

News from the Economic Development Division

STOREFRONT IMPROVEMENT PROGRAM NEWS

Storefronts-For-All in Cambridge - Get money for upgrades to your storefront. Improve accessibility and grow your business!

The Storefront Improvement Program provides technical and financial assistance to property owners or tenants seeking to renovate or restore commercial building exterior facades. The Program seeks to increase accessibility into storefronts, improve the physical appearance of independent businesses and enhance the commercial districts of Cambridge.

The program now provides the opportunity of a 90% matching grant up to \$20,000 for ADA improvements to entrances, including ramps, lifts, door hardware and automatic openers, accessible parking, and signage.

[For more information on all the opportunities with the Storefront Improvement Program and to download the application, click here.](#)

March Workshops

DEMYSTIFYING SOCIAL MEDIA METRICS

Tuesday, March 11, 2014, 6:00 P.M. - 8:00 P.M. at Cambridge City Hall Annex, 344 Broadway, 4th floor. Free for eligible Cambridge residents and business owners, \$20 for others. *Presented by the Center for Women and Enterprise.*

What social media metrics are important, and how do you use them to grow your business? Knowing what data matters, and what doesn't, is critical to creating your own social media metrics tracking system. In this workshop, we will review the basics of Google Analytics, Facebook Insights, and Youtube Insights; and take a dive into looking at the data you need to track in order to know what your online community wants. This is a great workshop for business owners interested in understanding how to engage online with customers!

HUMAN RESOURCES WORKSHOP

Tuesday, March 18, 2014, 9:00 A.M. - 12:00 P.M. at Cambridge Public Library - Main Branch, 449 Broadway, Room L2. Free to all,

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with a suggested donation of \$20. *Co-Sponsored by Cambridge Local First.*

What are the best practices on retaining employees? How can you protect yourself when you are looking to let someone go? Attend this great seminar to learn more! [For more information on this event, click here.](#)

SIDEWALKS AND SPECIAL EVENTS WORKSHOP

Tuesday, March 25, 2014, 9:00 A.M. - 10:30 A.M. at Cambridge City Hall Annex, 344 Broadway, 2nd floor. Free for all. Presented by the City of Cambridge.

Are you interested in hosting a block party or sidewalk sale in your neighborhood? Wondering what the steps are to get an A-Frame or outdoor cafe space for your business? This workshop will help answer these questions. Come learn the step-by-step permitting and licensing process to use the sidewalk (or street), the application process to hold an event, and other resources to help your business grow and your special event to run smoothly.

To pre-register for workshops please contact:

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