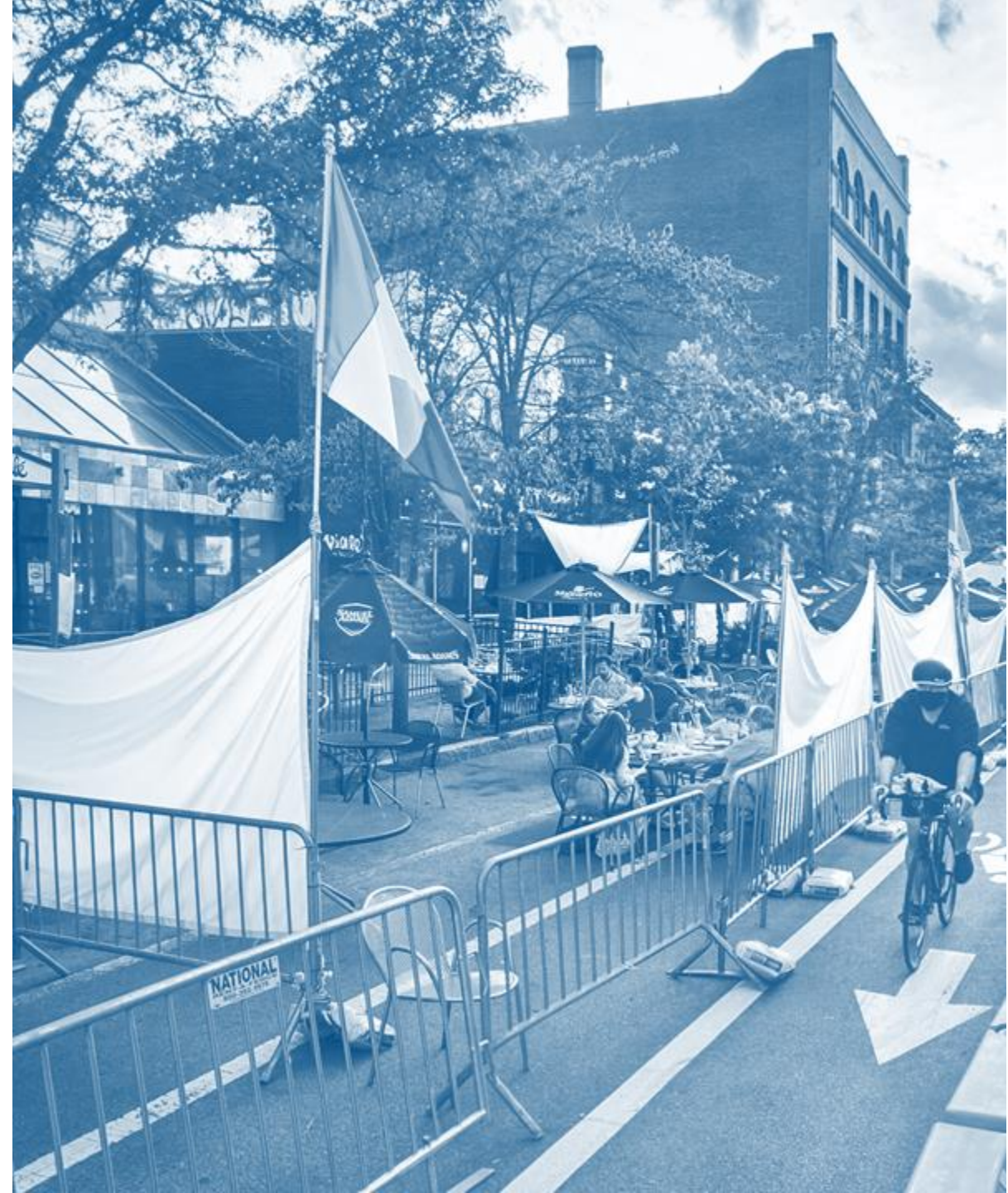
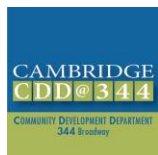


City of Cambridge
Community Development Department

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

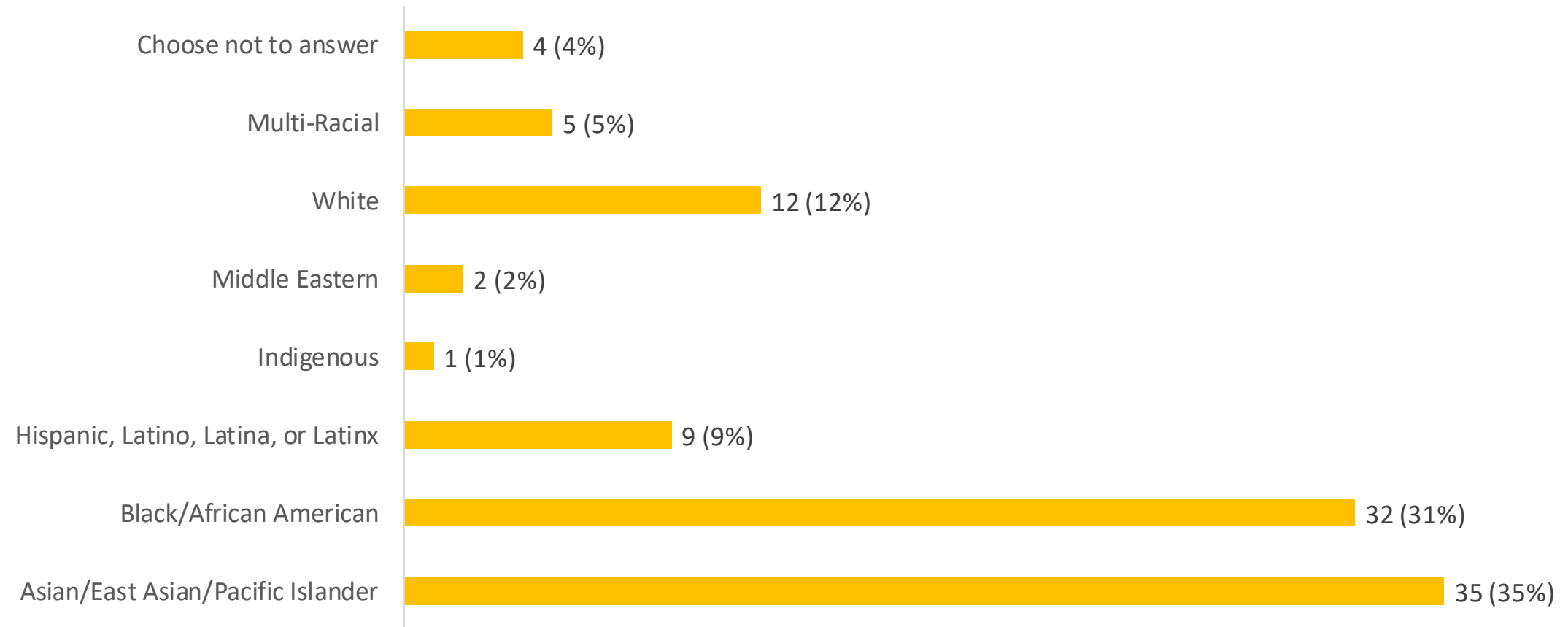
90

in English

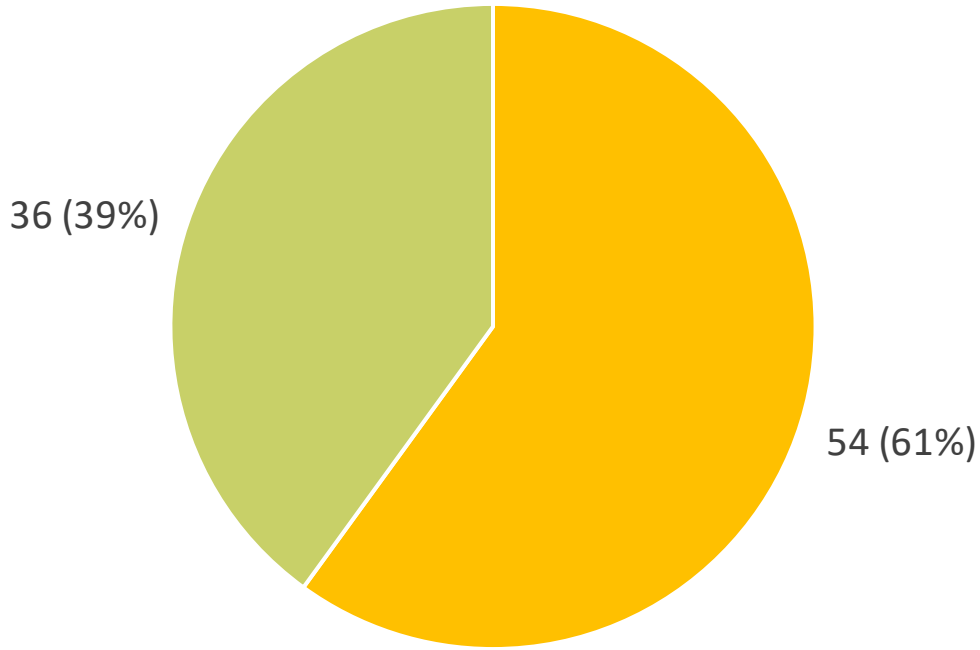
1

in Bengali

Race & Ethnicity

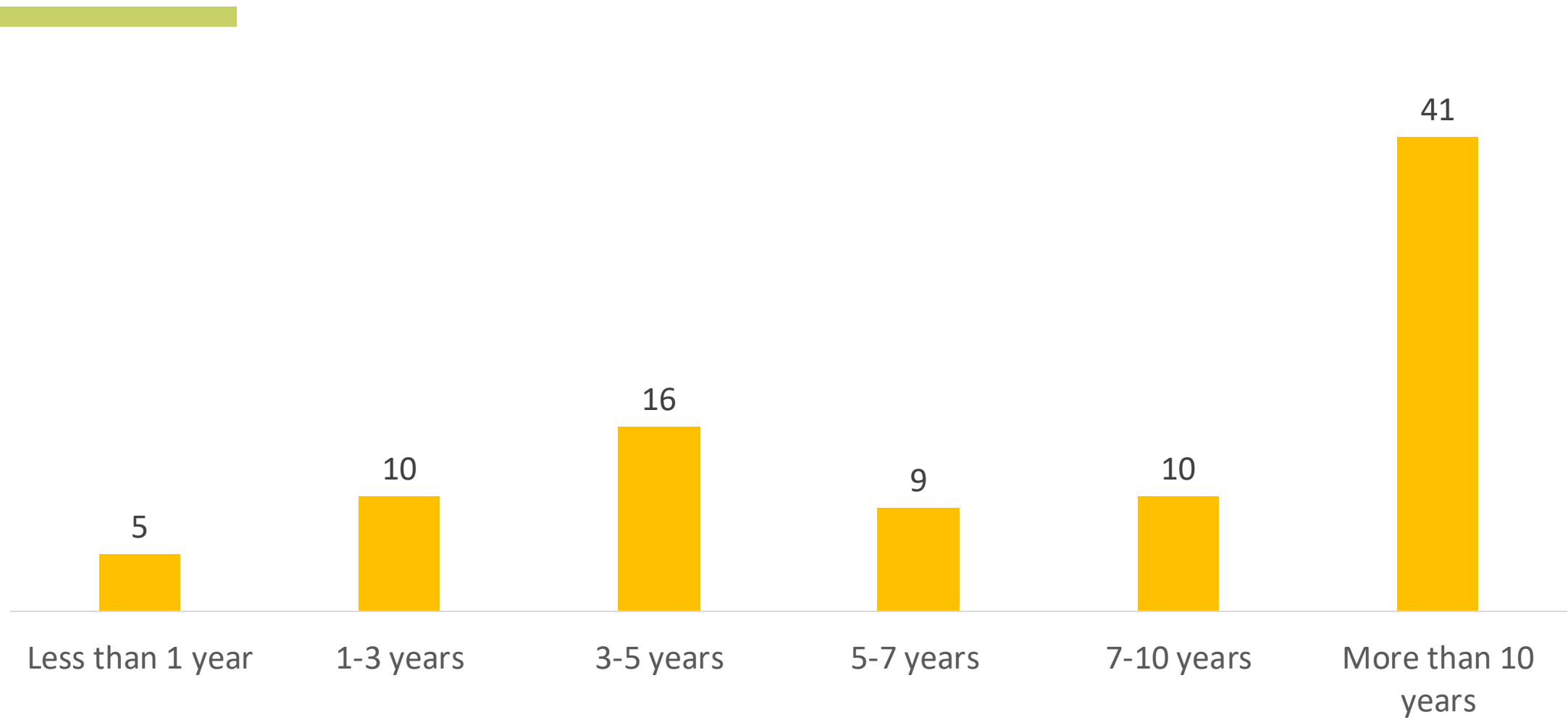


Gender/Sex

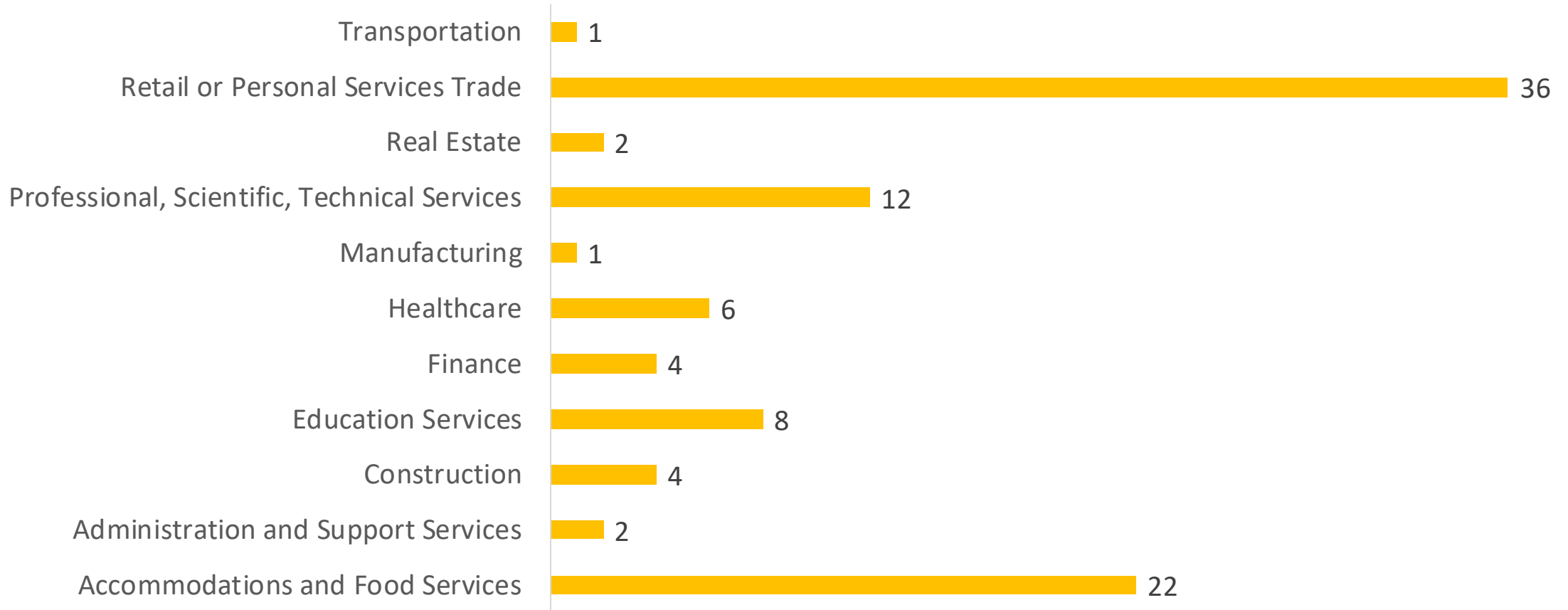


■ Women ■ Men

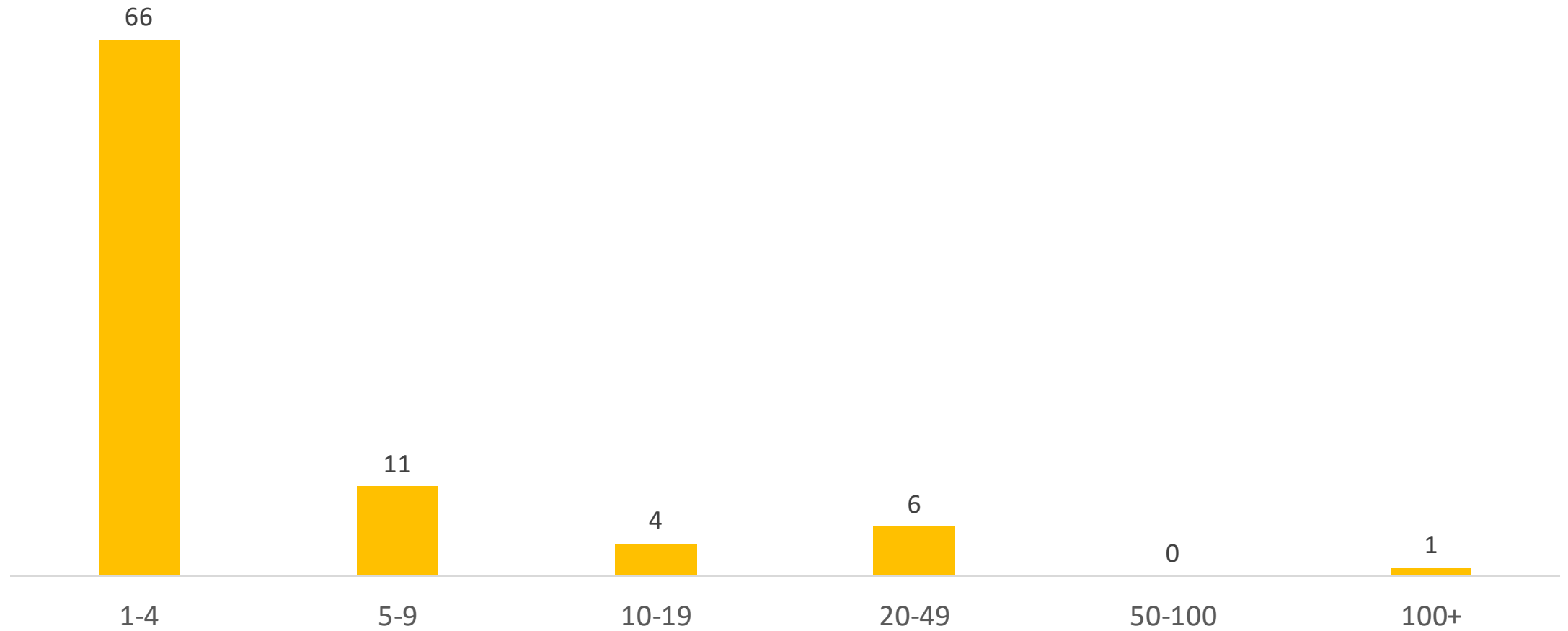
Years in Business



Business Sector



Number of Employees

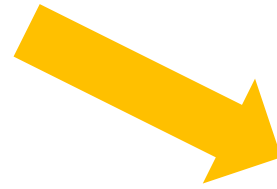


2019-2020 Revenue Change



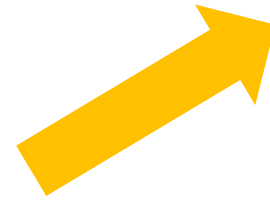
64

No change



19

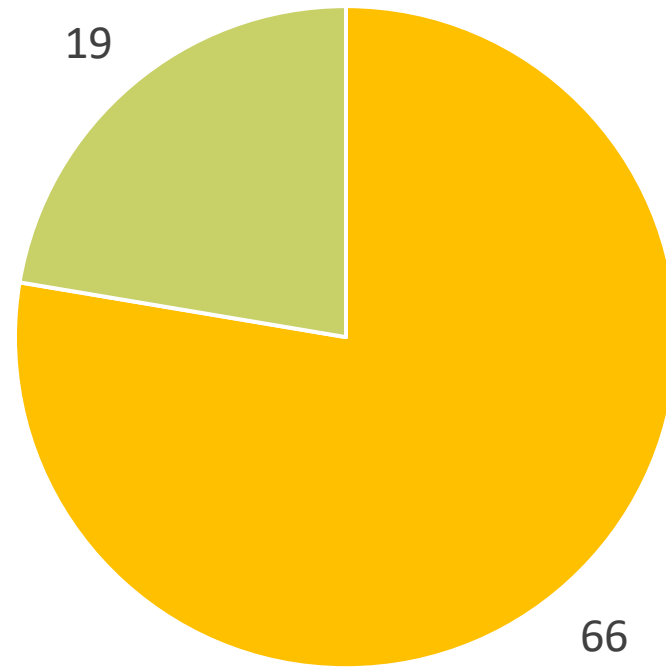
Reduction



3

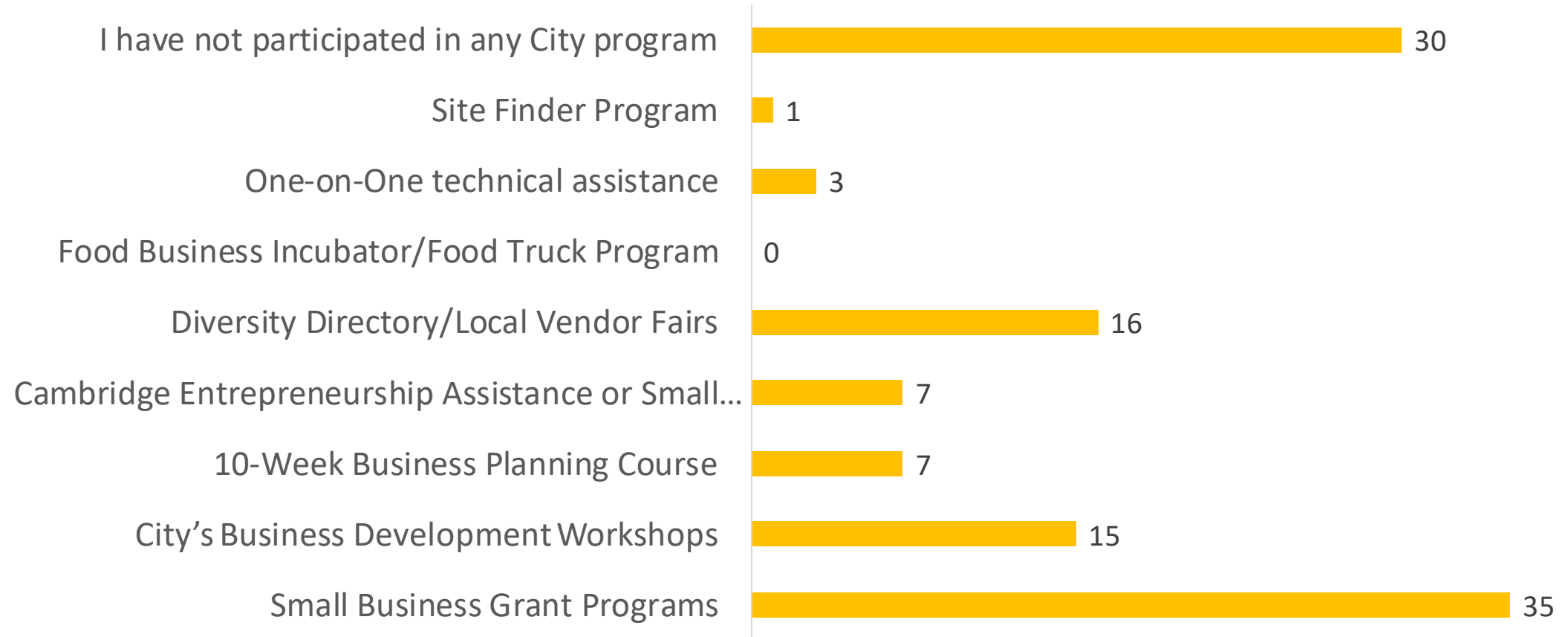
Increase

Received Any COVID-19 Grants?

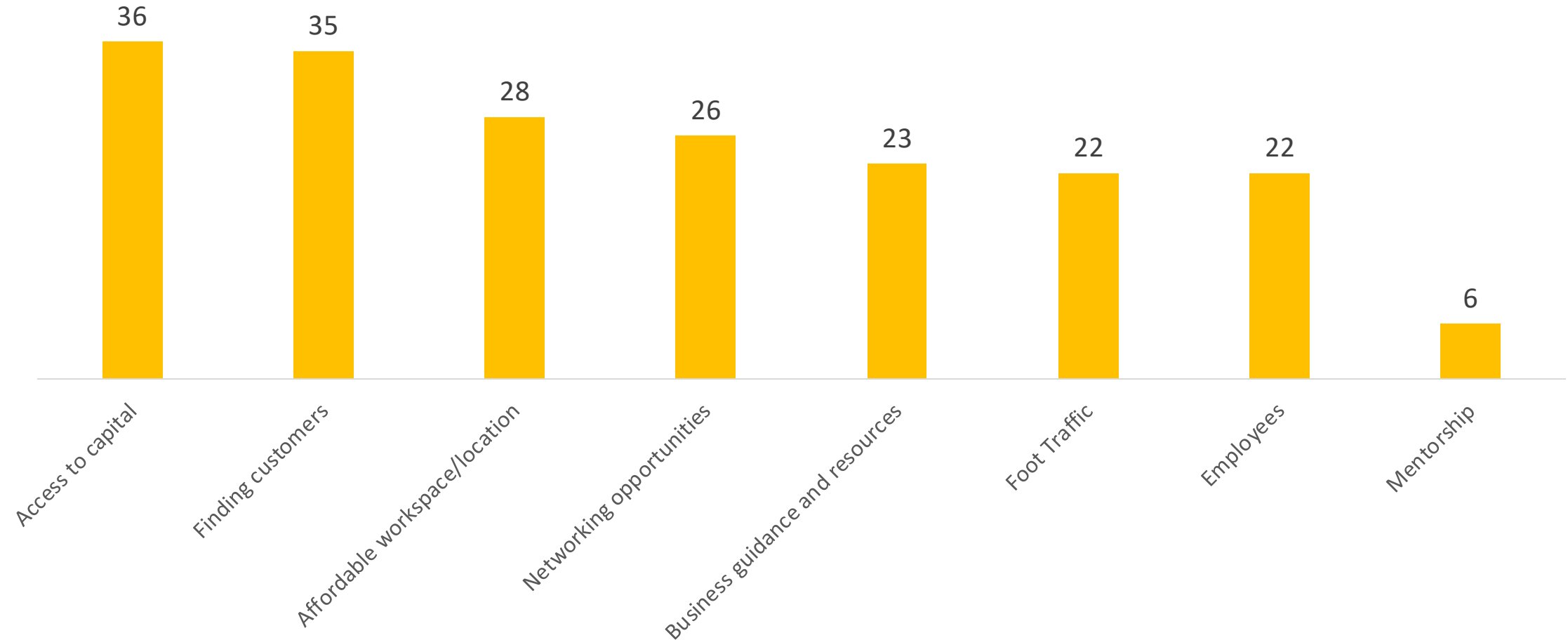


■ Yes ■ No

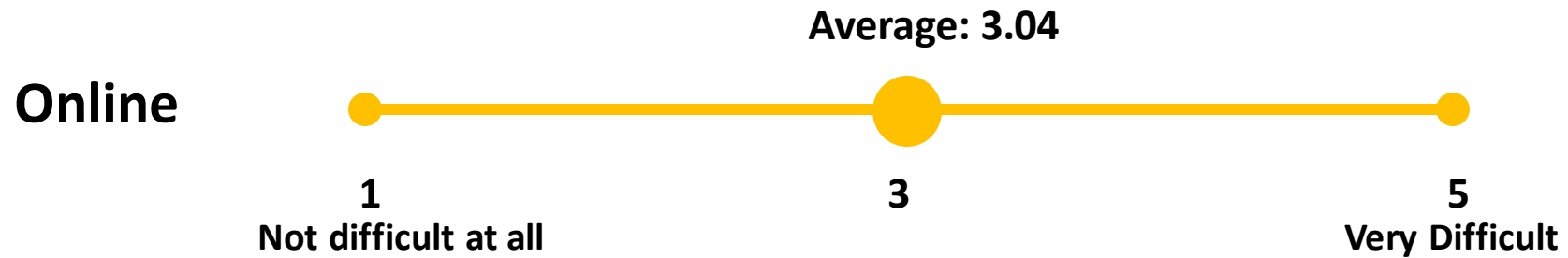
Participated in City Programs?



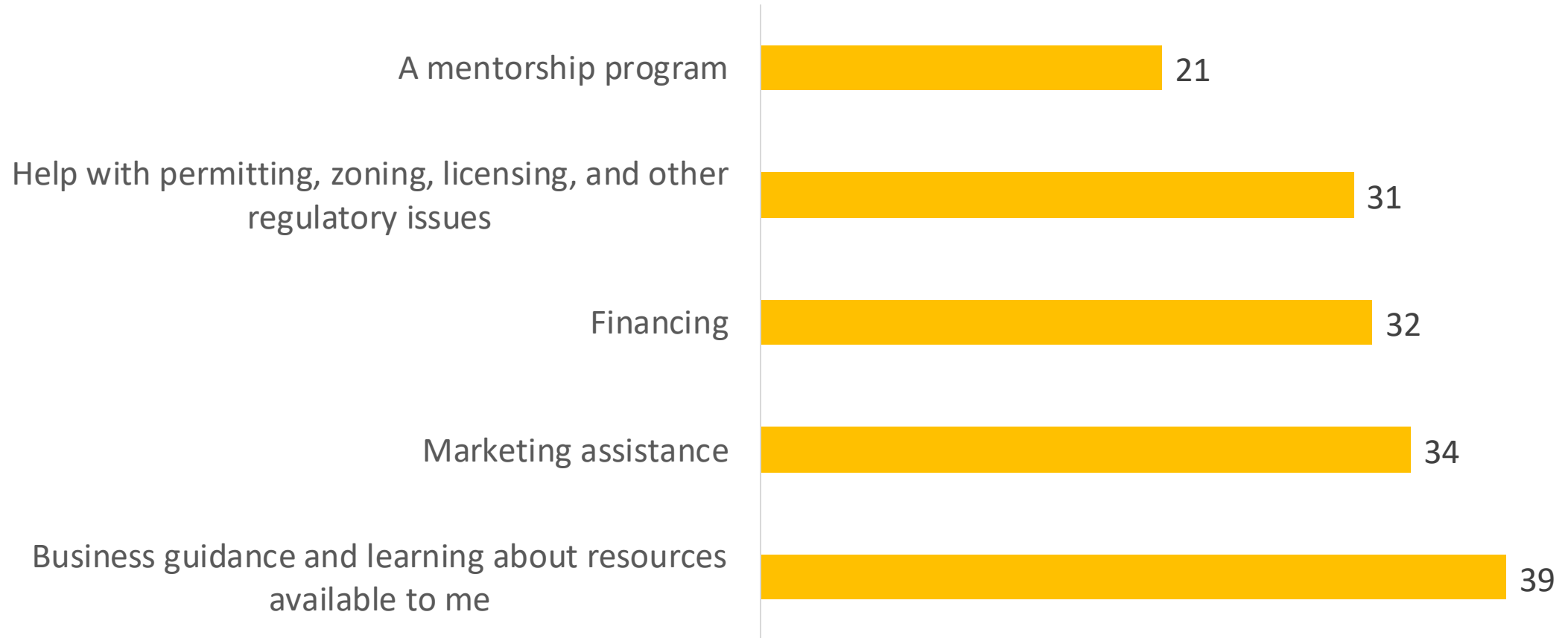
Challenges During COVID-19 Recovery

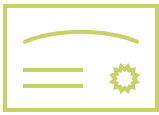


Difficulty Rating of Opening a Business



What would have made it easier to open a business?





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

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