



City of Cambridge Community Development Department Cambridge Business Diversity Directory ELIGIBILITY CRITERIA

I. INTRODUCTION

The Cambridge Business Diversity Directory is a tool connecting local businesses owned by historically excluded proprietors to customers. The Directory aims to elevate businesses owned by women, people of color, veterans, people with disabilities, members of the LGBTQ+ community, and individuals of Portuguese descent. The Directory serves as a marketing and networking tool to connect these businesses with consumers, companies, and other institutions.

For the purposes of this directory, a “business” is defined as a for-profit entity with goods and services available to the public (whether online or in-person) and whose ownership structure is not a formula-based business. An “entity” is defined as a non-profit offering goods and services for a fee to the public (whether online or in-person).

A business or entity must have a fully launched, or in-operation enterprise, to be included in the Cambridge Business Diversity Directory.

II. ELIGIBILITY CRITERIA

In addition to self-identifying as a historically excluded proprietor, Cambridge businesses and entities interested in being listed in the Cambridge Business Diversity Directory will be asked to demonstrate the following:

- The business is an active for-profit entity in full operation offering goods and services to the public.
- The business is either:
 - a physical brick-and-mortar space with a Cambridge commercial street address.

or

 - a sole proprietor, or home-based business, with a Cambridge residential street address.

The Cambridge Business Diversity Directory now includes non-profit entities offering goods and services to the public. The following criteria has been used to determine inclusion of these entities:

Either

1. A founder with 51% or more controlling interest is a member of a historically excluded group and still an active member of the board or has the role of executive director;

OR

2. 51% of the board consists of members who identify as being in/of a historically excluded group;

AND

3. They have a stated mission that directly supports historically excluded groups.
4. The entity is registered to the Cambridge residential address of the founder identified in item 1. above or the entity has a physical office with a Cambridge address.
5. The entity is active and in full operation offering goods and services for a fee to the public.

The City of Cambridge reserves the right to apply additional criteria before accepting interested businesses and may request proof of the above criteria through such materials as the City of Cambridge Business Certificate or non-profit articles of incorporation.