Overview of BIPOC-Owned Businesses Survey Results

January 24th, 2022
Introduction

Survey Platform
- Used SurveyMonkey
- Open from late October to end of December 2021
- Translated survey into six languages (Amharic, Arabic, Bangla, Haitian-Creole, Portuguese, Spanish, and Traditional Chinese)

Outreach
- Previous grant recipients who’ve self-identified as BIPOC
- Emails:
  - Multiple rounds of emails sent to business owners, such as businesses in the Diversity Directory and recent business certificate holders identifying as MBEs
  - Sent emails through the EDD e-Newsletter
- Posted on City’s social media platforms and the City's home page, and COVID daily emails to residents
- Relayed information and promotion materials to various City and regional organizations, including local business associations, Cambridge Housing Authority, and local community associations
Results

Total responses

91

90 in English
1 in Bengali
# Race & Ethnicity

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose not to answer</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>White</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Indigenous</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Hispanic, Latino, Latina, or Latinx</td>
<td>9</td>
<td>9%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>32</td>
<td>31%</td>
</tr>
<tr>
<td>Asian/East Asian/Pacific Islander</td>
<td>35</td>
<td>35%</td>
</tr>
</tbody>
</table>
Gender/Sex

- Women: 54 (61%)
- Men: 36 (39%)

Legend: Women, Men
Years in Business

- Less than 1 year: 5
- 1-3 years: 10
- 3-5 years: 16
- 5-7 years: 9
- 7-10 years: 10
- More than 10 years: 41
Business Sector

- Transportation: 1
- Retail or Personal Services Trade: 36
- Real Estate: 2
- Professional, Scientific, Technical Services: 12
- Manufacturing: 1
- Healthcare: 6
- Finance: 4
- Education Services: 8
- Construction: 4
- Administration and Support Services: 2
- Accommodations and Food Services: 22
Number of Employees

- 1-4: 66
- 5-9: 11
- 10-19: 4
- 20-49: 6
- 50-100: 0
- 100+: 1
2019-2020 Revenue Change

64  No change
19  Reduction
  3  Increase
Received Any COVID-19 Grants?

- Yes: 66
- No: 19
Participated in City Programs?

- I have not participated in any City program: 30
- Site Finder Program: 1
- One-on-One technical assistance: 3
- Food Business Incubator/Food Truck Program: 0
- Diversity Directory/Local Vendor Fairs: 16
- Cambridge Entrepreneurship Assistance or Small...: 7
- 10-Week Business Planning Course: 7
- City’s Business Development Workshops: 15
- Small Business Grant Programs: 35
Challenges During COVID-19 Recovery

- Access to capital: 36
- Finding customers: 35
- Affordable workspace/location: 28
- Networking opportunities: 26
- Business guidance and resources: 23
- Foot traffic: 22
- Employees: 22
- Mentorship: 6
Difficulty Rating of Opening a Business

Brick and Mortar
- Not difficult at all: 1
- Average: 3.30
- Very Difficult: 5

Online
- Not difficult at all: 1
- Average: 3.04
- Very Difficult: 5
What would have made it easier to open a business?

- A mentorship program: 21
- Help with permitting, zoning, licensing, and other regulatory issues: 31
- Financing: 32
- Marketing assistance: 34
- Business guidance and learning about resources available to me: 39
Certifications

56%

do not hold any certifications
Procurement & Bidding

10 Has done business with the City

4 Has done business with the State

59 Have not done business with the City nor the State
Interviews

Count
• 7 interviews completed
• 6 more interviews to do

Methods
• 15-30 minutes interview
• Via Zoom or phone call
Interview Questions Themes

• Where do you go when you need business assistance? How do these groups help your business?
• Have you ever worked with the City to assist your business? If you did not connect with the City for help, why not?
• Areas of business support
• Business goals in the next 5 years
• How can the City help your business
• If you are not registered as a women/minority owned business with the state, why not?
• Forms of communication – with the city and other small business
Initial Interview Feedback/ Recommendations

• Early education & child-care support for business owners + employees
• Support for all business types in pandemic response (focus seems to be in certain industries)
• Increase access to community wealth + capital for current and potential business owners
• Culture + Vending Events Database/Calendar
• More integration of program outreach with businesses in the forming stage
Thank you