THE STATE OF SMALL BUSINESSES IN CAMBRIDGE
WHAT DO WE MEAN BY SMALL BUSINESSES?
SOCIAL WALL

[Images of Instagram posts with various businesses and their products]
Amazing Styles

SALON BELLISSIMA

Fundraiser

INSTAGRAM OUTREACH
COMMUNITY CONVERSATION

Thursday, April 16, 4:30-5:30 PM
CAMBRIDGE LOCAL FIRST
2020 | THE STATE OF SMALL BUSINESSES IN CAMBRIDGE

INSTAGRAM OUTREACH

CAMBRIDGELOCALFIRST
Posts

cambridgelocalfirst

88 likes

cambridge/localfirst: Today, Chef Omar at Baraka Cuisine called to tell us that he had not one order. His main concern right now is paying the rent so he can

[Images of food items and group photos]

2020 | THE STATE OF SMALL BUSINESSES IN CAMBRIDGE

CAMBRIDGE LOCAL FIRST
but first, coffee!
WHY DO I WORK AT CAMBRIDGE LOCAL FIRST?

“At Cambridge Local First, where I am the Executive Director, we promote a local economy community by educating the public and government about the significant environmental, economic, and cultural benefits of a strong local economy.”

“My interest in joining CLF is personal. I come from a family of small business owners across New England and the Southeast, and I understand the importance of fostering independently-owned small businesses here in Cambridge.”

“My family, which immigrated to the U.S. northeast at the turn of the 20th century from Greece, has started businesses including a florist, Greek restaurants, a carpenter’s business, an insurance company, real estate businesses, a high-speed digital imaging, video-based instrumentation, and motion analysis business, a specialized engineering firm, and a composting firm. All of my aunts and uncles, and my parents, are small business owners.”
WHY IS LOCAL BUSINESS OWNERSHIP SO IMPORTANT?

Ultimately, a thriving small business sector is vital to Cambridge’s sense of self.

- **Build Community:** The casual encounters you enjoy at neighborhood-scale businesses and the public spaces around them build relationships and community cohesiveness. They’re the ultimate social networking sites!

- **Strengthen Our Local Economy:** Each dollar you spend at independent businesses returns 3 times more money to your local economy than one spent at a chain (hundreds of times more than online purchases).

- **Shape Our Character:** Independent businesses help give your community its distinct personality.

- **Create a Healthier Environment:** Independent, community-serving businesses are people-sized. They typically consume less land, carry more locally-made products, locate closer to residents and create less traffic and air pollution.
Lower Taxes: More efficient land use and more central locations mean local businesses put less demand on our roads, sewers, and safety services. They also generate more tax revenue per sales dollar. The bottom line: a greater percentage of local independent businesses keeps your taxes lower.

Enhance Choices: A wide variety of independent businesses, each serving their customers’ tastes, creates greater overall choice for all of us.

Create Jobs and Opportunities: Not only do independent businesses employ more people directly per dollar of revenue, they also are the customers of local printers, accountants, wholesalers, farms, attorneys, etc., expanding opportunities for local entrepreneurs.

Give Back to our Community: Small businesses donate more than twice as much per sales dollar to local non-profits, events, and teams compared to big businesses.
WHY IS LOCAL BUSINESS OWNERSHIP SO IMPORTANT? (CONT.)

- **Increase Wealth of Residents:** The multiplier effect created by spending locally generates lasting impact on the prosperity of local organizations and residents.

- **Enhance Health of our Residents:** Studies show strong correlation between the percentage of small locally-owned firms and various indicators of personal and community health and vitality.

- **Small business ownership has historically been part of the immigration story:** Entrepreneurship can be an important tool for individuals and families to grow assets and exit poverty. Entrepreneurs generally have higher incomes than their peers and are more likely to invest in their children’s educations. Customers, in turn, benefit when the businesses they frequent are mindful of their neighbors and invested in the success of local communities. Efforts to invest in entrepreneurship are investments in a community’s future.
Efforts to build a local economy community are increasingly challenged. Cambridge is experiencing economic change, with exciting economic growth, but with increasingly prominent barriers to entry for small businesses.

Today’s small business owners face a daunting array of challenges. In fact, in the 1950s and 1960s (Golden Era of Small Businesses) there were over 150,000 new businesses created nationally, annually, across all industries. This number was fewer than 20,000 in 2018.

Retail businesses are closing across the country. This derives, in part, from changing consumer preferences as consumers increasingly purchase retail goods from online providers like Amazon, driving traffic away from our Main Streets and online.

An increasingly unstable and unaffordable commercial rental market compounds the problem, as international real estate and financial entities are increasingly investing in our cities, and driving up commercial rents and displacing local businesses.

Multi-decade bank consolidation diminishes funds for local business development.

Cambridge’s Retail Strategy report, published in 2017, describes significant “leakage,” which means that consumers in Cambridge are either shopping outside of Cambridge (in Somerville, Boston, another city, or online) for the product, or they no longer want to purchase the product.
Cambridge Local First has a three-pronged value proposition:

1. Building a base of locally-oriented consumers through education:

   - CLF promotes the shop local message so that our community understands the value that local, independent businesses provide and actively seeks them out.

   - Research shows that these consumer education campaigns can nearly double the revenue of a business.
WHAT CAN WE DO ABOUT IT:

EDUCATION

**Cambridge Local First** is in Cambridge, Massachusetts.

Bondir Restaurant, the longstanding romantic farm-to-table spot just north of Kendall Square, is serving a new full menu on Wed., Fri. and Sun. (according to owner/chef Jason Bond, get your order in the morning the day before) until May 4th. Place an online order and pick up. There will be an Easter menu coming. [http://www.bondircambridge.com/dinner #cambridgeme](http://www.bondircambridge.com/dinner #cambridgeme) @ Cambridge, Massachusetts

---

Performance for Your Post

<table>
<thead>
<tr>
<th>2,954 People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>40 Reactions, Comments &amp; Shares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13</th>
<th>13</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>On Post</td>
<td>On Shares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16</th>
<th>14</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love</td>
<td>On Post</td>
<td>On Shares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>2</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wow</td>
<td>On Post</td>
<td>On Shares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9</th>
<th>0</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments</td>
<td>On Post</td>
<td>On Shares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>1</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares</td>
<td>On Post</td>
<td>On Shares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>206</th>
<th>156</th>
<th>45</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Clicks</td>
<td>Photo Views</td>
<td>Other Clicks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Link Clicks</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NEGATIVE FEEDBACK

<table>
<thead>
<tr>
<th>0</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hide Post</td>
<td>Hide All Posts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>0</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report as Spam</td>
<td>Unlike Page</td>
</tr>
</tbody>
</table>

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.
WHAT CAN WE DO ABOUT IT:

EDUCATION

Are you craving the Berklee and a cookie, like we were this morning? Good news - Darwin's Ltd. is open for take out! Just show up, and they'll take your order, as they've been doing the last 26 years! 😊

#shoplocalvirtually #cambridgema #keepthelightson #toosmalltotofail

---

**Performance for Your Post**

<table>
<thead>
<tr>
<th>Metrics</th>
<th>Count</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Reached</td>
<td>316</td>
<td></td>
</tr>
<tr>
<td>Likes</td>
<td>10</td>
<td>On Post</td>
</tr>
<tr>
<td>Comments</td>
<td>2</td>
<td>On Post</td>
</tr>
<tr>
<td>Shares</td>
<td>2</td>
<td>On Post</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Photo Views</td>
<td>3</td>
<td>Link Clicks</td>
</tr>
<tr>
<td>Other Clicks</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

Negatives:

- 0 Hide Post
- 0 Report as Spam
- 0 Hide All Posts
- 0 Unlike Page

Reported stats may be delayed compared to what appears on posts.
WHAT CAN WE DO ABOUT IT:
EDUCATION

Performance for Your Post

781 People Reached

66 Reactions, Comments & Shares

Like
4
On Post
4
On Shares

Love
25
On Post
21
On Shares

Comments
39
On Post
39
On Shares

Shares
2
On Post
0
On Shares

Post Clicks

45

Photo Views
5

Link Clicks
8

Other Clicks
32

NEGATIVE FEEDBACK

Hide Post
0
Hide All Posts
0

Report as Spam
0

Unlike Page
0

Reported stats may be delayed from what appears on posts

Cambridge Local First is in Cambridge, Massachusetts. Published by Theodora Skeadas on April 9 at 10:57 AM.

The Abbey, Cambridge is open and taking your orders every Wednesday and Saturday for curbside take out. Call during the day and get comfort favorites, the classic burger (ground beef from Savenors) or spicy bison bolognese. Wine options available too.

Check out their website: http://abbeyrestaurant.com/cambridge/

#cambridgema #shoplocalvirtually #keepthelightson
WHAT CAN WE DO ABOUT IT:
EDUCATION

**Performance for Your Post**

- **2,831** People Reached
- **161** Reactions, Comments & Shares

<table>
<thead>
<tr>
<th>Type</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>47</td>
<td>0</td>
</tr>
<tr>
<td>Love</td>
<td>126</td>
<td>81</td>
</tr>
<tr>
<td>Comments</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Shares</td>
<td>9</td>
<td>2</td>
</tr>
</tbody>
</table>

- **289** Post Clicks
- **119** Photo Views
- **8** Link Clicks
- **162** Other Clicks

**NEGATIVE FEEDBACK**

- 0 Hide Post
- 0 Report as Spam
- 0 Hide All Posts
- 0 Unlike Page

*Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.*
WHAT CAN WE DO ABOUT IT: EDUCATION
WHAT CAN WE DO ABOUT IT:
EDUCATION

Calendar

- Apr 27: Supporting Your Members As The Pandemic Continues
- Apr 28: The MNN Executive Buffet: The Future of Small Business
- Apr 30: City of Somerville: Workforce Development
- May 1: Cambridge Local First
- May 3: National Small Business Week
- May 4: National Small Business Week
- May 5: National Small Business Week
- May 6: National Small Business Week
- May 7: National Small Business Week
- May 8: National Small Business Week
- May 9: National Small Business Week
- May 10
- May 11
- May 12
- May 13
- May 14
- May 15
- May 16
WHAT CAN WE DO ABOUT IT: EDUCATION

Grilled pizza restaurant Cambridge, 1. closes, new blow to struggling Church Street scene
Posted on January 12, 2020 by Cambridge Local First

By Marc Levy, Thursday, December 26, 2019 In the Cambridge Day Harvard Square lost another modern classic this month with the closing of the charcoal-grilled pizza restaurant Cambridge, 1. While owners didn’t give a specific reason for taking action now, one factor got a call-out: the closing of the Loews movie theater some seven years ago. . . . read more

Black Ink closing amid evolving local retail scene in Harvard Square
Posted on January 12, 2020 by Cambridge Local First

POSTED BY: ABBIE GRUSKIN NOVEMBER 26, 2019 In Scout Cambridge After 18 years in its tiny, efficiently packed Harvard Square storefront, stationary and gift store Black Ink is closing at the end of the year. Susan Corcoran, who has owned and operated the store since 2001, cites the rising cost of rent as her primary reason for . . . read more
WHAT CAN WE DO ABOUT IT:
EDUCATION

A Letter from the Executive Director

Happy new year! As the Executive Director of Cambridge Local First, I am honored and excited to serve this wonderful group of 400+ local and independent businesses, committed to serving the Cambridge community, each in a personal, unique, and extraordinary way.

During 2019, we expanded our membership, Board of Directors, and Advisory Board. We built a new website with the City’s largest directory of locally-owned and independent businesses. We built partnerships with stakeholders throughout the city and strengthened relationships with other New England-area local first organizations. We co-sponsored a workshop on America’s Top Customer Service Training Program, compiled an index of business well-being in Cambridge, convened community members to discuss the Vacant Storefront Registration Policy, and educated residents about the importance of shopping locally through a social media campaign with 20,000+ followers.

We are poised for action in 2020, our 15th year of service, and we welcome your ideas, engagement, and feedback as we work to better advocate for our City’s incredible local and independent businesses. The lines of communication are always open. Please feel free to reach me directly with any thoughts.

Thank you to everyone who has, and continues, to support Cambridge Local First these last 15 years. We are thrilled to be working with you, as we serve our vibrant local business community.

Best wishes,
Theodora Skoufas
What can we do about it: Business Support

Providing premium local marketing opportunities and support for businesses:

- With over 20,000 followers on social media, CLF has one of the largest audiences in the city, and our followers actively care about shopping locally.

- CLF members have exclusive access to promote themselves to thousands of people.

- We also serve as a resource for our members, providing technical assistance and facilitating access to resources.
WHAT CAN WE DO ABOUT IT:
BUSINESS SUPPORT

What’s new at Cambridge Local Businesses

Darwin’s Ltd.

Thank you have a nice day!

sweetspot dental
Where care & compassion meet.

We’re here for you.
www.sweetspotdental.com
Hello@sweetspotdental.com
617-946-1974
WHAT CAN WE DO ABOUT IT:
BUSINESS SUPPORT

Introduction to Restaurant Finance
WHAT CAN WE DO ABOUT IT:
BUSINESS SUPPORT
WHAT CAN WE DO ABOUT IT: ADVOCACY

Advocating for Members at City Government:

– We are the only city-wide organization that advocates exclusively for locally-owned, independent businesses.

– We regularly monitor the conversations taking place at City Hall so that the perspective as a locally-owned, independent business is always included in the conversation. We attend city council meetings, committee meetings, zoning hearing, and other civic events, and meet with city councilors and city staff.

Proposed natural gas ban, from our Government Affairs team

The Cambridge City Council is considering a proposed ordinance that would prohibit the use of natural gas in all new residential and commercial construction. It would also prohibit the continued use in residential and commercial buildings undergoing significant rehabilitation, including single and multi-family homes. The proposed ordinance has already been forwarded from the Ordinance Committee to the full City Council. We will provide continued updates as the City Council considers the proposed ordinance, and we urge you to contact the City Council if the ordinance would impact your business.
JOIN THE MOVEMENT #SHOPSMAll

THANK YOU!