CAPE COD
COMMISSION

SCOPE OF WORK

Town of Orleans Community SWOT Workshop

Introduction

The Town of Orleans is a commercial hub for the towns of the Lower and Outer Cape. In addition to the recent impacts of the COVID-19 pandemic, the Town also expects to see a change to its economy due to investments in wastewater infrastructure.

The Town contacted the Cape Cod Commission to assist in the facilitation of a SWOT (strengths, weaknesses, opportunities, and threats) community workshop in anticipation of future economic development planning and in response to the rapid pace of change to the town and region's economy.

The goal of this project is to solicit input from key economic stakeholders to better understand the Town's economic development goals and prepare the Town for an in-depth strategic planning process to support economic recovery from the COVID-19 pandemic and long-term vitality.

Task 1: Facilitate Community SWOT Workshop

Commission staff will work with Town staff to plan and facilitate a virtual SWOT workshop. Elected officials, town staff, business owners, residents, and other economic development stakeholders will have an opportunity to identify what makes the Town of Orleans an attractive place to live, work, and locate a business. The workshop will also provide an opportunity to identify aspects of the community or external threats that may impede progress towards the Town's economic development goals.

CCC RESPONSIBILITIES

- Design virtual workshop structure
- Virtually attend workshop planning meetings with Town staff
- Prepare presentation for workshop, including designing poll questions
- Facilitate the workshop, including presenting on the regional economic context
- Manage registration and invitations

TOWN RESPONSIBILITIES

- Select date, time, duration of workshop
- Virtually attend planning meetings with CCC staff
- Advertise the workshop
- Identify key attendees and their email addresses for invitations
- Conduct workshop outreach including sharing invitations with key attendees, including elected officials, business owners, and residents

DELIVERABLES

- Presentation
- Invitation

Task 2: Develop Summary of Workshop Results

Commission staff will summarize the results of the SWOT in a workshop summary, and will share a draft with Town staff for their review. The summary will describe the strengths, weaknesses, opportunities, and threats identified by workshop participants.

DELIVERABLES

- Workshop Summary

Task 3: Draft Strategic Economic Development Plan Scope of Work

Commission staff will leverage the SWOT workshop findings to draft a scope of work for a consultant to assist the Town in developing a strategic economic development plan, and will assist the Town in preparing a grant application.

DELIVERABLES

- Scope of Work for Strategic Economic Development Plan

Proposed Timeline

Task	Completion Date
Task 1. Facilitate Community SWOT workshop	April 27
Task 2. Develop workshop summary results	May 7 (draft) May 14 (final)
Task 3. Draft Strategic Economic Development Plan Scope of Work	May 28

Project Team

- Chloe Schaefer, Chief Planner
- Martha Hevenor, Planner II
- Chelsea Bruck, Community Development Planner
- Jennifer Clinton, Community Development Planner
- Abigail Bliss, Community Development Planner