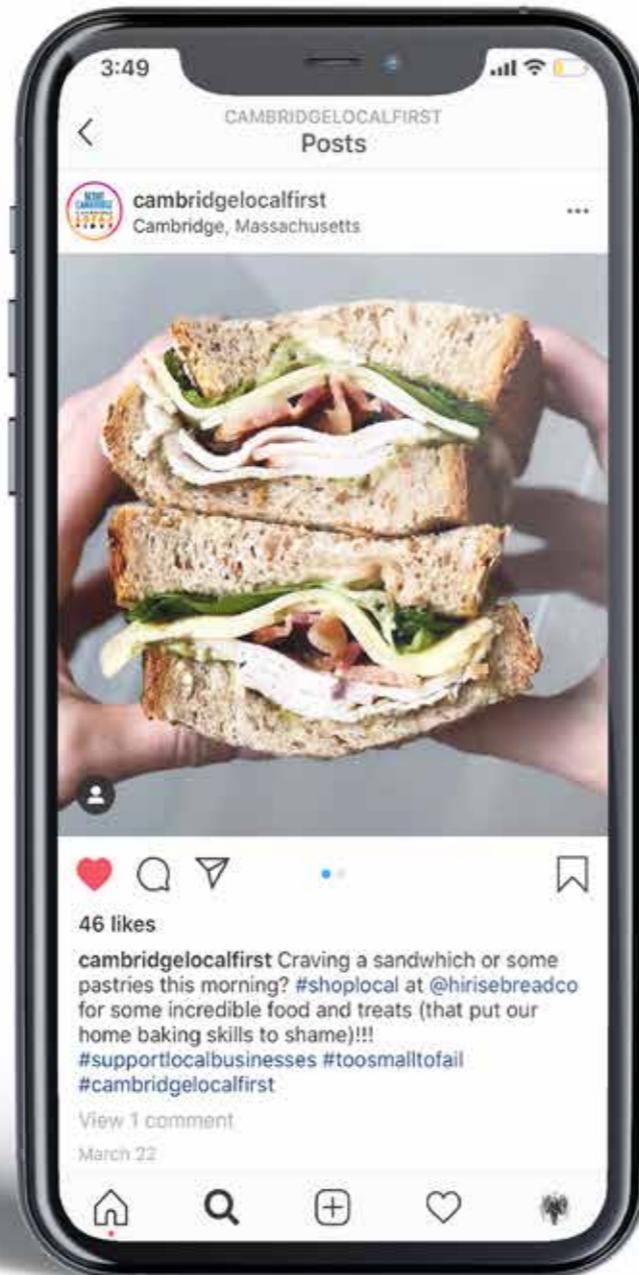




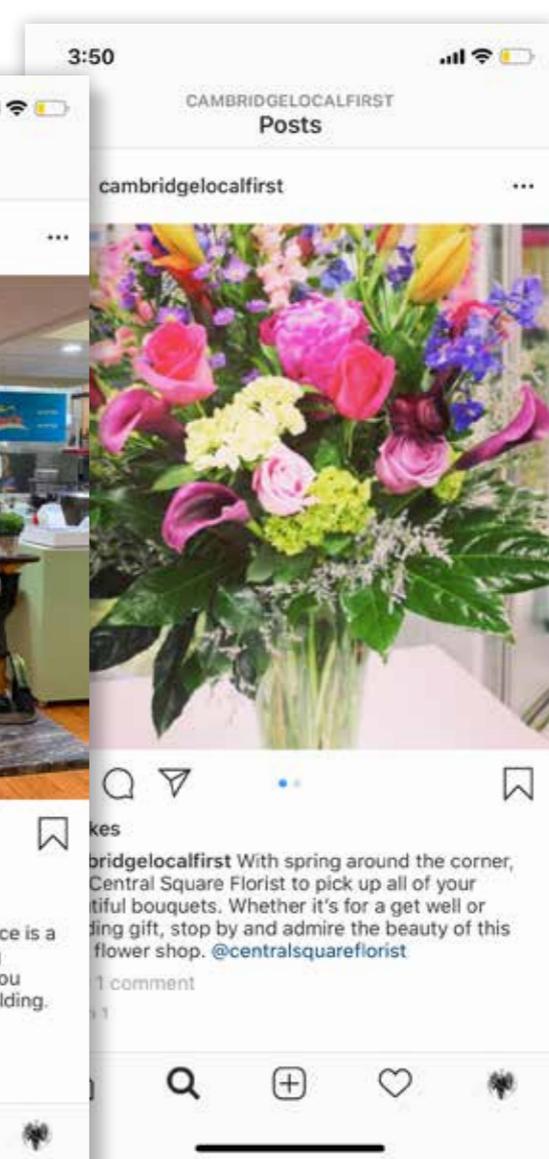
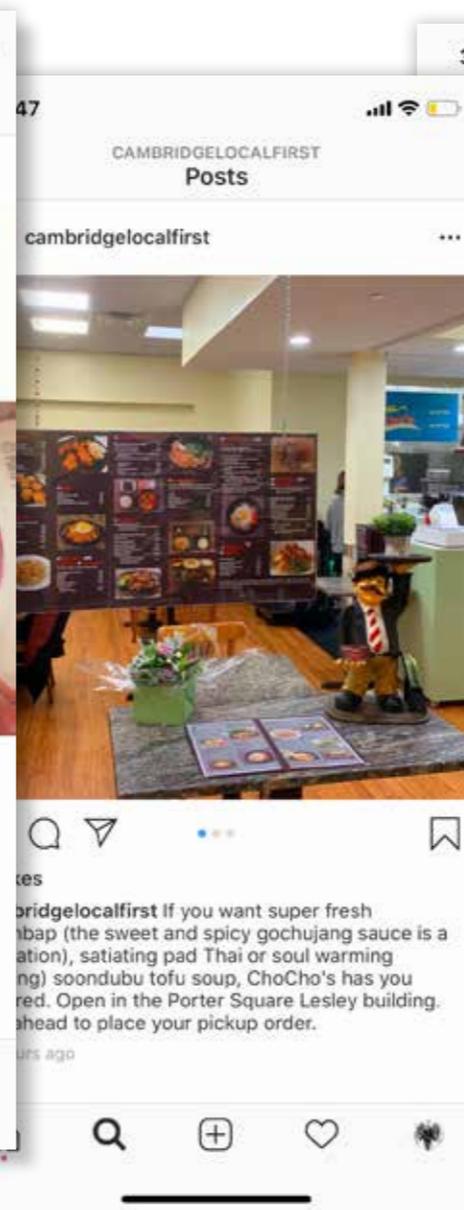
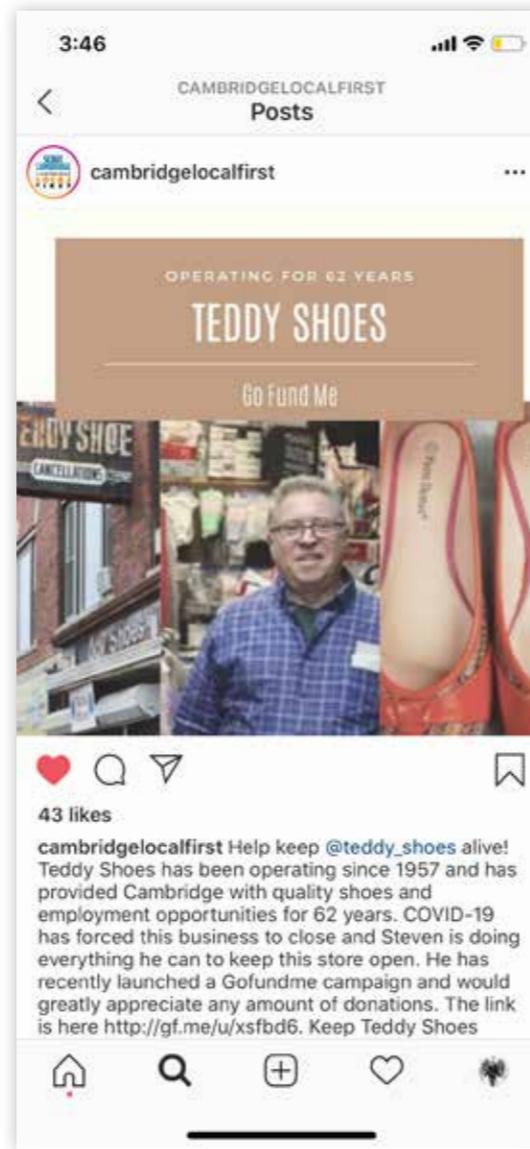
THE STATE OF
SMALL BUSINESSES
IN CAMBRIDGE

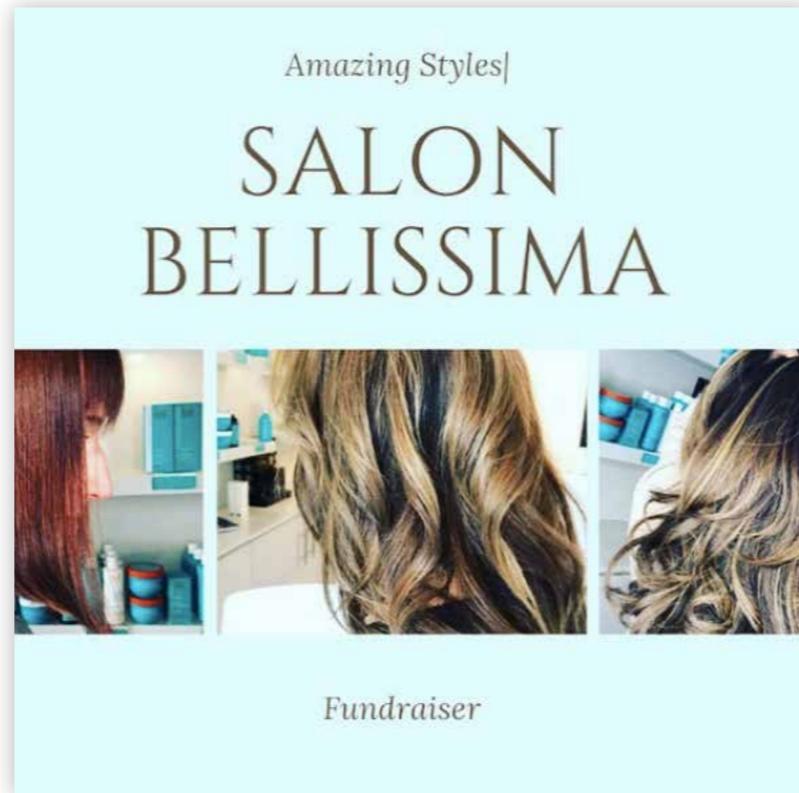
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CAMBRIDGE
LOCAL
FIRST

WHAT DO WE MEAN BY SMALL BUSINESSES?



SOCIAL WALL







Thursday, April 16, 4:30-5:30 PM
CAMBRIDGE LOCAL FIRST

This graphic features a purple background with a decorative border of colorful triangles (yellow, green, orange) at the top. The main text 'COMMUNITY CONVERSATION' is written in large, bold, yellow capital letters. Below this, the date and time 'Thursday, April 16, 4:30-5:30 PM' and the location 'CAMBRIDGE LOCAL FIRST' are displayed in a smaller, white font.

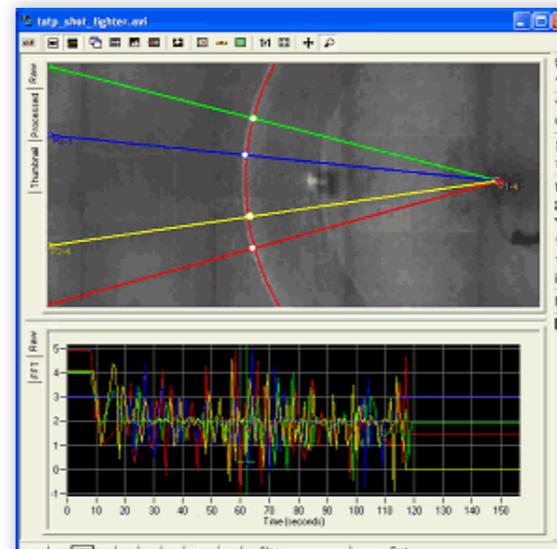
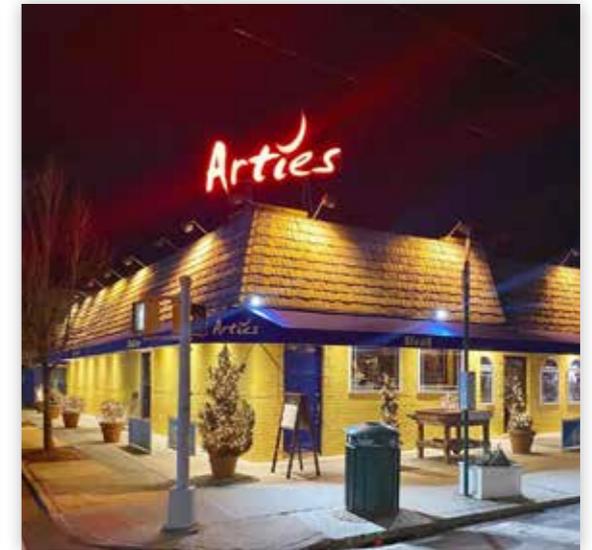






WHY DO I WORK AT CAMBRIDGE LOCAL FIRST?

- “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.



WHY IS LOCAL BUSINESS OWNERSHIP SO IMPORTANT? (CONT.)

- **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.



WHY IS LOCAL BUSINESS OWNERSHIP SO IMPORTANT? (CONT.)

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.

1] 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.

2] 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.

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

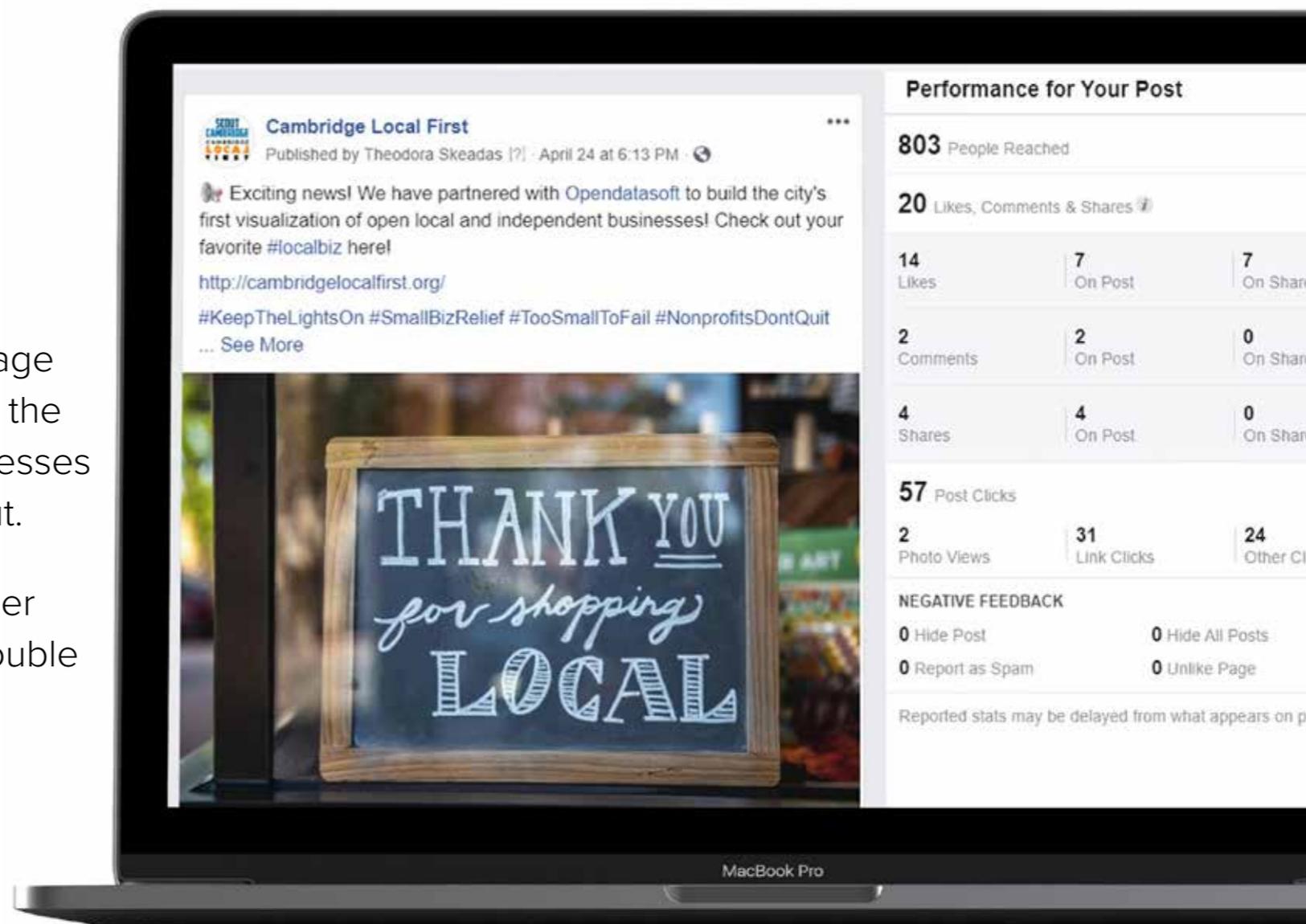
4] Cambridge's Retail Strategy report, published in 2017, describes significant "leakage," which means that consumers in Cambridge are either shopping outside of Cambridge (in Somerville, Boston, another city, or online) for the product, or they no longer want to purchase the product.

WHAT CAN WE DO ABOUT IT:

EDUCATION

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



2,954
People Reached

235
Engagements

Boost Again

Performance for Your Post

2,954 People Reached

40 Reactions, Comments & Shares

13 Like 13 On Post 0 On Shares

16 Love 14 On Post 2 On Shares

2 Wow 2 On Post 0 On Shares

9 Comments 0 On Post 9 On Shares

2 Shares 1 On Post 1 On Shares

206 Post Clicks

156 Photo Views 5 Link Clicks 45 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 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



Performance for Your Post

316 People Reached

14 Likes, Comments & Shares

10 Likes	8 On Post	2 On Shares
2 Comments	0 On Post	2 On Shares
2 Shares	2 On Post	0 On Shares

11 Post Clicks

3 Photo Views	0 Link Clicks	8 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts.

WHAT CAN WE DO ABOUT IT: EDUCATION

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

Published by Theodora Skeadas [?] · 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



Performance for Your Post

781 People Reached

66 Reactions, Comments & Shares 🗨️

4 Like	4 On Post	0 On Shares
25 Love	4 On Post	21 On Shares
39 Comments	0 On Post	39 On Shares
2 Shares	2 On Post	0 On Shares

45 Post Clicks

5 Photo Views	8 Link Clicks	32 Other Clicks 🗨️
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

WHAT CAN WE DO ABOUT IT: EDUCATION

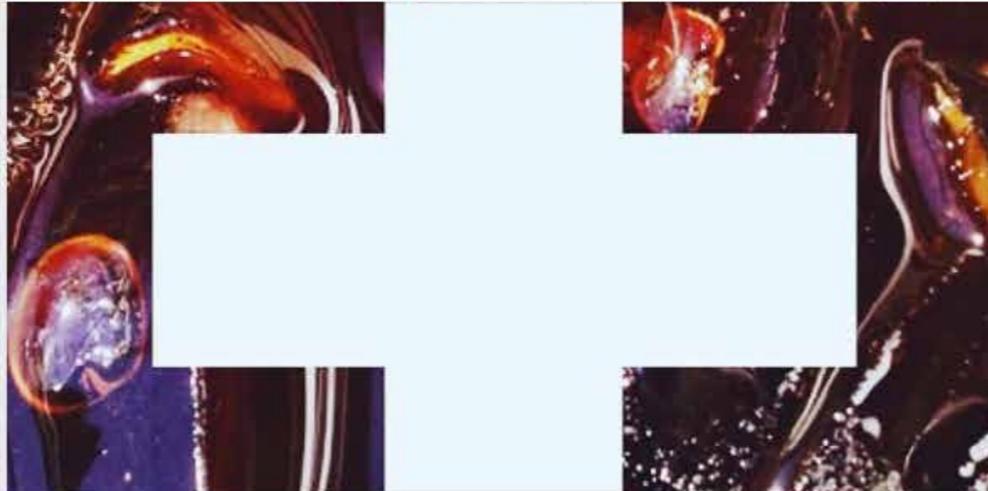


Cambridge Local First is at 1369 Coffeehouse (757 Massachusetts Ave, Cambridge, MA).

Published by Theodora Skeadas [?] · April 11 at 9:12 AM · Cambridge · 🌐

⋮

1369 Coffeehouse just dropped off their first round of #coldbrew for #firstresponders at Cambridge Health Alliance Cambridge Hospital. They're going to be able to send 50+ gallons of cold brew to first responders over the next couple of weeks! Here's the link to for more information or if you want to get them a coffee: bit.ly/1369FirstResponder

2,831
People Reached

450
Engagements

Boost Again

Performance for Your Post

2,831 People Reached

161 Reactions, Comments & Shares ⓘ

47 Like	47 On Post	0 On Shares
126 Love	45 On Post	81 On Shares
5 Comments	2 On Post	3 On Shares
9 Shares	7 On Post	2 On Shares

289 Post Clicks

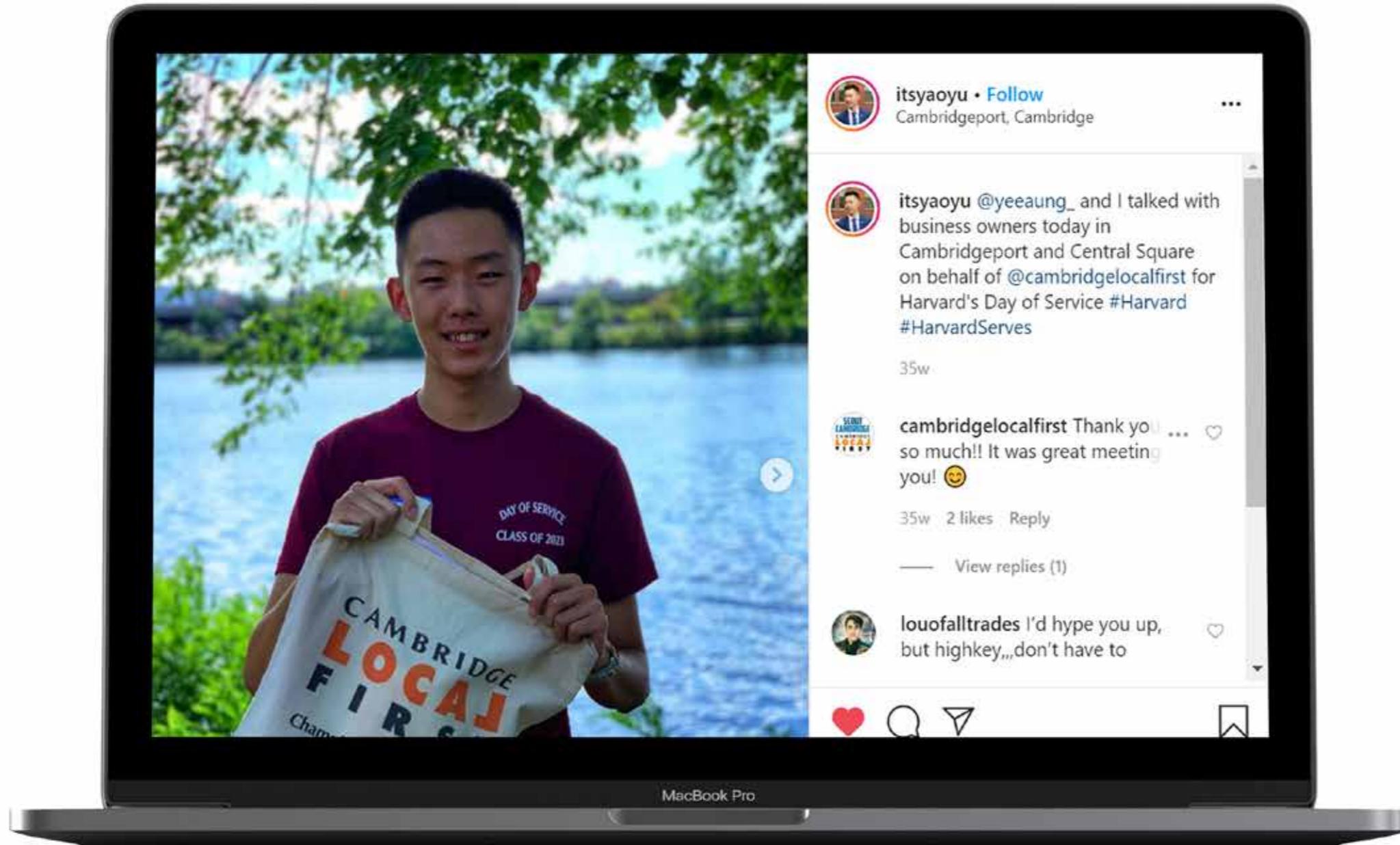
119 Photo Views	8 Link Clicks	162 Other Clicks ⓘ
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NEGATIVE FEEDBACK

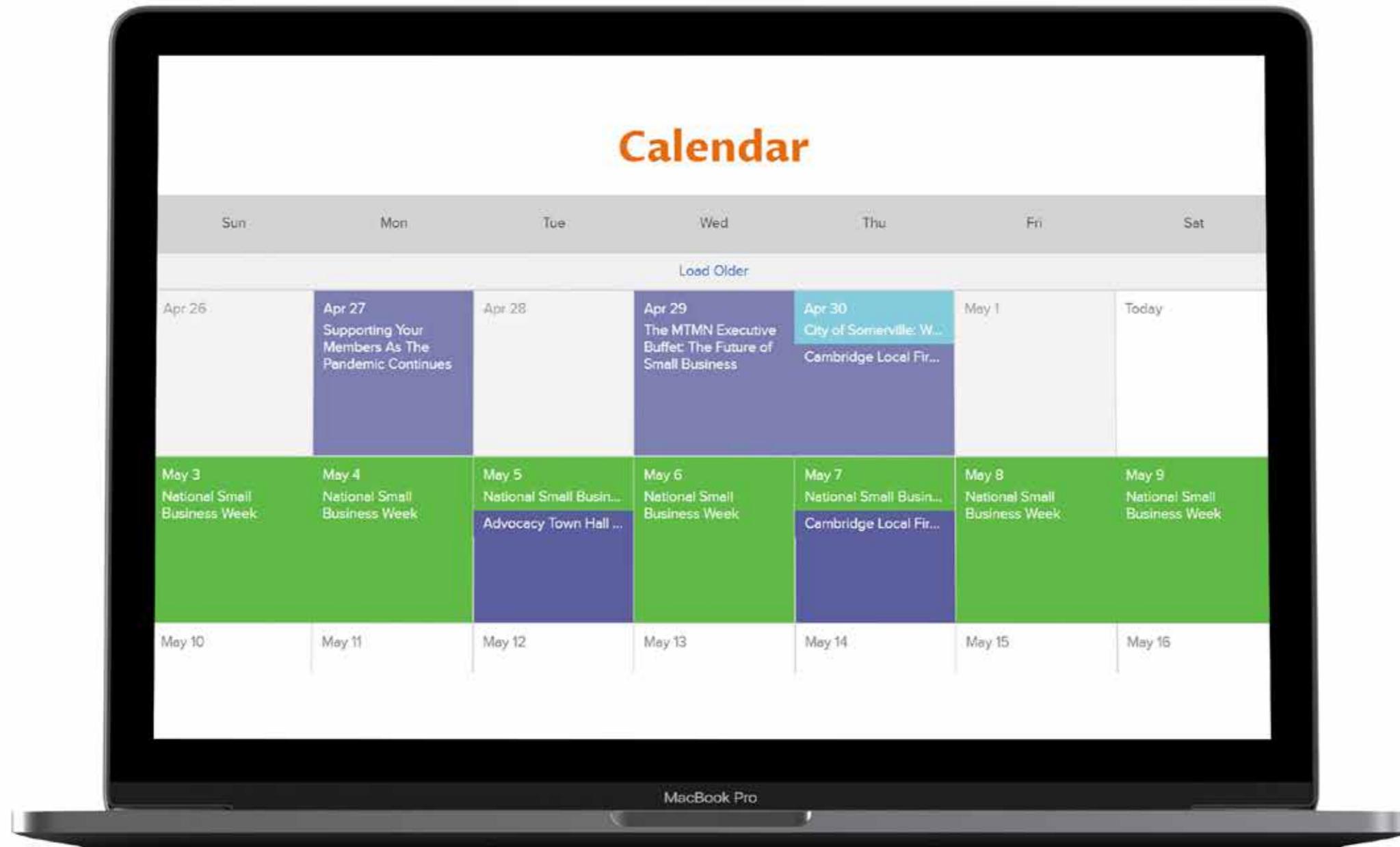
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

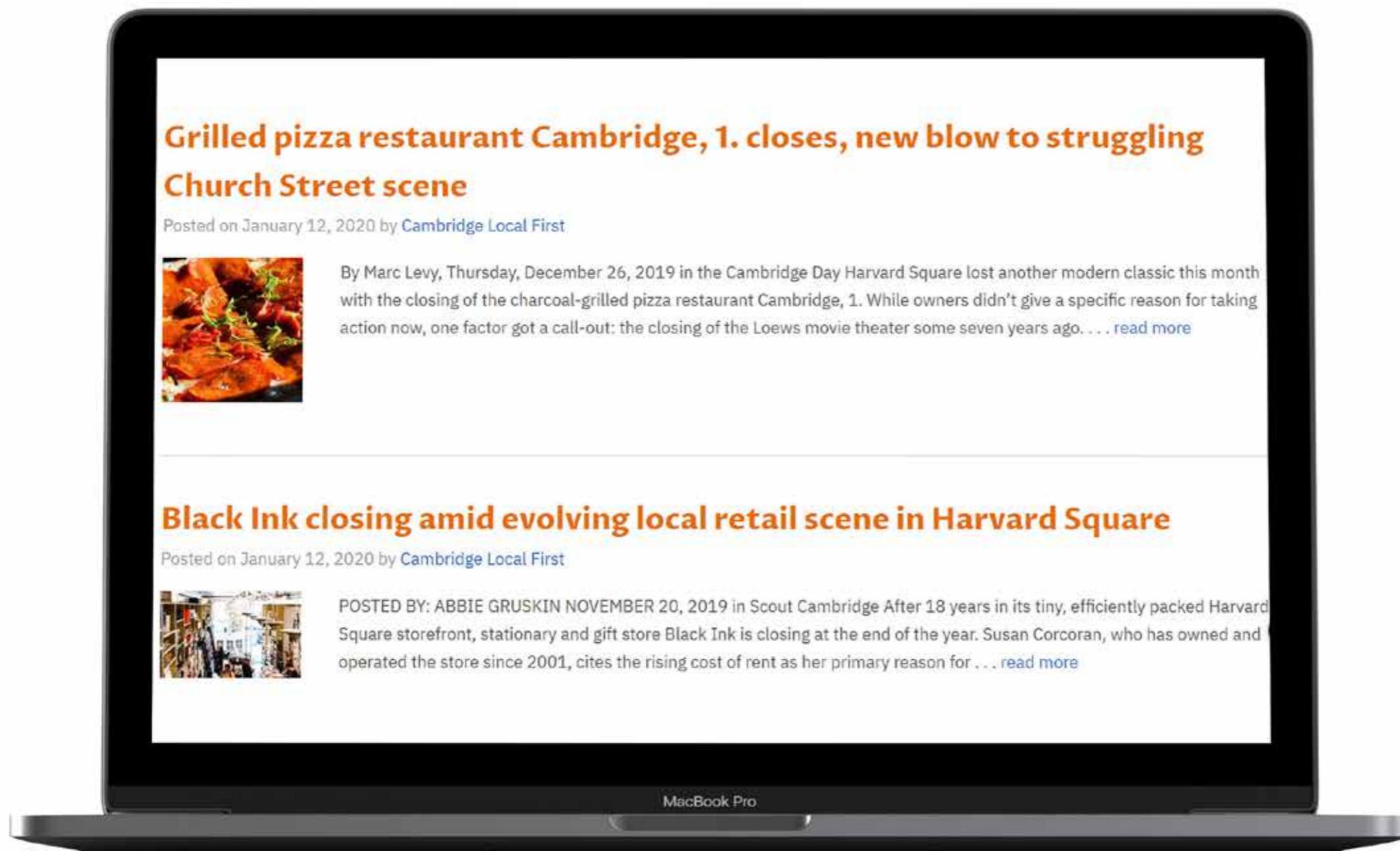
WHAT CAN WE DO ABOUT IT: EDUCATION



WHAT CAN WE DO ABOUT IT: EDUCATION



WHAT CAN WE DO ABOUT IT: EDUCATION



WHAT CAN WE DO ABOUT IT: EDUCATION

Master List, Imported July 2017

Email Campaign Archive

from Cambridge Local First

join our mailing list

05/01/2020 - [Join us for a Cambridge "Dinner and movie night" tonight, and Live Local Shopping Hour tomorrow!](#)

04/29/2020 - [Join us for Cambridge's "Dinner and movie night" on Friday, and more!](#)

04/23/2020 - [Join us for today's community conversation and comedy fundraiser!](#)

04/22/2020 - [CLF's best newsletter yet - community conversation, comedy fundraiser, resources, advocacy, and news!](#)

04/17/2020 - [Next Steps to Save Our Economy Now! + CLF end-of-week business updates](#)

04/16/2020 - [Cambridge Local First - Community conversation today and our fundraising campaign begins!](#)

04/14/2020 - [Cambridge Local First - News, Resources, and Programming](#)

04/10/2020 - [Take Action to Get Funding to Small Businesses Now!](#)

04/09/2020 - [Updates from Cambridge Local First + today's 2 PM community](#)

January Newsletter

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.



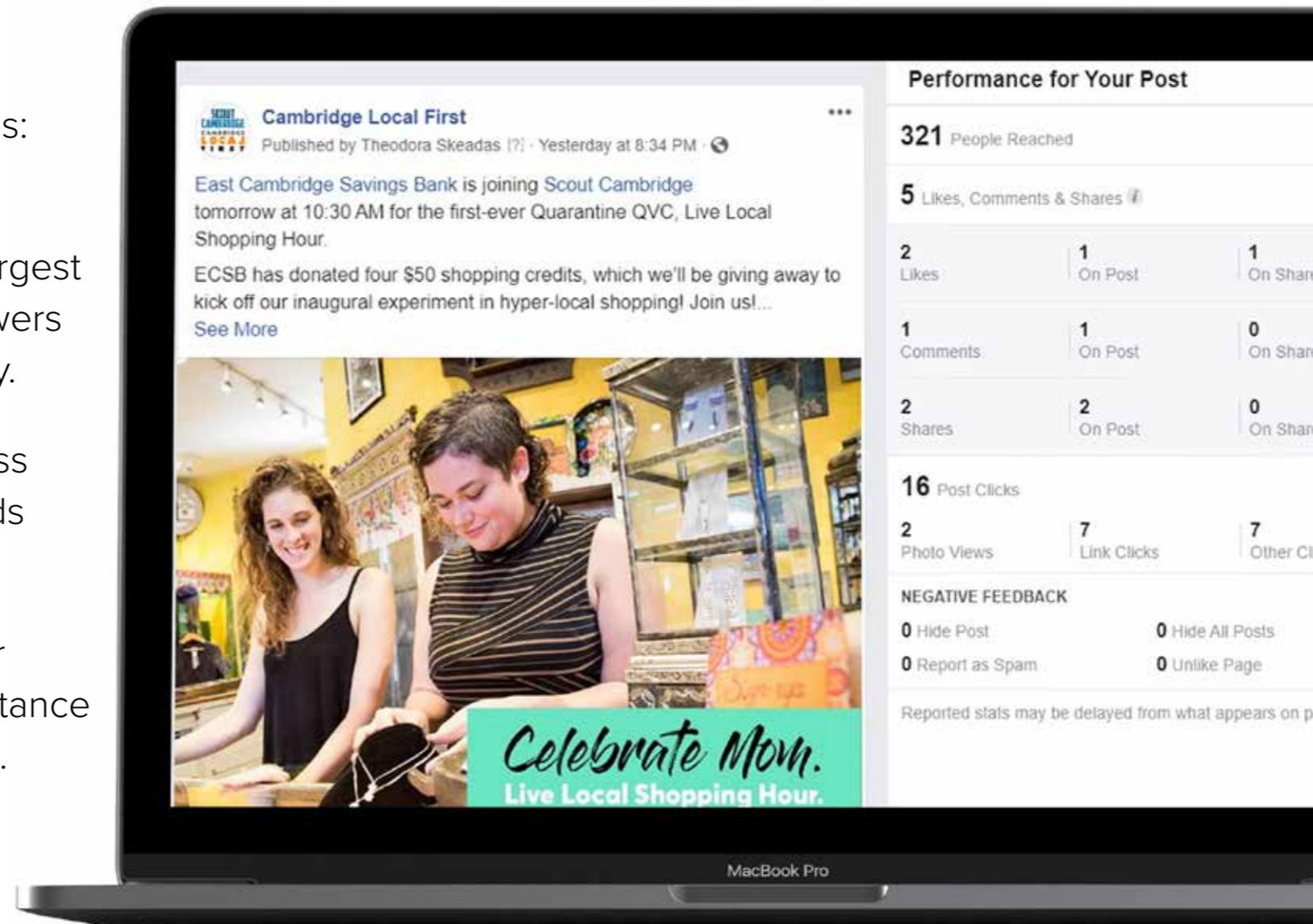
We are poised for action in 2020, our 15th year of service, and we welcome your ideas, engagement, and feedback as we work to better advocate for our City's incredible local and independent businesses. The lines of communication are always open. Please feel free to [reach me directly](#) with any thoughts.

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 Skeadas](#)

WHAT CAN WE DO ABOUT IT: BUSINESS SUPPORT

- 2** 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



sweetspot
dental
Where care & compassion meet.

We're here for you.
www.sweetspotdental.com
Hello@sweetspotdental.com
617-945-1974

A photograph of a smiling dentist in a white lab coat standing in a dental office. The dentist is wearing a white lab coat with a logo on the left chest. The background shows dental equipment and a window with blinds.

WHAT CAN WE DO ABOUT IT: BUSINESS SUPPORT



Introduction to
Restaurant Finance



rethink_restaurants Want to get a taste of what we do? Join us and @cambridgelocalfirst for our "Introduction to Restaurant Finance" class on Tuesday 1/14 at 2pm.

Get more info + register at the link in our bio.

16w



rethink_restaurants #finance #restaurantfinance #education #foodindustry #foodservice #restaurant #chef #foodlife #foodlover #profitability #education #local #shoplocal #eatlocal #eaterboston #chefslead #bosfeed

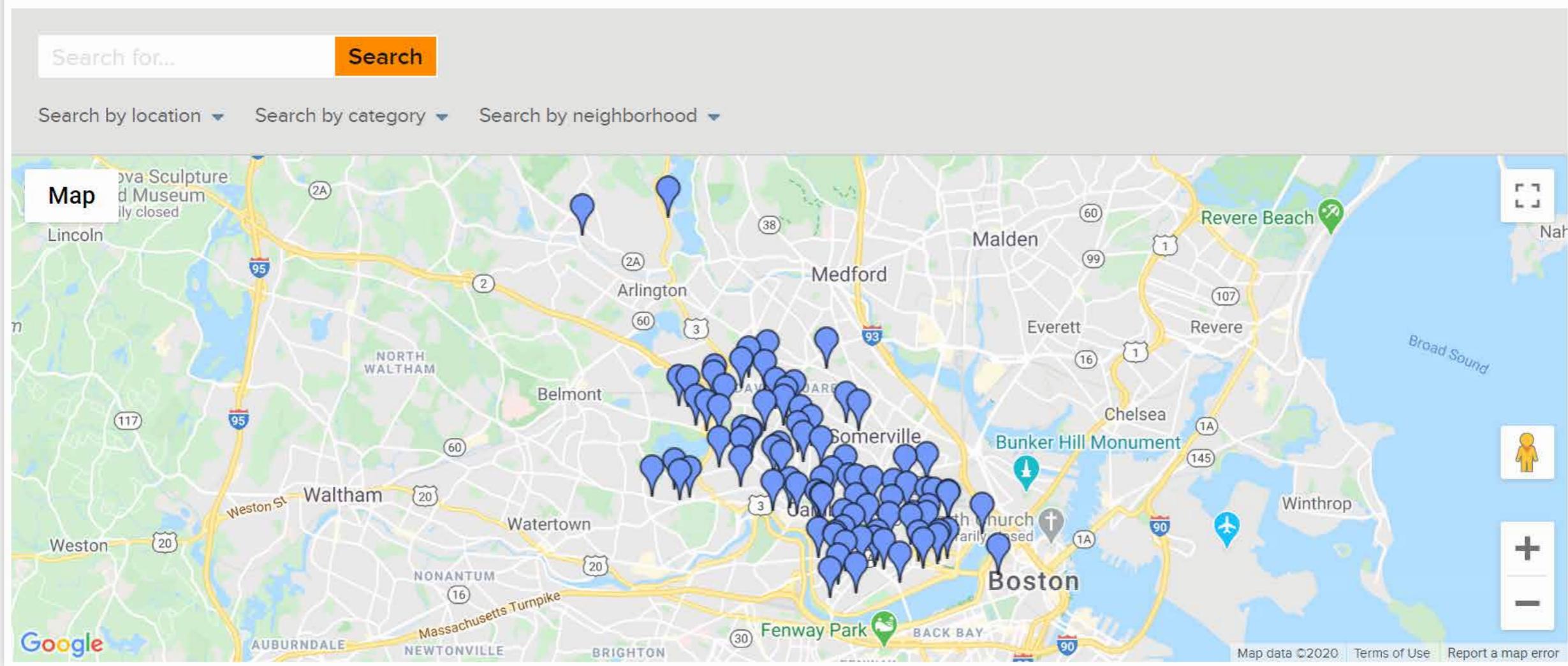


Liked by haveyoumetter and 22 others

JANUARY 6

WHAT CAN WE DO ABOUT IT: BUSINESS SUPPORT

Member Directory



WHAT CAN WE DO ABOUT IT:

ADVOCACY

3 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!

2 0 2 0
CAMBRIDGE
LOCAL
FIRST