City of Cambridge
Community Development Department

BIPOC-Owned Businesses
Survey + Interview Results

February 2022
Report Overview

• Survey implementation and outreach methods
• Survey results
• Interview questions and feedback
• Survey and interview recommendations and potential program ideas
• Next steps
Survey Implementation

• Worked with BIPOC Business Advisory Committee to develop questions
• Used SurveyMonkey Platform
• Kept survey open for two (2) months - from late October to end of December 2021
• Made the survey available in six languages (Amharic, Arabic, Bangla, English, Haitian-Creole, Portuguese, Spanish, and Traditional Chinese)
Outreach & Engagement

Individualized Outreach
• Personal conversations/targeted emails to:
  • Business Owners
  • Business Owners listed in Diversity Directory
  • Recent Business Certificate Holders Identifying as MBEs

Community Partners
EDD developed a social media kit and other promotional materials and shared with:
• Business Associations
• Local Community Groups (e.g. Cambridge Housing Authority, Women's Center, community centers)

City Communications Channels
• City Daily Update email (16,500 subscribers)
• Economic Development Monthly Newsletter
• City Website
• Month-long social media campaign
Survey Results
Results

Total responses

91

90 in English
1 in Bengali
Race & Ethnicity

- Asian/East Asian/Pacific Islander: 35 (35%)
- Black/African American: 32 (31%)
- Hispanic, Latino, Latina, or Latinx: 12 (12%)
- Middle Eastern: 2 (2%)
- Indigenous: 1 (1%)
- Multi-Racial: 5 (5%)
- White: 4 (4%)
- Choose not to answer: 1 (1%)
- Black/African American: 32 (31%)
- Asian/East Asian/Pacific Islander: 35 (35%)
Gender/Sex

54 (61%)

36 (39%)

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
**Business Sector - Asian**

- **Accommodations and Food Services**: 14
- **Retail or Personal Services Trade**: 13
- **Professional, Scientific, Technical Services**: 4
- **Education Services**: 2
- **Healthcare**: 2
- **Manufacturing**: 1
- **Other (please describe)**: 6
Business Sector – Black/African-American

- Retail or Personal Services Trade: 13
- Professional, Scientific, Technical Services: 6
- Accommodations and Food Services: 3
- Construction: 3
- Education Services: 3
- Finance: 2
- Administration and Support Services: 2
- Healthcare: 2
- Real Estate: 2
- Other (please describe): 8
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
- 20 Decrease
- 2 Increase
Businesses with Increased Revenue

The 2 businesses that had revenue increase

Business sector: Construction
Businesses with Decreased Revenue

Number of Years in Business:
- 0-1 year: 2
- 1-3 years: 2
- 3-5 years: 3
- 5-7 years: 4
- 7-10 years: 9
- 10 years or more: 9
## Businesses with Decreased Revenue

<table>
<thead>
<tr>
<th>Business Sector</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>1</td>
</tr>
<tr>
<td>Professional, Scientific, Technical Services</td>
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</tr>
<tr>
<td>Other (please describe)</td>
<td>3</td>
</tr>
<tr>
<td>Education Services</td>
<td>3</td>
</tr>
<tr>
<td>Retail or Personal Services Trade</td>
<td>5</td>
</tr>
<tr>
<td>Accommodations and Food Services</td>
<td>10</td>
</tr>
</tbody>
</table>
Businesses with Decreased Revenue

Number of Employees

- 1-4: 12
- 5-9: 3
- 10-19: 2
- 20-49: 3
- 50-99: 0
- 100+: 0
Received Any COVID-19 Grants?

- Yes: 66
- No: 19
Who Received COVID-19 Grants?

### Business Sector

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<tr>
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<tbody>
<tr>
<td>Other (please describe)</td>
<td>8</td>
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<td>Transportation</td>
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<tr>
<td>Retail or Personal Services Trade</td>
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<tr>
<td>Real Estate</td>
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<tr>
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<tr>
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<tr>
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The answers for "other" include communication/advertising, non-profit, farm, law, wellness, arts, tourism, insurance.
Who Received COVID-19 Grants?

- Asian/East Asian/Pacific Islander: 21
- Black/African American: 16
- Hispanic, Latino, or Latinx: 5
- Middle Eastern: 2
- North African: 0
- White: 5
- Multi-Racial: 2
Who Received COVID-19 Grants?

- Female/woman: 22
- Male/man: 26
Who Received COVID-19 Grants?

**Years in Business**

<table>
<thead>
<tr>
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<th>Count</th>
</tr>
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<tbody>
<tr>
<td>0-1 year</td>
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<tr>
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<td>3-5 years</td>
<td>6</td>
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<td>10 years or more</td>
<td>24</td>
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Who Received COVID-19 Grants?

Number of Employees

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<td>0</td>
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<td>100+</td>
<td>0</td>
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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
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
Difficulty Rating of Opening a Business

Brick and Mortar

1 3 5
Not difficult at all Very Difficult
Average: 3.30

Online

1 3 5
Not difficult at all Very Difficult
Average: 3.04
What would have made it easier to open a business?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business guidance and learning about resources available to me</td>
<td>39</td>
</tr>
<tr>
<td>Marketing assistance</td>
<td>34</td>
</tr>
<tr>
<td>Financing</td>
<td>32</td>
</tr>
<tr>
<td>Help with permitting, zoning, licensing, and other regulatory issues</td>
<td>31</td>
</tr>
<tr>
<td>A mentorship program</td>
<td>21</td>
</tr>
</tbody>
</table>
Business Certifications

56% do not hold any certifications
Procurement & Bidding

10 Have done business with the City

4 Have done business with the State

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

Count
• 13 interviews completed (as of March 28, 2022)

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
Interview Feedback

• Early education & child-care support for business owners + employees
• Business owners do not have time to seek out resources – whether city programs or other organizations
• Increase support for all business types in pandemic recovery response
• Amplify access to community wealth + capital for current and potential business owners
• Develop a Culture + Vending Events Database/Calendar
• Integrate more program outreach with businesses in the forming stage
• Find opportunities to increase awareness of BIPOC businesses
Possible Program Recommendations
From survey results and interviews
#1. Support Early Education Programs

Need: There is a need to support childcare programs in Cambridge and provide childcare services to employees

- Connect business owners with early education providers

- Amplify the City of Cambridge Human Services & Public Schools “Birth to 3rd Grade” Program –
  - Could collaborate with this program to support childcare entrepreneurs
#2. Increase Access to Wealth

Need: Provide programs that connect entrepreneurs financial and social wealth opportunities

- Promote community investment programs through CDFIs and local banks
- Cambridge Business Pitch Nights
#3. Develop a Cultural + Market Events Calendar

Need: Understand what events are available out there for business owners to vend or to make better B2B and B2C connections

• Could collaborate with Arts Council + Tourism or develop a new business events calendar

• Where would this be hosted? Who would be in charge?

• What type of events would be useful for business owners?
#4. Offer a Business Opening Welcome Kit

Need: Provide business resources to businesses early on in their startup phase

Develop a welcome kit that includes:

- Checklist of required permits & certification
- Diversity Directory & list of certified MWBE businesses
- Mentorship programs
- Networking opportunities (e.g. Chamber of Commerce After Hours events)
#5. Promote Current Grants & Programs

Need: Ensure that all business owners are aware of the City’s business programs and make the process to apply easier

- Increase promotion and marketing of existing programs to underserved businesses.
- Dedicate personnel/hours to in-person visits to talk with business owners.
- Review current programs and workshop topics.
- Streamline the application & paperwork process.
#6. Consider Anti-displacement Programs

Need: Ensure that current business owners can stay in Cambridge

- What would this look like?
  - Technical assistance?
  - Financial assistance?
  - Legal assistance?
- Co-op/co-ownership of commercial buildings?
- More research in this area to come.

antidisplacement.org
What We Have Heard from You

The City should...

• Host more **events** highlighting **BIPOC businesses**, including events connecting BIPOC business owners to each other
• Enhance city programs – including **outreach and processes**
• Make available **pop-up opportunities** for BIPOC and women-owned businesses
• Offer **mentorship and networking** programs
• Increase the number of **state certified** businesses in the City and **promote purchasing** from BIPOC businesses
• Provide a “**How to Open a Business**” Checklist
• Think about policies supporting a small business **banking partnership**
Universal Recommendations

• **Host more events** highlighting BIPOC businesses, including networking and mentorship programs
• Enhance and **amplify city programs**
• **Provide tools** to support businesses at all levels (from start to growth)
• **Increase purchasing opportunities** for BIPOC business with the city and large companies
• Work on policies and programs to help reduce business displacement and build more community, culture, and economic wealth
Next Steps
Next Steps

• Review survey results and business owners' recommendations

• Develop final BIPOC Business Advisory Committee Recommendations by June 2022.

• Staff to present possible program ideas at July-August 2022 meeting.
Thank you.