approach to growing our economy that focuses on protecting and promoting our water and coastal resources*. This definition borrows language from CCBEF’s mission statement.

According to research conducted on behalf of the Cape Cod Blue Economy Project Implementation Plan in 2017, the Cape Cod Blue Economy consisted of 12% of the region’s workforce; \$1.4B in gross revenues; 11% of gross regional product (6% from “dark blue” businesses); 118 industry sectors; and 1,872 businesses which employed 20,530 people.

New industry characterization and a comprehensive updated analysis is recommended in order to continue to share the scope and impact of blue economy in the region.

To maintain continuity and clarity across mediums, CCBEF will create a communications toolkit for staff, board directors, and interns to reference when asked to define blue economy and CCBEF’s mission, goals, or objectives.



Defining Our Objectives

In a November board meeting, CCBEF directors discussed redefining the three core initiatives, or objectives, of the CCBEF. In the 2017 Cape Cod Blue Economy Project Implementation Plan, these three core initiatives were categorized as the following three focus areas:

1. A vibrant maritime and technology economy
2. Healthy water, healthy communities
3. A prepared and educated workforce for the future

These three focus areas can be reinterpreted to fit the programs CCBEF run and allow for future programs.

1. Promote Industry: Share our collective knowledge with the world through events like the Big Blue Conference and digital marketing.
2. Influence Regulations: Connect people to the environment through advocacy and calls to action and to promote CCBEF supported policies.
3. Train the Future: Inspire learning and develop our future workforce through events like WaterWORKS and online learning resources through renovation of bluecapecod.org





Community Outreach

In October 2023, CCBEF presented at the Plymouth Foundation's Blue Futures Conference to promote WaterWORKS and Big Blue 2024.

In February 2024, CCBEF participated in a blue economy informational panel for Orleans residents alongside the Cape Cod Commercial Fishermen's Alliance and Cape Cod Community College.

In June 2024, CCBEF participated in WHOI Sea Grants' Coastal Resilience Week Kick-Off Fair and Waquoit Bay Reserve's Cape Coastal Conference as an exhibitor at both events.

Participating in events allows CCBEF staff to network and promote CCBEF's mission organically.



New Board Members

The CCBEF board of directors welcomed Christin Marshall and Patrick Cassidy to the board in November 2023.

Christin Marshall is the Executive Director of Entrepreneurship for All (EforAll) Cape Cod, a nonprofit organization focused on economic development through entrepreneurship. EforAll launched on Cape Cod with Christin as employee #1 in 2018, and the EforAll program has since graduated 129 local businesses through its free business accelerator.

Patrick Cassidy is the owner of two Cape Cod-based blue economy businesses: Cape Cod on the Fly, a fly fishing guide service; and New England Maritime, a school that provides U.S. Coast Guard- and state-approved courses and testing for mariners seeking a merchant mariner credential or boating safety certification, as well as FCC testing and CPR/First Aid certification.

One board seat vacancy has been held for an employee of the Cape Cod Commercial Fishermen's Alliance and will be filled in Fall 2024. CCBEF board intends to nominate an additional two or three new directors this fall in addition to filling this vacancy.



WaterWORKS

Cape Cod Blue Economy Career Day

On January 16, 2024, the Cape Cod Chamber of Commerce, CCBEF, Cape Cod Community College, Cape Cod Regional STEM Network, and the Cape Cod Commercial Fishermen's Alliance co-hosted 60 blue economy/STEM businesses and around 300 (out of 400 registered) junior and senior high school students for a career day, with featured speakers from Vineyard Offshore.

WaterWORKS was sponsored by Vineyard Offshore, The Steamship Authority, Cape Cod Five Savings Bank, Housing Assistance Corporation, Bay State Wind, Cooperative Bank of Cape Cod, MassHire Cape & Islands Workforce Board, Beacon Marine Construction, Massachusetts Marine Trade Association, and AVANGRID.

WaterWORKS 2024 introduced small panel sessions during students' touring time. The inspiration for and success of these panels is credited to Cape Cod Community College student and Cape Cod Regional STEM Network intern, Tricia Teixeira. We plan to continue incorporating these panels in future WaterWORKS events.



On April 30 and May 1, 2024, the Cape Cod Chamber of Commerce and CCBEF, with support from Avangrid, hosted the second blue economy conference at Aloft Aviation at Cape Cod Gateway Airport.

The Big Blue Conference was curated to spark conversations and inspire actions relevant to the vitality of Cape Cod and the surrounding blue economy, with a focus on electrification and coastal resilience. From presenters, sponsors, and panelists, Big Blue's 218 attendees heard from two celebrity emcees and 32 individuals over the two days.

The conference was sponsored by Avangrid, Cooperative Bank of Cape Cod, Housing Assistance Corporation, Southcoast Wind, The Enterprise, BankFive, The Steamship Authority, Beacon Marine Construction, Vineyard Offshore, Teledyne Marine, DoubleTree by Hilton Cape Cod, Kandy Korner, MassDevelopment TDI, Better Business Bureau, and Cape Cod Community College. Many other local organizations donated goods and time to the conference. A full list of supporters is on capecodchamber.org/your-chamber/economic-development/blue-economy/big-blue-conference.

The conference speaker presentations can be viewed on the Cape Cod Chamber of Commerce's public YouTube channel.

Big Blue 2025 planning has begun with a focus on highlighting education and skill building pathways. Key speakers would include traditional and vocational high school educators, Cape Cod Community College, and MassHire.



Cape Cod Entrepreneurs

In December 2023, CCBEF was awarded \$60,000 from the Rockland Trust Charitable Foundation for its three-year Entrepreneurs Forever peer-support and education program. The Entrepreneurs Forever program is designed to strengthen cohorts of small businesses past the start-up stage.

The three-year program will teach a cohort of 12 small business owners from Cape Cod how to respond to challenges and sustainably grow their businesses. Using Entrepreneurs Forever's peer learning program, a facilitator will guide Cape Cod businesses through monthly meetings. These meetings are designed to encourage the entrepreneurs to problem-solve challenges together and in turn build the skills needed to grow their business.

The funding partnership formed with Rockland Trust Charitable Foundation and program partnership with Entrepreneurs Forever increase CCBEF's operating budget and serve CCEBF's mission of economic growth without adding an overwhelming workload to existing CCBEF and Cape Cod Chamber staff.

With enough small business interest, the peer group program is scalable by forming a second or more cohorts through the existing process.



Internships

From Fall 2023 through Spring 2024, CCBEF shared three interns with the Cape Cod Chamber. Kyle and Conor from Barnstable High School and Yoana from Cape Cod Academy worked in the CCBEF and Chamber's joint office several times per week during school hours as part of their senior coursework.

Kyle and Conor focused their efforts on expanding the CCBEF's Instagram presence through posting and engaging with followers. Together they brought the total @capecodblueeconomy follower count from 432 up to 612 as of mid-June 2024.

Yoana focused her attention on updating expeditionblue.org Waypoint listings. Several Waypoint listings were filled with placeholder images, repeat images, very little text, or outdated information. Yoana added relevant and interesting information to the pages to enhance the user experience and continue investing in the Expedition Blue project, lending to its longevity and sustainability.

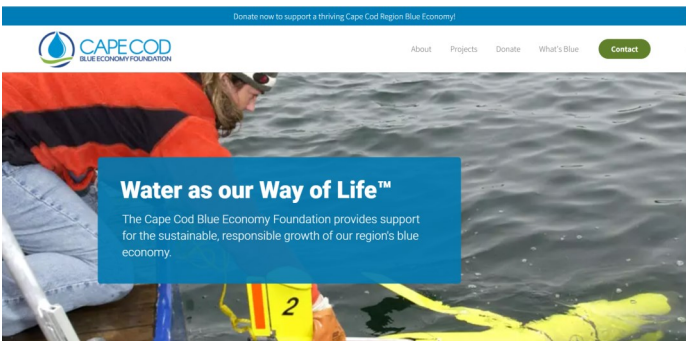
CCBEF looks forward to working with interns again in the future for continued social media and website maintenance.



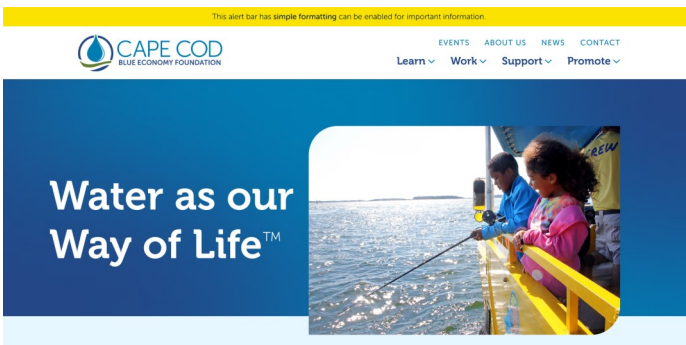


Bluecapecod.org

In November, CCBEF hired Dative to redesign bluecapecod.org. The updated website is being designed to speak to our WaterWORKS and Big Blue audiences leading up to and following the events. The site will include space for partners and sponsors to list their events and job offerings using forms, with no login required. Reports, news, videos, podcasts, and more will all be shared through the new platforms built into the site update.



Redesign of the site includes the addition of bright yellow to the brand palette alongside the existing dark blue, light blue, and green. The yellow brings more contrast to the brand and the website. The four-color scheme also parallels the four-color scheme of the Big Blue brand. In anticipation of a brand refresh, having four colors in the overall CCBEF brand will allow the CCBEF brand to adopt the Big Blue brand colors easier.



Cape Clasp Collab



Broadening CCBEF’s appeal to the public and diversifying revenue streams, CCBEF reached out to Cape Clasp this spring to launch a new CCBEF/Big Blue merchandise line of T-shirts, hoodies, and stickers. The cost of artwork and manufactured goods will be entirely covered and some revenue gained through sales of the merchandise through bluecapecod.org.

CCBEF will add a Shopify link to bluecapecod.org to sell items including ticket and exhibitor fees for events, and collect donations. This online credit card processing platform will replace the existing PayPal platform that CCBEF uses.



Looking Forward

Executive Director: Katy Acheson has been appointed Executive Director of CCBEF as of July 1, 2024.

Annual Sponsorship Model: Proposal to adopt an annual sponsorship model instead of event-to-event. Develop benefits and launch in lead-up to a digital relaunch. AVANGRID, SouthCoast Wind, Vineyard Wind, Steamship Authority, Cape Cod Community College, and MassHire have all sponsored both CCBEF events over the past six months. Bundling sponsorships between these events yielded greater investment from individual organizations and stronger professional relationships.

Brand Architecture: CCBEF's overall branding can be updated by Carol McLeod Design, who created the Big Blue Conference logo. Updates to the brand will help others identify events and programs as CCBEF through custom fonts, color palette, and updated iconography using some existing design concepts.

Implementation Plan Review: To best move our mission forward, the CCBEF board and Cape Cod Chamber staff will hold an implementation plan review session to determine successes, missed opportunities, and future possibilities.

Blue Economy Industry Assessment: The 2017 Implementation Plan included a detailed assessment of the region's blue economy industries.

Marketing Strategy: Promoting events and activities can consume staff time. To best use staff time and best train future interns, CCBEF should create a clear marketing strategy and communications toolkit.

Grant Collaboration: Building working relationships and successful programs with organizations like EforAll Cape Cod, MassDevelopment's Hyannis TDI, MassHire, and Cape Cod Community College should lead to more funding opportunities through joint grant applications.



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