



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

I. INTRODUCTION

The Cambridge Business Diversity Directory is intended to celebrate and highlight the diverse independent and locally-owned small businesses, entities, and sole proprietors whose place of business is in Cambridge.

This Cambridge Business Diversity Directory lists businesses and entities owned by women or minorities, including people of color, LGBTQ+ owners, veterans, persons with disabilities, and business owners of Portuguese decent. These categories align with the Massachusetts Supplier Diversity Office, which certifies diverse businesses in the Commonwealth of Massachusetts. Businesses and entities do not need to be state certified to be listed in this directory.

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 franchise or 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 member of one of the six Commonwealth of Massachusetts categories of women-owned and minority-owned business, 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 woman, minority, LGBTQ+, veteran, person with disabilities, and/or person of Portuguese decent and still an active member of the board or has the role of executive director;

OR

2. 51% of the board consists of women, minorities, LGBTQ+, veterans, persons with disabilities, and/or persons of Portuguese decent;

AND

3. They have a stated mission that directly supports women, minorities, LGBTQ+, veterans, persons with disabilities, and/or persons of Portuguese decent
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.