

City of Cambridge
Community Development Department

BIPOC-Owned Businesses Survey + Interview Results

February 2022

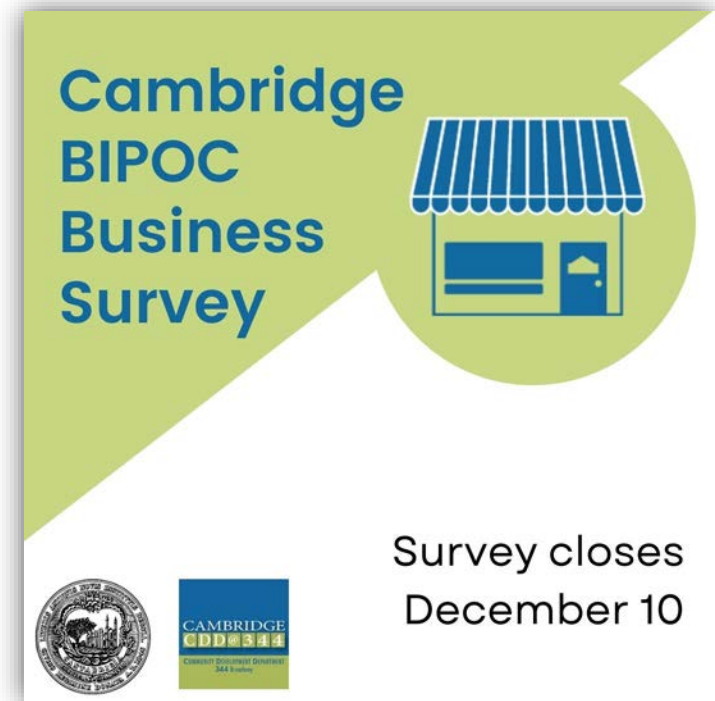


Report Overview

- 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

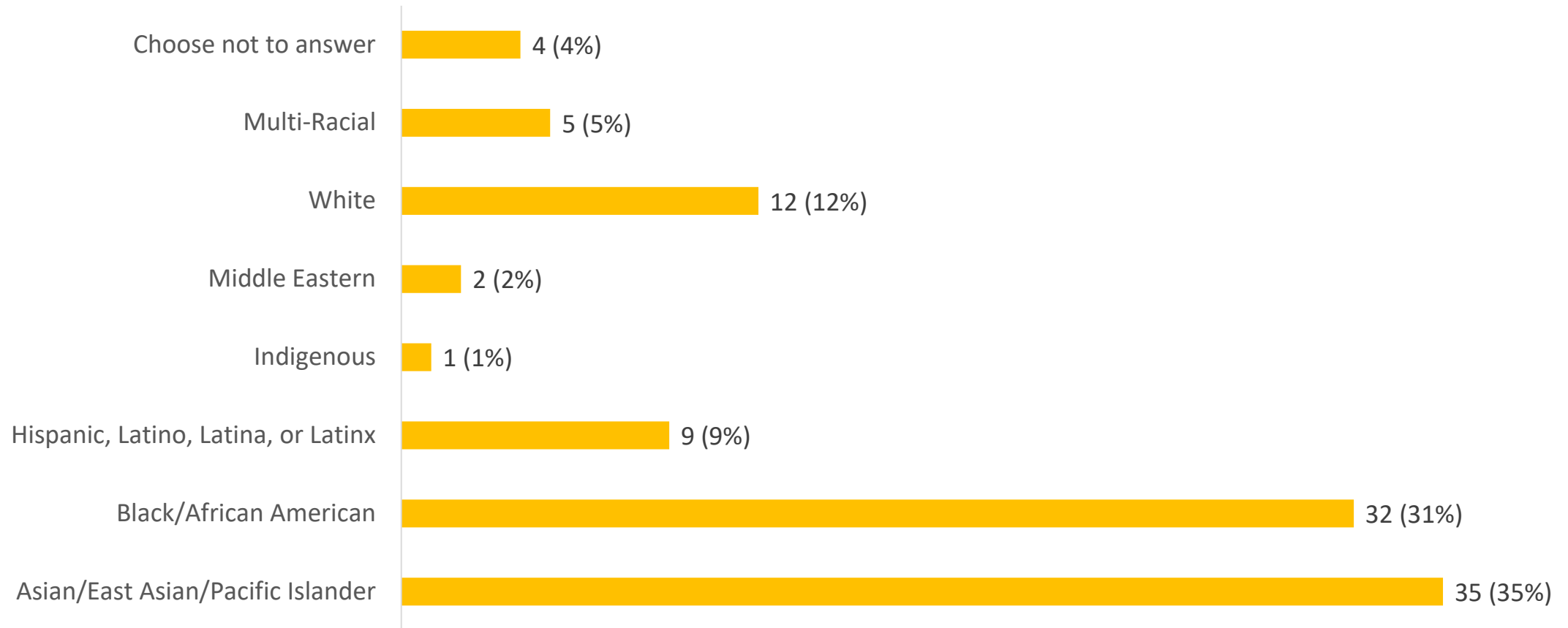
90

in English

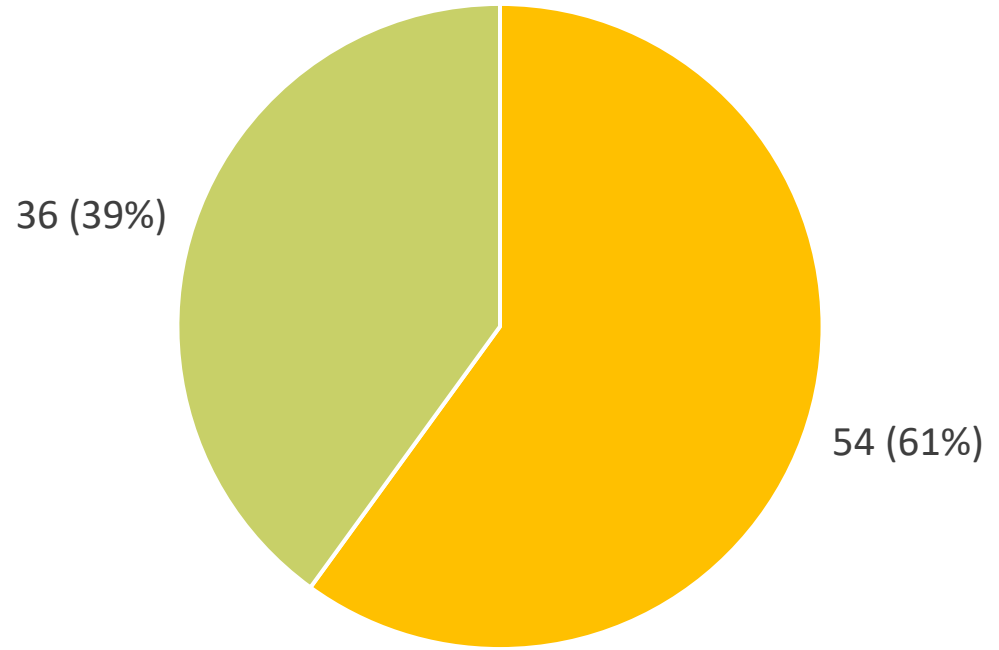
1

in Bengali

Race & Ethnicity

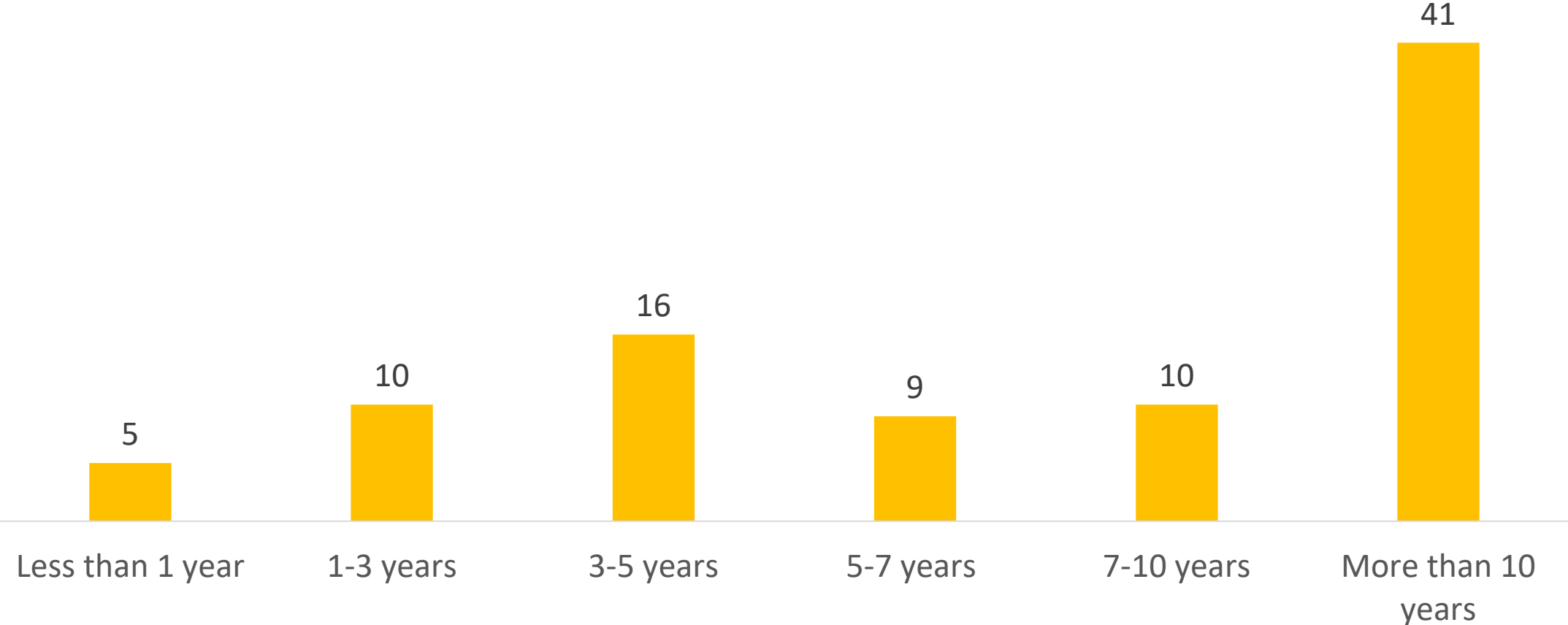


Gender/Sex

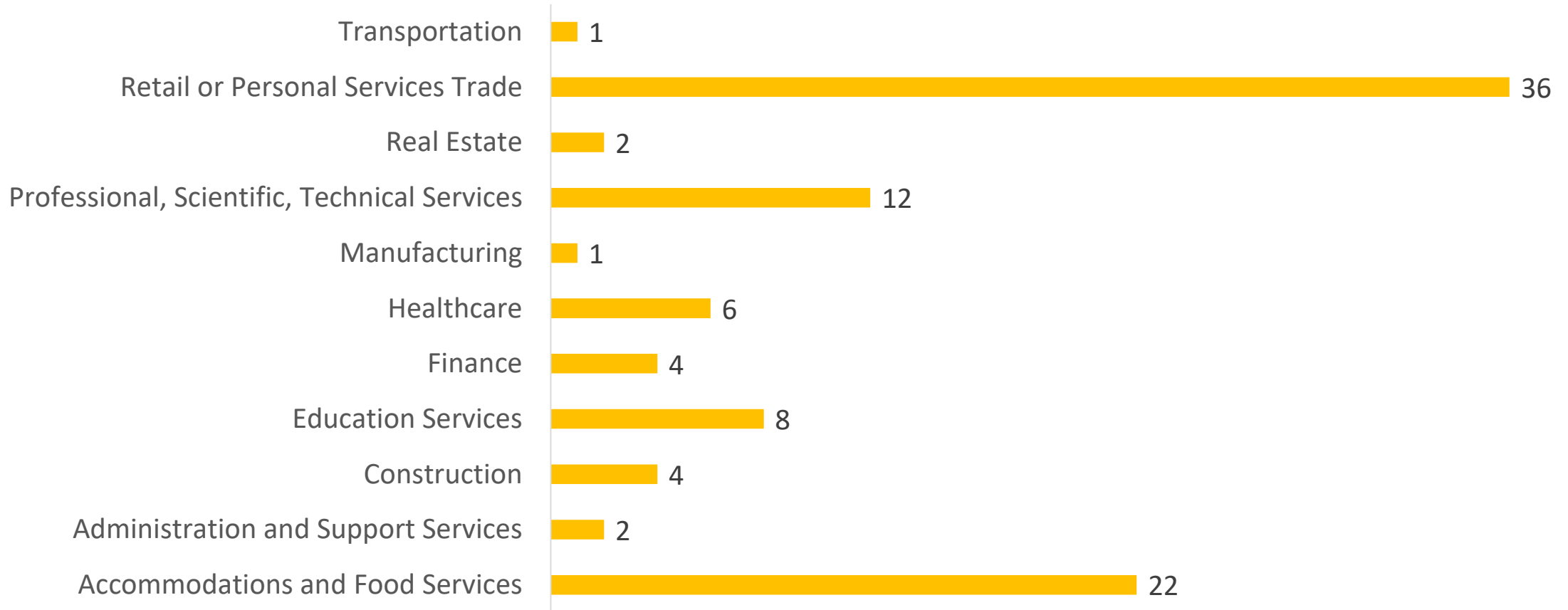


■ Women ■ Men

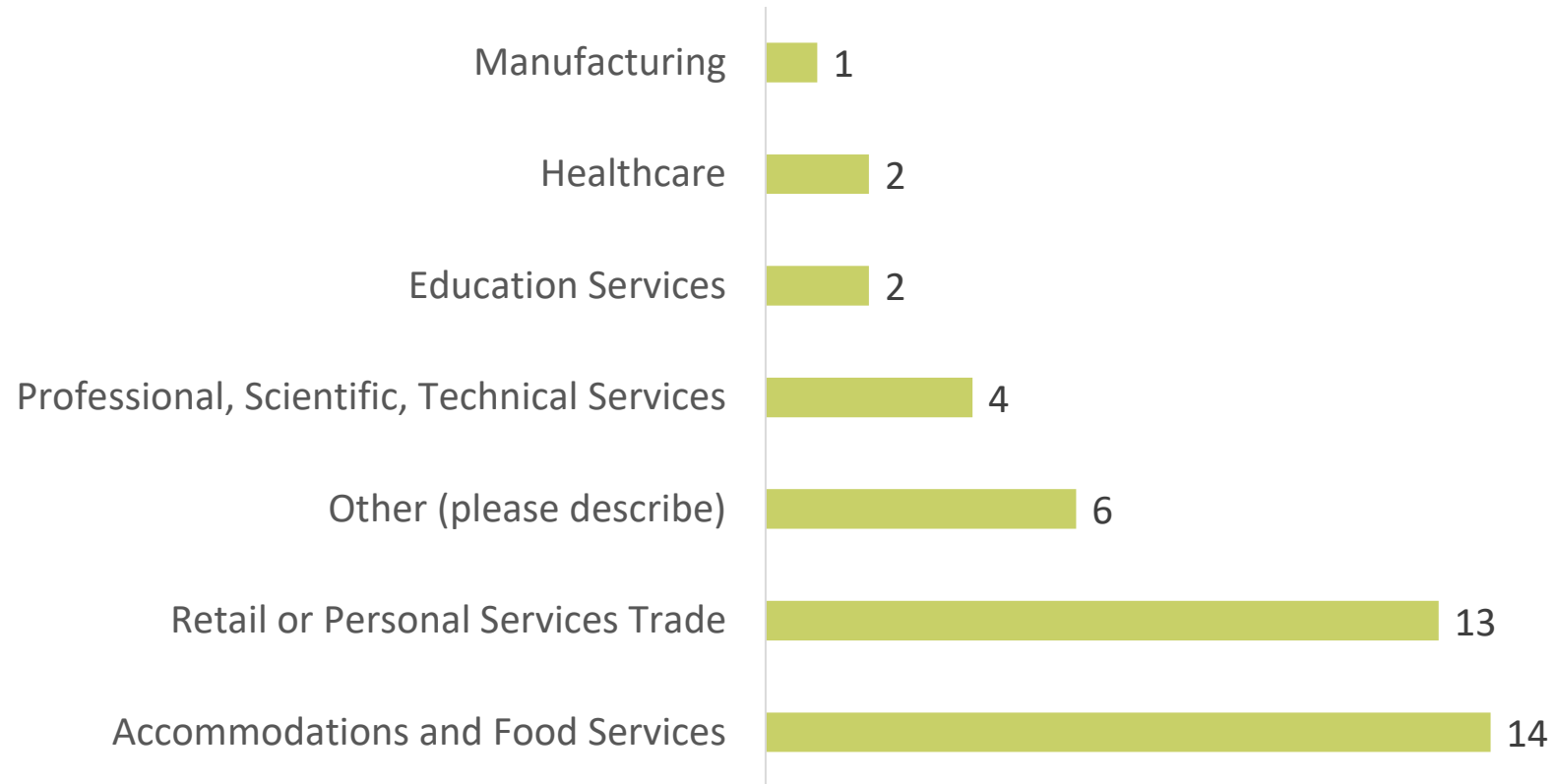
Years in Business



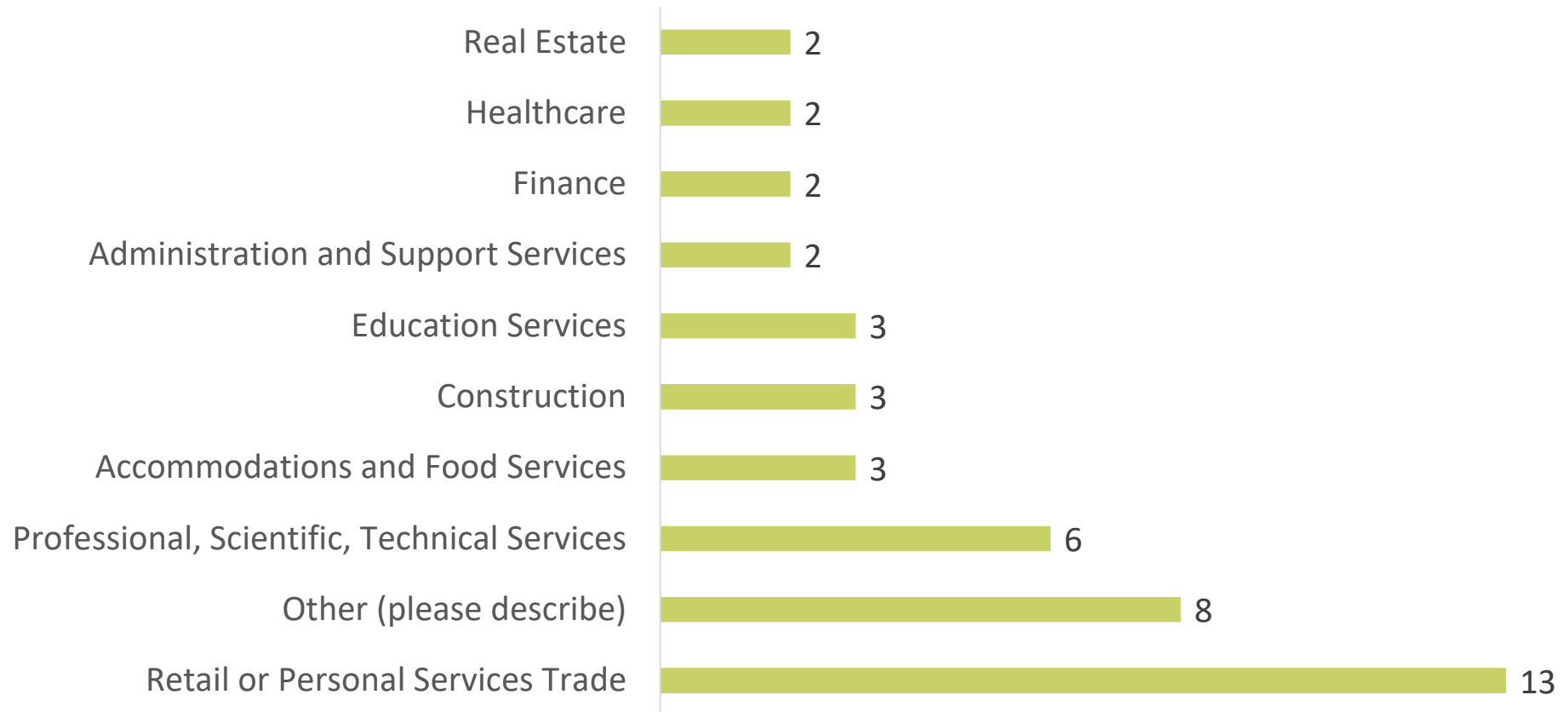
Business Sector



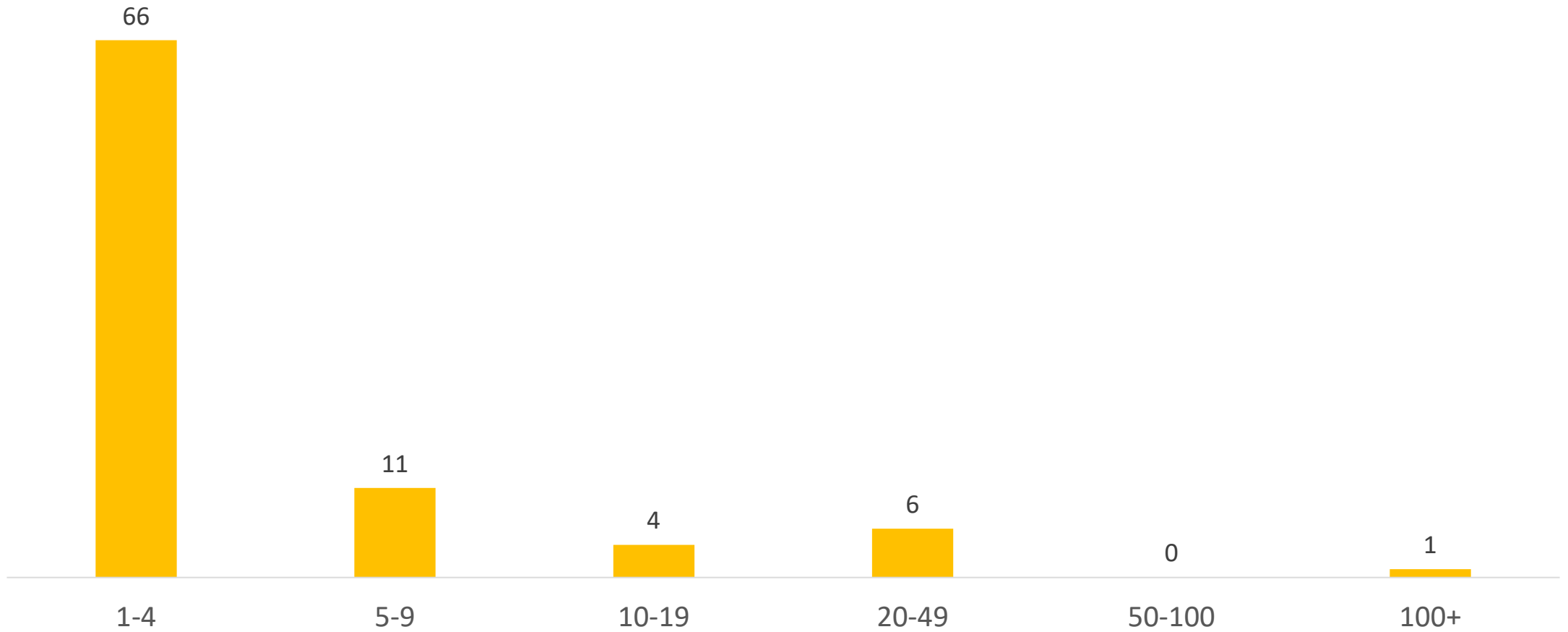
Business Sector - Asian



Business Sector – Black/African-American



Number of Employees

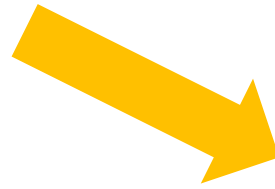


2019-2020 Revenue Change



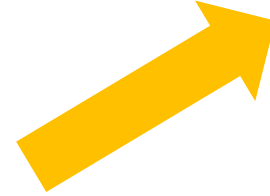
64

No change



20

Decrease



2

Increase

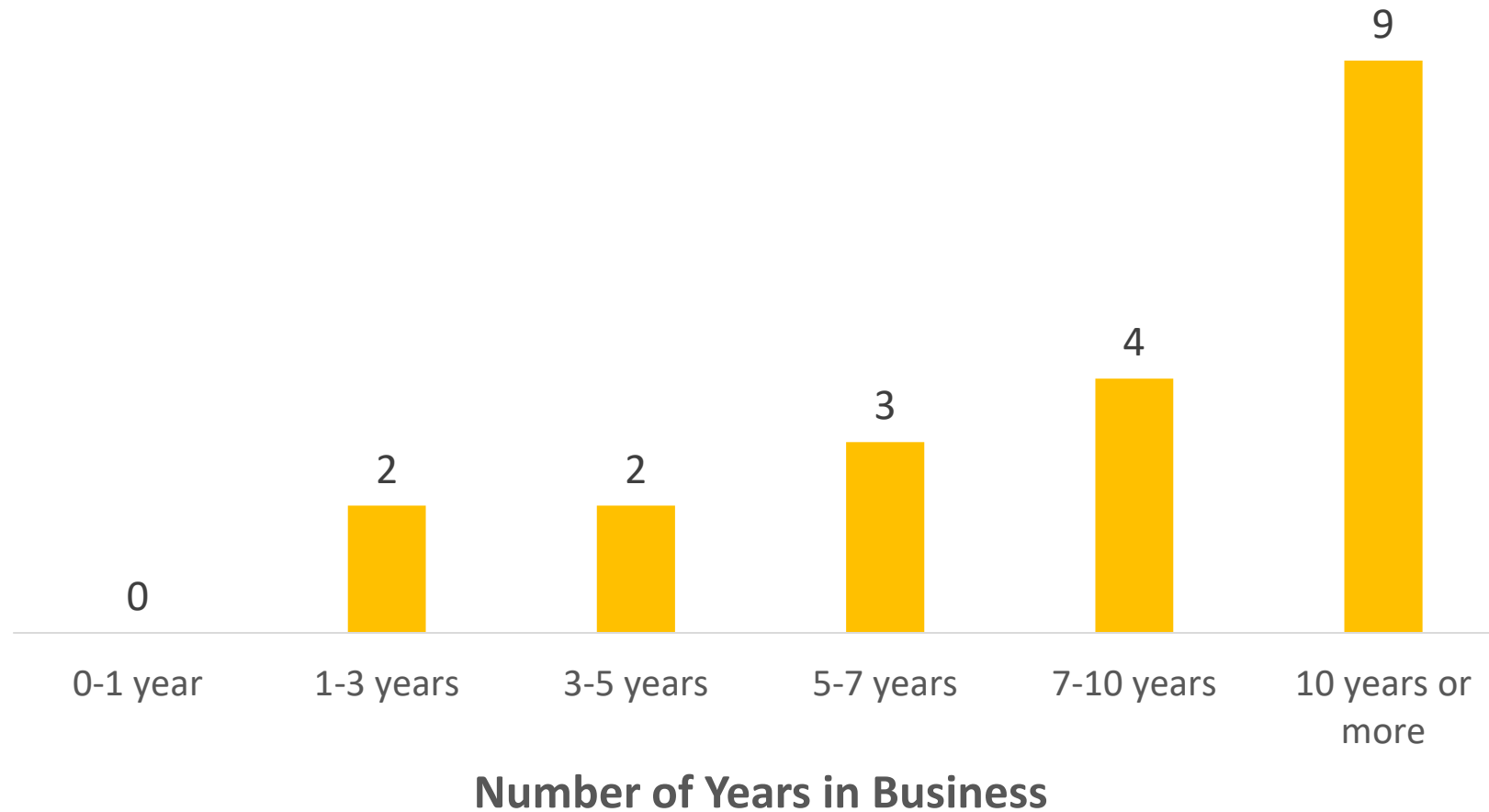
Businesses with Increased Revenue

The 2 businesses that
had revenue increase

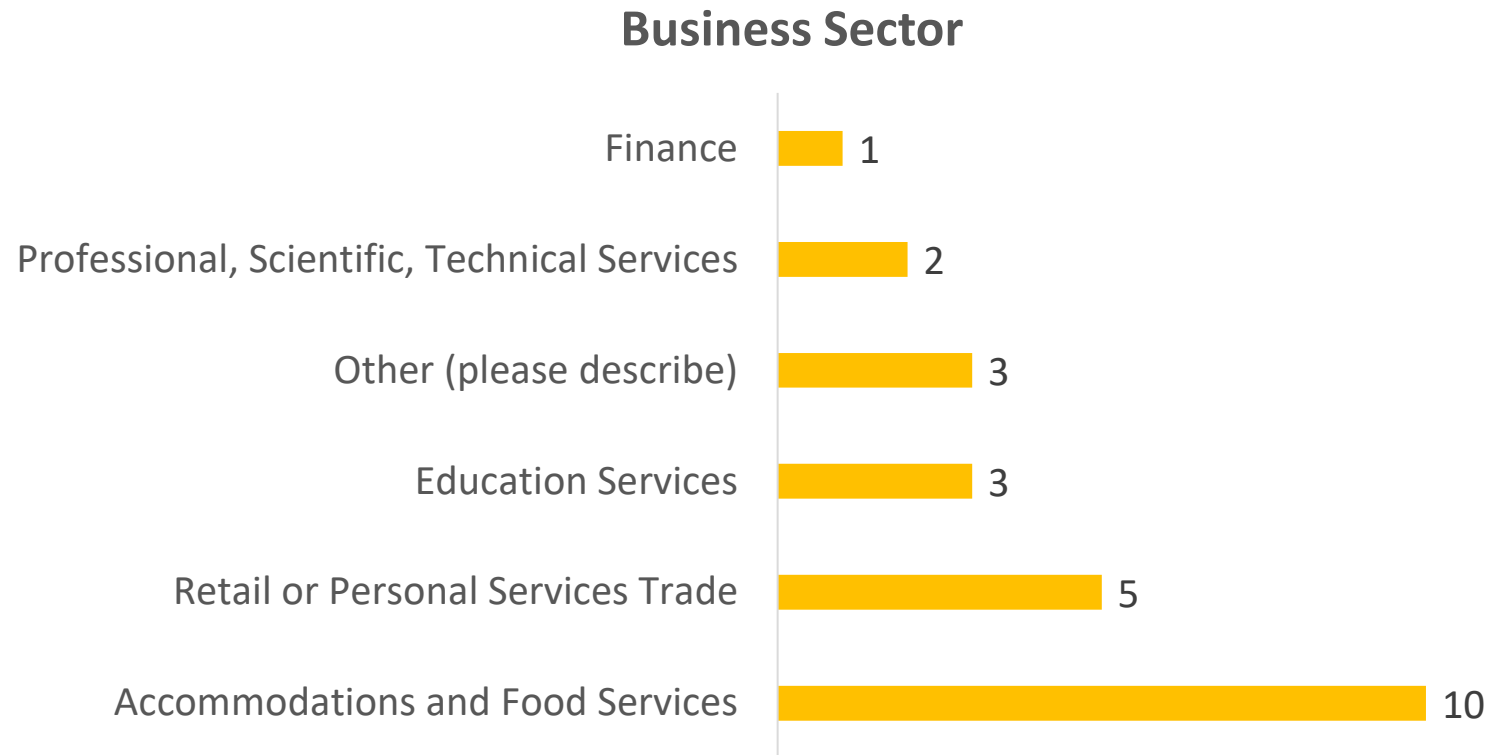
Business sector: **Construction**



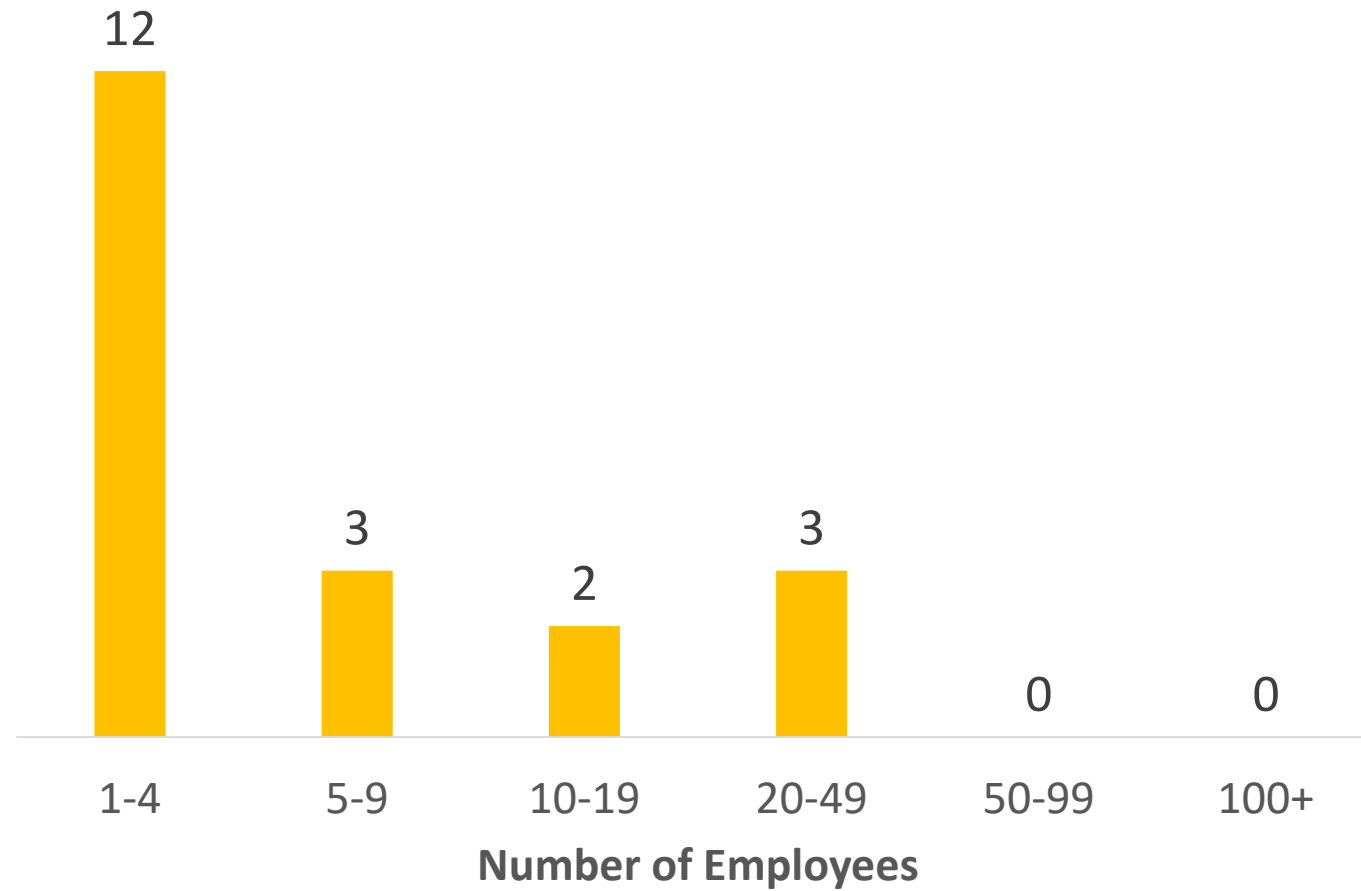
Businesses with Decreased Revenue



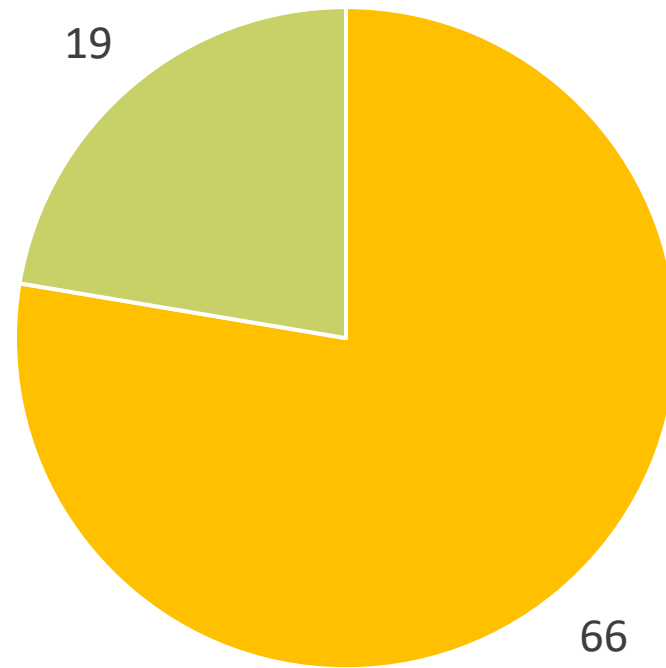
Businesses with Decreased Revenue



Businesses with Decreased Revenue

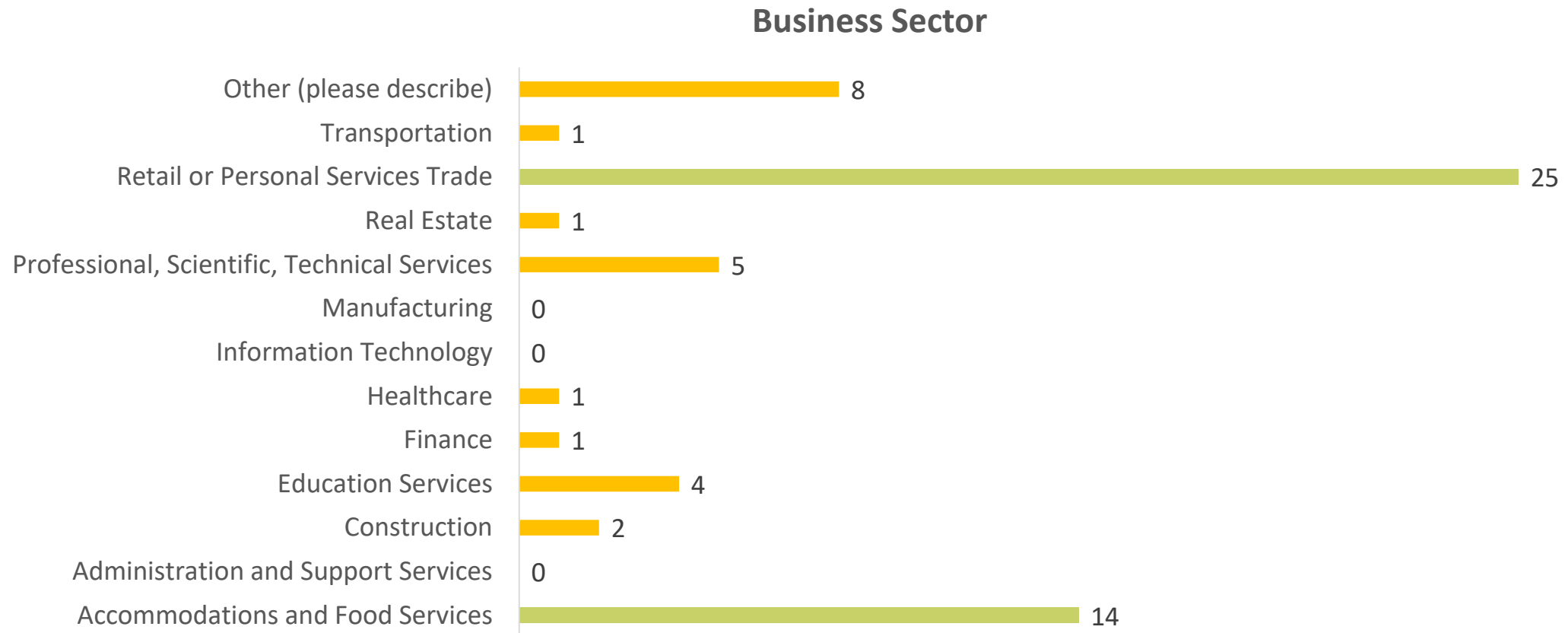


Received Any COVID-19 Grants?



■ Yes ■ No

Who Received COVID-19 Grants?



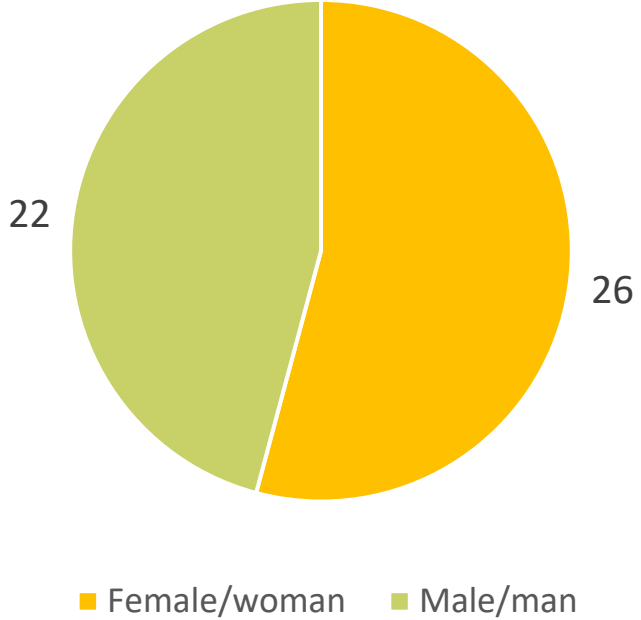
The answers for "other" include communication/advertising, non-profit, farm, law, wellness, arts, tourism, insurance

Who Received COVID-19 Grants?

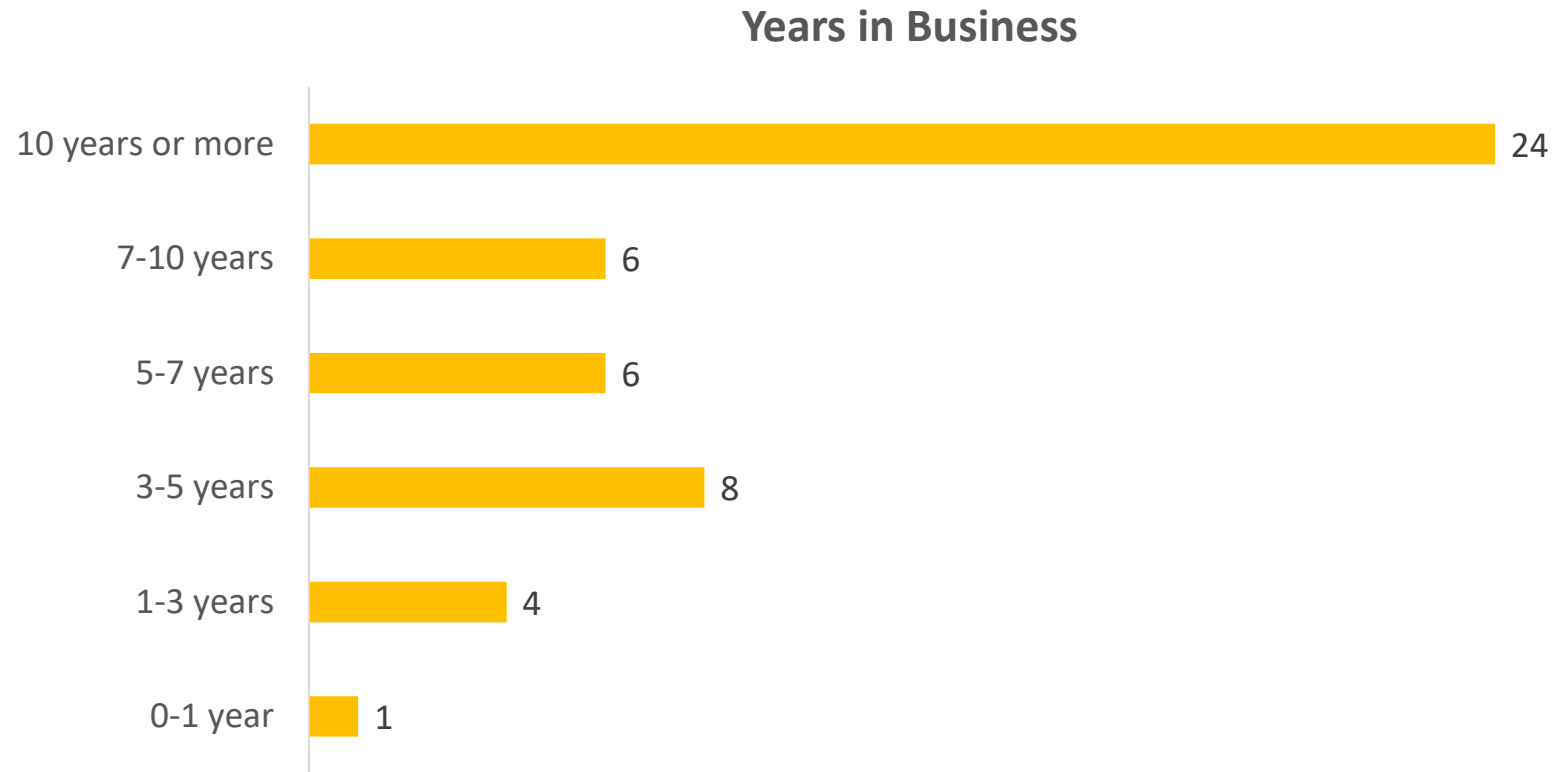


Who Received COVID-19 Grants?

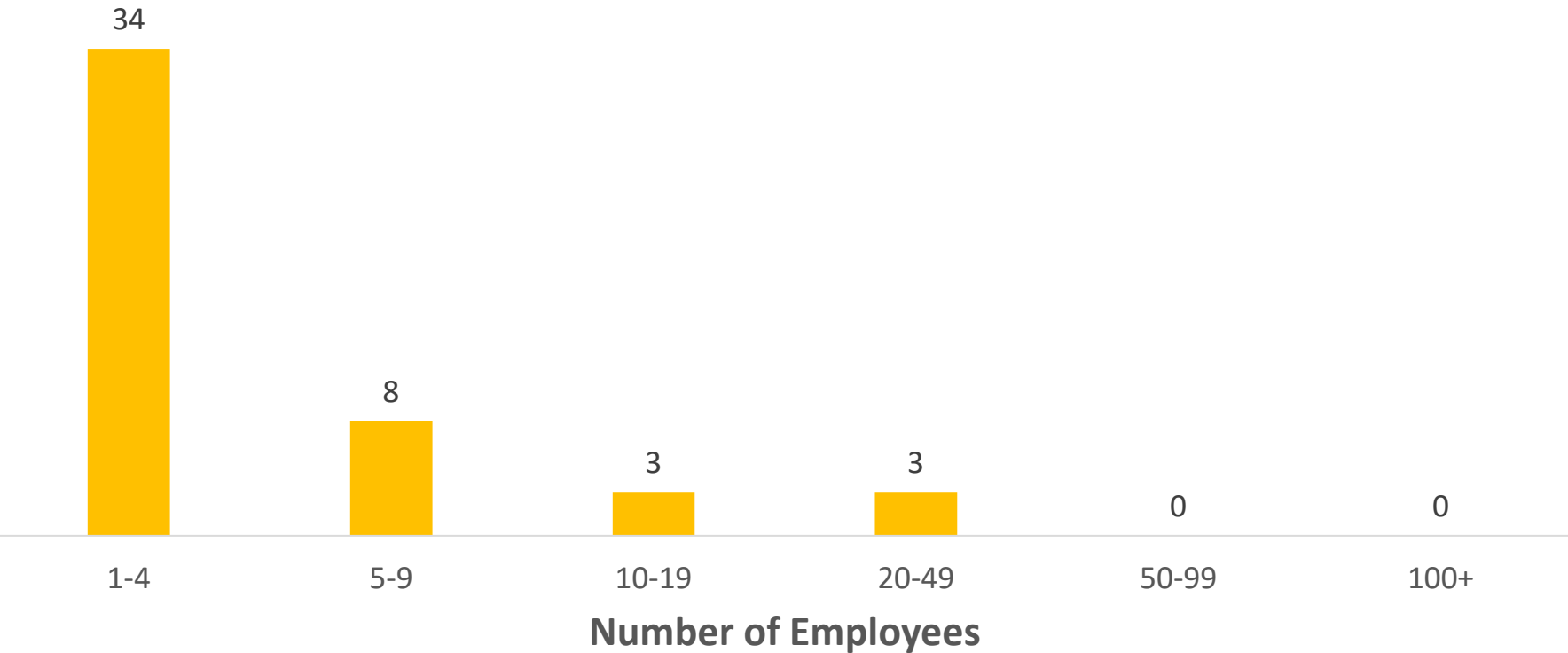
Business Owner Sex/Gender



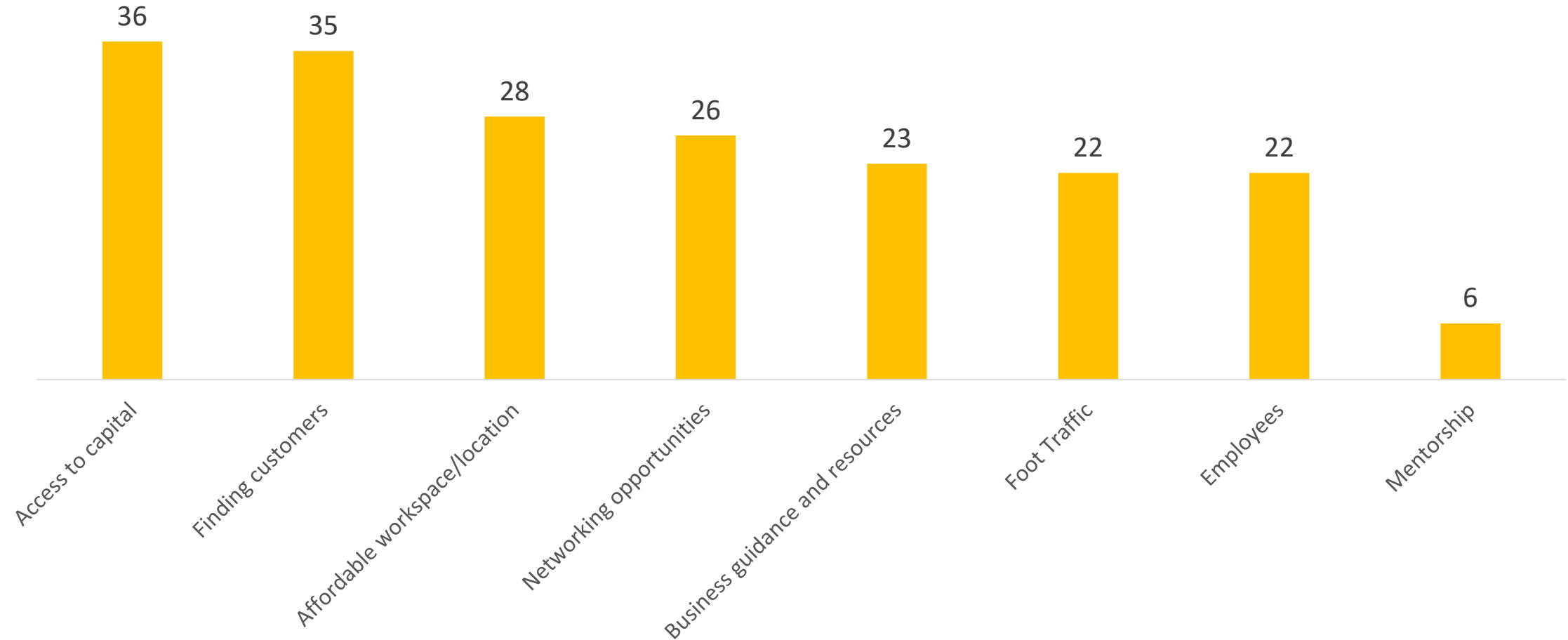
Who Received COVID-19 Grants?



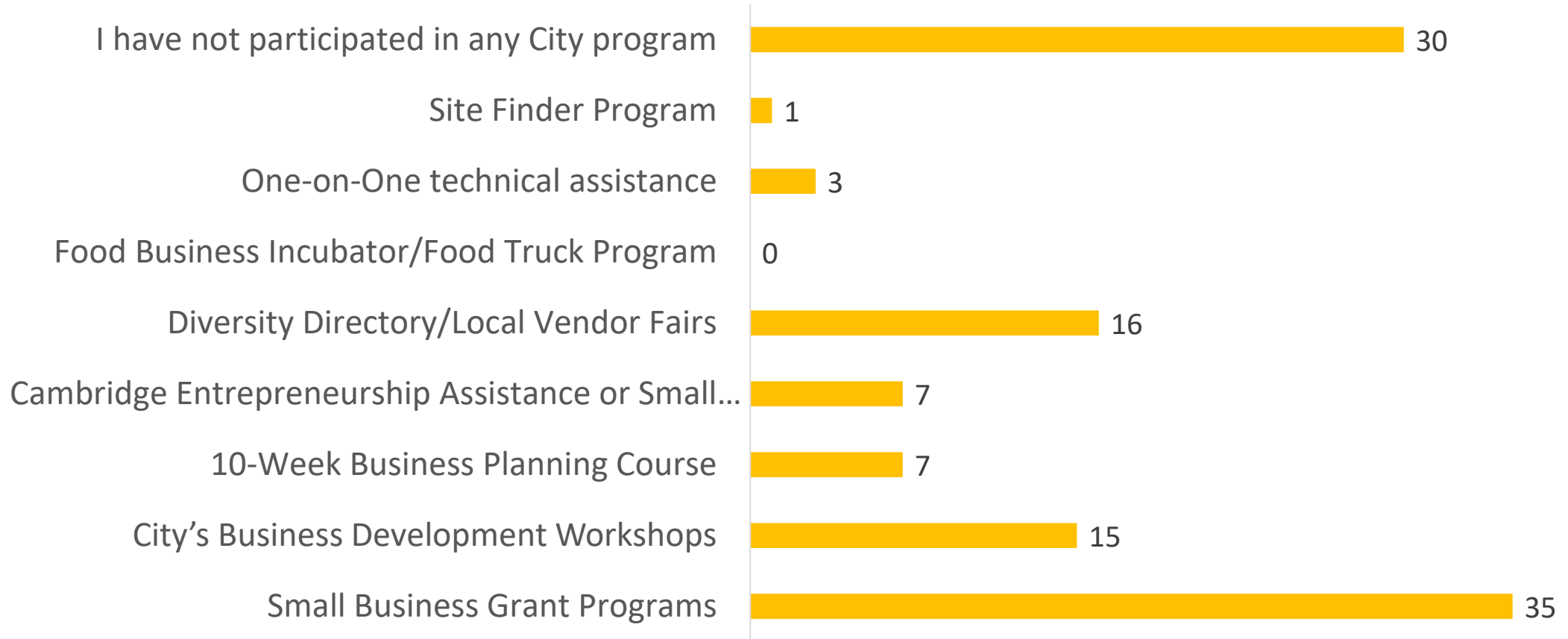
Who Received COVID-19 Grants?



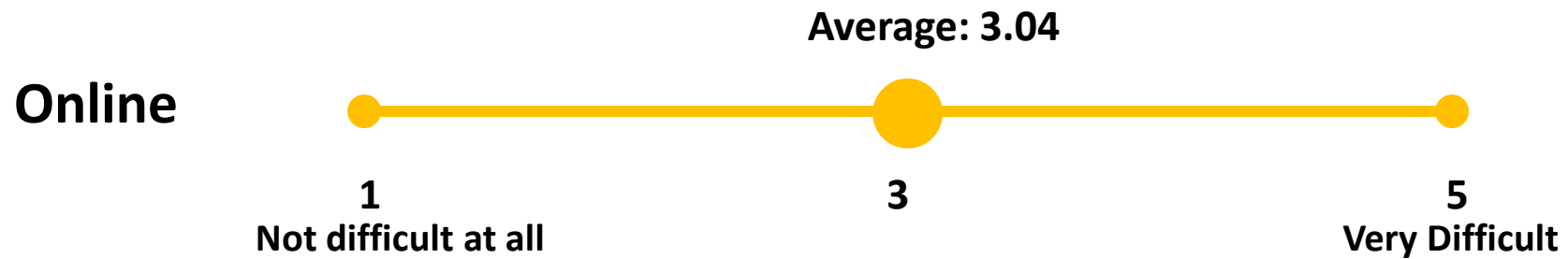
Challenges During COVID-19 Recovery



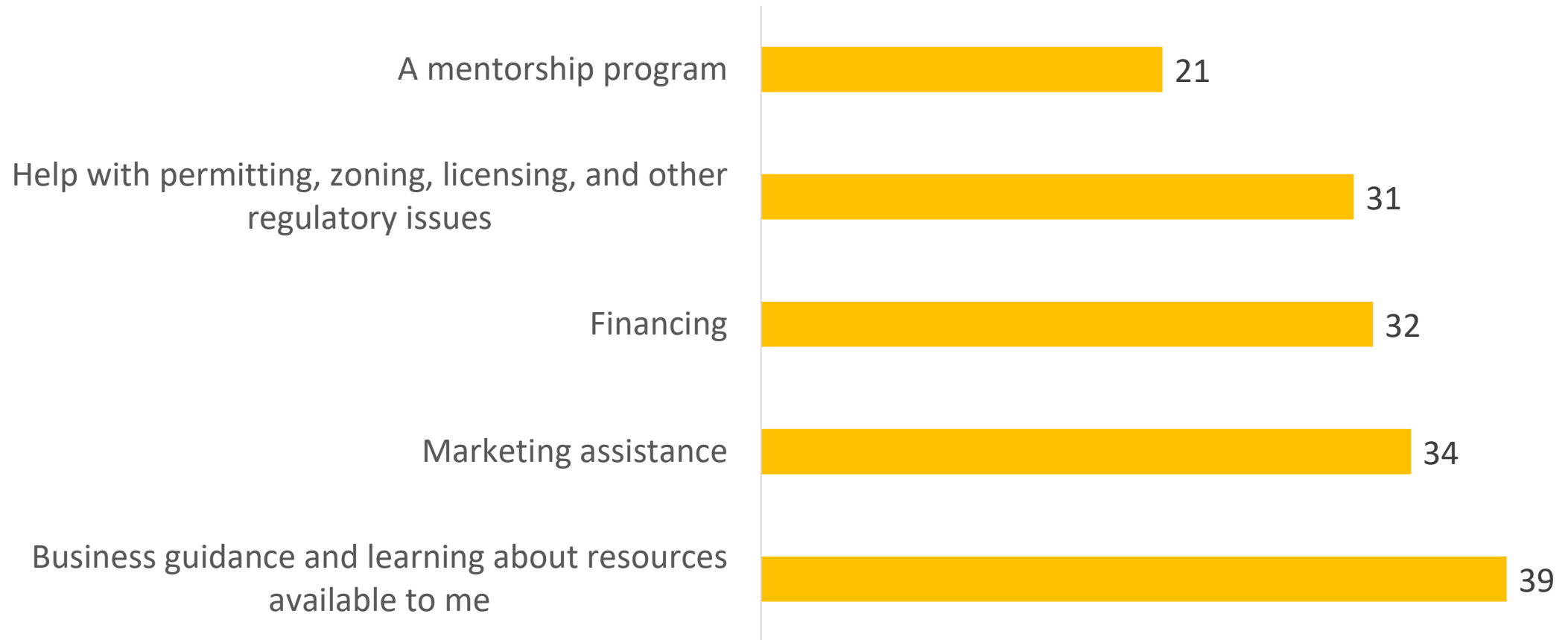
Participated in City Programs?



Difficulty Rating of Opening a Business



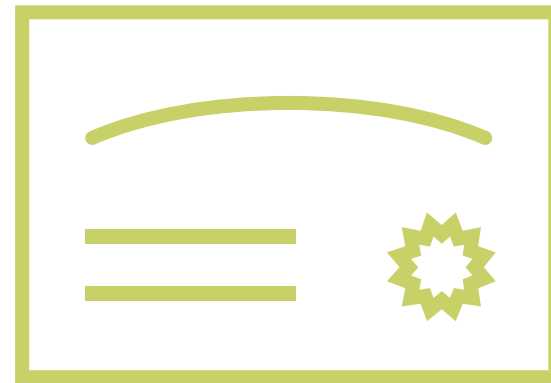
What would have made it easier to open a business?



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

St. Johns County entrepreneurs pitch ideas at 'Shark Tank'-style event

[Colleen Michele Jones](#) St. Augustine Record
Published 10:02 p.m. ET Nov. 22, 2021



PITCH NIGHT
NOCHE DE PRESENTACIÓN

BUSINESS IDEA LAB / TALLER DE IDEAS

THURSDAY, MAY 27 AT 5:30PM
EL JUEVES EL 27 DE MAYO A LAS 5:30PM

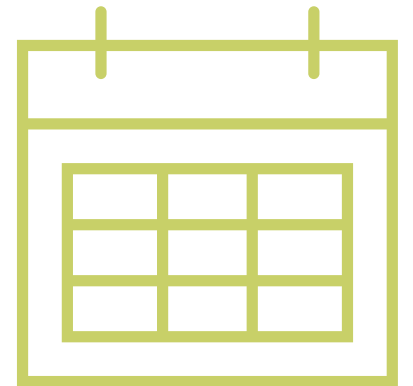
YOUTUBE
TINYURL.COM/RMMFIRETRO

ROCKY MOUNTAIN MICROFINANCE INSTITUTE | FIRST SOUTHWEST COMMUNITY FUND
SAN LUIS VALLEY SMALL BUSINESS DEVELOPMENT CENTER

#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.



BIPOC Advisory Committee Recommendations

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.

